

“Helping you to help your people do their best.”

# Salesforce nagyvállalati IT vezetőknek



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**Attention CRM Consulting**



The image features the Salesforce logo, which consists of a blue cloud shape with the word "salesforce" written in white. The word is in a sans-serif font, with "sales" in a regular weight and "force" in a bold weight. The cloud shape is composed of several overlapping circles, creating a soft, organic form. The background is a solid light green color.

salesforce



# Doing well & doing good

salesforce

34.0%

FY26 non-GAAP  
operating margin  
guidance<sup>1</sup>

11%

FY26 operating  
cash flow growth  
guidance<sup>2</sup>

\$41.3B

FY26 guidance<sup>3</sup>

Innovation



Fortune

Philanthropy

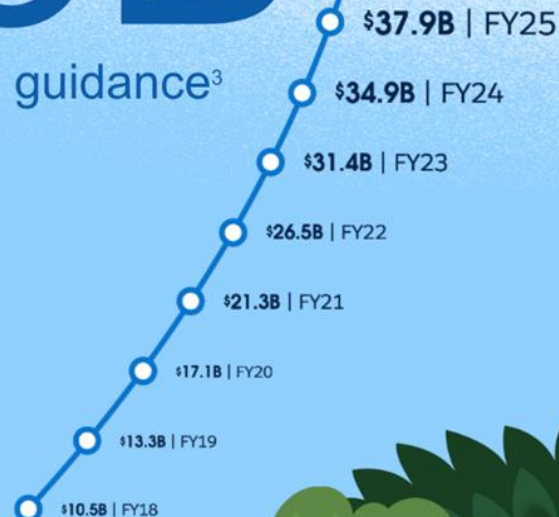


People

Ethics



Ethisphere Institute



#### Sources:

1. Full year FY26 non-GAAP operating margin guidance as of February 2025. Non-GAAP operating margin is a non-GAAP financial measure. Refer to our earnings materials for Q4FY25 available at [investor.salesforce.com](https://investor.salesforce.com) for a reconciliation of GAAP to non-GAAP financial measures.

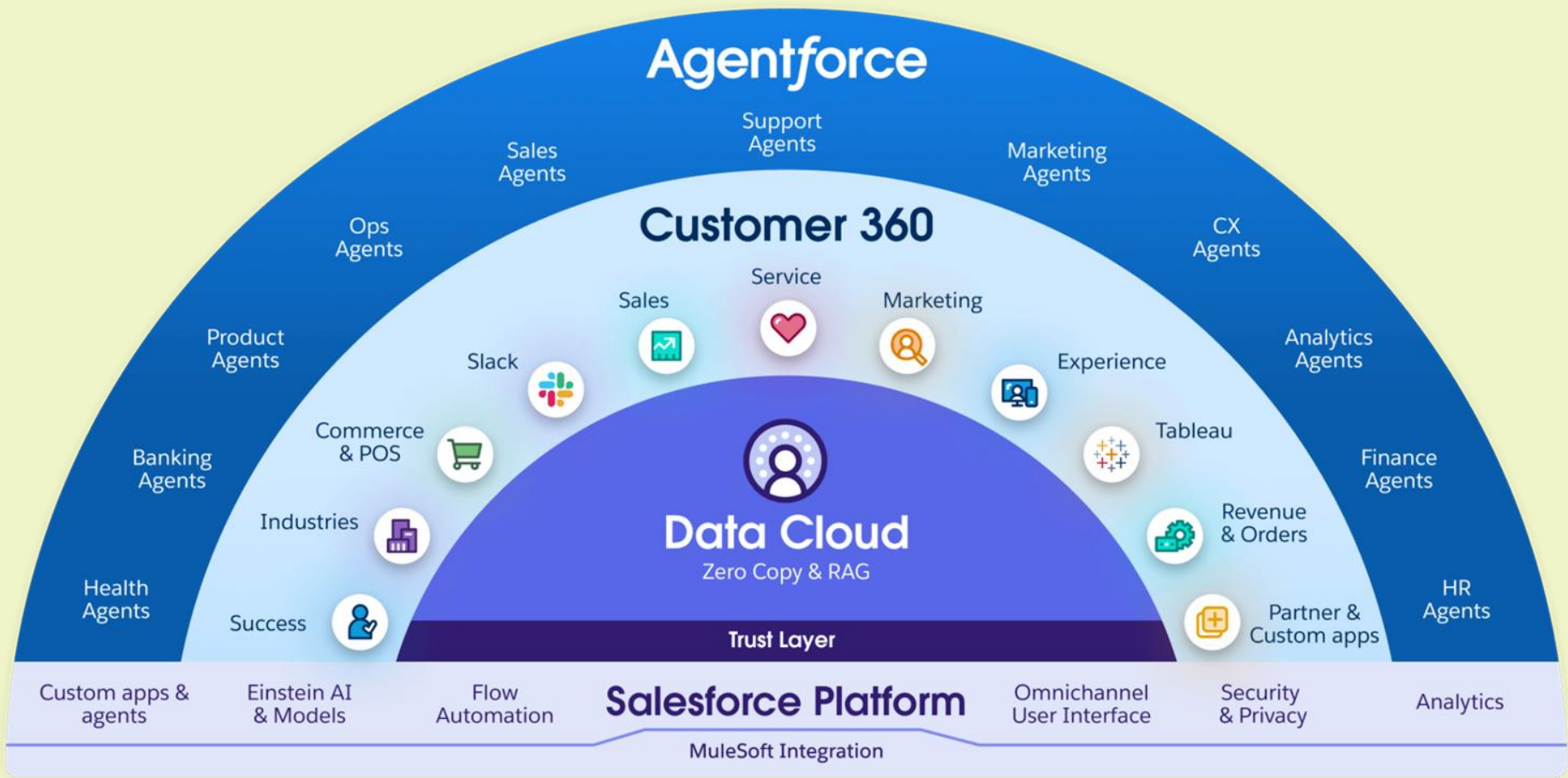
2. Full year FY26 operating cash flow growth guidance as of February 2025. Slide reflects the high end of the FY26 operating cash flow growth guide of 10-11% YoY.

3. Full year FY26 Revenue guidance as of February 2025. Slide reflects the high end of the FY26 revenue guidance of \$40.5 to \$40.9B.

# Alapok

- A negyedik legnagyobb szoftver cég
- A legnagyobb üzleti alkalmazás szállító
- 70.000 alkalmazott
- 41.3 milliárd dollár bevétel
  - Sales
  - Service
  - Marketing és Commerce
  - Platform
  - Integráció és analitika
- Magyarországon piacvezető a közép- és nagyvállalati CRM piacon
- Egyre több hazai nagyvállalat: Mol, MOHU, MVM, EON, Telekom, Yettel, Raiffeisen, MBH, Generali, Allianz, NN, WIZZ stb.

[ 6 ]

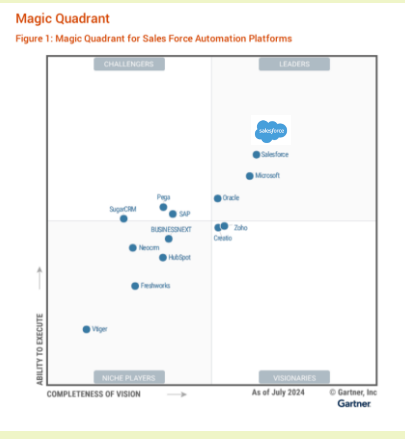


# Salesforce portfolio

- **Customer data platform**
  - Data.com
- B2B
  - Sales, marketing, service, revenue management, **field service**
- B2C
  - Marketing, sales, service, **commerce**, **loyalty**, revenue management
- Industry clouds
  - Financial services, Consumer goods, Manufacturing, Retail, Healthcare, Media, Communications, Nonprofit
- Tech
  - **Cloud middleware (Mulesoft), Analytics (Tableau), Platform +**  Informatica

[ 8 ]





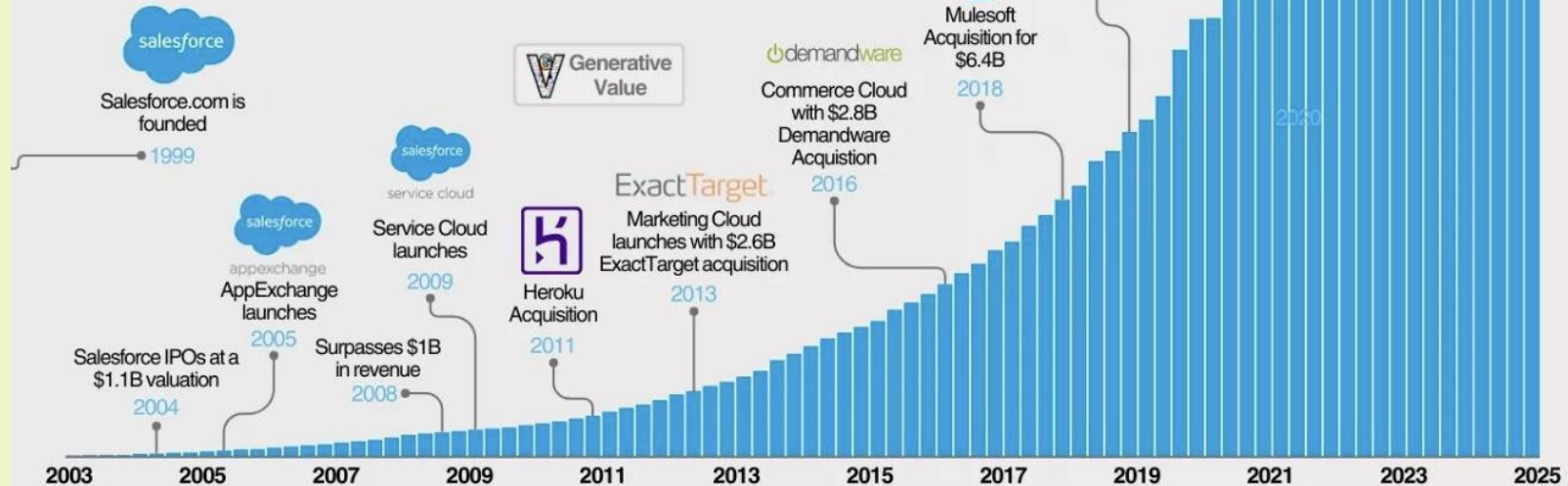
Source: Gartner (October 2022)



# The Rise of Salesforce

## Key Moments from its Rise to \$38B in Revenue

Salesforce's Quarterly Revenue Over Time



Informatica

# Tech alapok

## 1. Cloud-Native, Multi-Tenant Architecture

- **Multi-tenancy:** All customers share the same infrastructure and codebase, with logical data separation.
- **Elastic scalability** via **Hyperforce** (Salesforce's platform deployed on public clouds like AWS, Azure, GCP).
- **Microservices-based architecture** for modularity and resilience.

## 2. APIs and Integration

- **REST/SOAP APIs, Bulk API, Streaming API, GraphQL (Beta).**
- **MuleSoft** for API-led integration and enterprise service bus (ESB).
- **External Services** and **Apex callouts** for integrating with external apps.

## 3. Customization and Extensibility

- **Apex** (proprietary Java-like language), **Lightning Web Components (LWC).**
- **Salesforce DX** for modern DevOps [11] workflows.
- **AppExchange:** Marketplace for 3rd-party apps and components.

# Tech alapok

## 4. DevOps and CI/CD

- Version control integration (Git).
- **Scratch orgs** and **source-tracked sandboxes**.
- Tools: **Salesforce CLI**, **SFDX**, **Gearset**, **Copado**.

## 5. Authentication & Identity

- **SAML 2.0**, **OAuth 2.0**, **OpenID Connect**.
- **Single Sign-On (SSO)**, **Multi-Factor Authentication (MFA)**.
- **Customer Identity & Access Management (CIAM)** capabilities.

## 6. Encryption & Data Protection

- **Shield Platform Encryption (AES-256)**.
- **Field-level, record-level, and object-level security**. [ 12 ]
- Event monitoring, audit trails, and transaction security policies.

# Compliance

| Standard/Regulation     | Description                                      |
|-------------------------|--------------------------------------------------|
| ISO 27001, 27017, 27018 | Information security and cloud privacy standards |
| SOC 1, SOC 2, SOC 3     | Financial and operational controls auditing      |
| FedRAMP                 | U.S. government cloud service authorization      |
| GDPR                    | EU General Data Protection Regulation            |
| HIPAA                   | U.S. health data protection standards            |
| CCPA                    | California Consumer Privacy Act                  |
| PCI-DSS                 | Payment Card Industry Data Security Standard     |

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# Salesforce Cheat Sheet for CIOs

Salesforce overview, integration, BI, AI, CDP

