Response to:
Florida Dept. of Economic Opportunity

— Workforce Information Technology Procurement Project - A Florida Workforce Automation SaaS (Software as a Service) - 13-RFI-001-LJ

Prepared For:	Florida Department of Economic Opportunity
Document Type:	RFI Response
Delivered On:	**15 May 2013**
Prepared for:	Sonja Strickland/Laura I. Jennings
Prepared by:	Cloud Sherpas, Inc.: Greg Mullin
Version:	**FINAL**

Table of Contents

Cover Letter

Cloud Sherpas is pleased to offer Florida Department of Economic Opportunity (DEO) a response to the Workforce Information Technology Procurement Project - A Florida Workforce Automation SaaS RFI.

Gartner refers to companies like Cloud Sherpas as a Cloud Services Brokerage, defined as an organization that can fulfill one or more of the three primary roles critical to implement SaaS and cloud-based technologies: Aggregation, Integration, and Customization. Cloud Sherpas unique value is our ability to fulfill all three of these roles at once and be your "one stop shop" for acquisition, deployment, and management of SaaS and cloud technology. Our experience with SaaS and cloud-based technology has allowed us to be recognized as a two-time Google Enterprise Partner of the Year for Google Apps, a Platinum salesforce.com partner and the first ServiceNow partner to reach Preferred partner status globally.

For the Florida Department of Economic Opportunity Workforce Automation RFI, Cloud Sherpas worked with our partner salesforce.com to gather answers to the questions posed in your RFI. We believe by aligning with a proven Workforce Automation platform like Salesforce the DEO can benefit from the significant R&D investment that prompted Forbes Magazine to call salesforce.com the "World's Most Innovative Company".

One additional benefit the Salesforce platform brings is the availability of AppExchange vendors who extend the Salesforce platform through their significant expertise, pre-packaged configurations, and innovative features. As part of our RFI response we have highlighted a specific example - Launchpad. A combination of Cloud Sherpas, Salesforce, and our partners is able to provide DEO with:

- A flexible, interconnected and expandable platform that enhances the user experience from both the participant and the employer side. Skills Wisconsin, for example, found they were able to leverage these technologies to connect Workforce Development, Economic Development and Technical Colleges in ways that allowed them to share data, provide integrated services and to leverage the overall power of collective impact.

- Native social and mobile features. The leading SaaS/Cloud applications have social and mobile features built-in, meaning DEO's Workflow Automation SaaS could integrate with popular social media sites such as Facebook and LinkedIn allowing job seekers and employers to engage with Workforce Development utilizing these networks.

- Innovative features like Flexible Job Matching, Job Mapping to provide staff with a Google Map that will show job openings overlaid with data provided by job seekers, and Social Enterprise for Workforce that promotes effective, real-time collaboration between Workforce Development, Economic Development and Training partners.

The Cloud Sherpas team looks forward to meeting with FL DEO to review our capabilities and to explore the next steps in forging a strong and mutually beneficial business relationship. Please feel free to contact me (404-369-1203, greg.mullin@cloudsherpas.com) with any requests that you may have.

Sincerely,

Greg Mullin
Director, Public Sector

Response to RFI Questions

We have made every effort to provide responses that are accurate as of the date of the response and within our knowledge. Because salesforce.com's procedures and policies change from time to time, we cannot guarantee that the answers to the questions you have asked will be identical at the time you may enter into a contract with us. If the Florida Department of Economic Opportunity (DEO) chooses to use us salesforce.com as your service provider, we will enter into contracts that cover many of the topics in which you've expressed interest, and those contracts will be the definitive agreements that describe all aspects of our relationship.

1)A description of Respondent's ability to provide a Florida Workforce Automation Software as a Service (SaaS) system and its complete components.

A Trusted Cloud/SaaS Platform for Workforce Automation

Cloud Sherpas, the Google Enterprise 2011 & 2012 Partner of the Year and a Platinum Salesforce.com Partner, works with enterprises, educational institutions and government agencies to help them adopt, manage, and enhance leading cloud platforms like Salesforce and Google Apps. Cloud Sherpas' employee base, over 500, consists of individuals highly skilled in the implementation of cloud-based technology to meet our customers objectives.

Since 2007, the company has transitioned over 3.0 million workers from legacy, on-premise systems into the cloud with our curated portfolio of applications, strategic partnerships, and domain experience.

With thousands of projects successfully delivered via our proven delivery model, Cloud Sherpas helps some of the world's most well known organizations realize the potential of this paradigm-changing "cloud" evolution and allows them to focus on their mission rather than manage complex IT.

The Salesforce Cloud includes the AppExchange for Government, an app marketplace for the public sector where government agencies can find, try and deploy cloud apps that meet their needs. Cloud Sherpas assists our customers to investigate and evaluate these AppExchange vendors helping agencies to choose the application that is best for them. AppExchange vendors, like the Launchpad company highlighted below, can extend the Salesforce platform with significant Workforce Automation expertise, pre-packaged configurations, and innovative features.

Salesforce AppExchange Vendor Profile - Launchpad
Launchpad is a Workforce Development Consulting and Cloud Technology Solutions provider with over 35 successful customer engagements and SaaS implementations, including the City and County of Los Angeles, State of Wisconsin and the U.S. Department of Labor.

- **Prepackaged content:** Having worked with many organizations to implement similar systems, Launchpad's Workforce Development agency assessments have resulted in pre-packaged content built into their product. This content covers all areas of operations from case management to business services and training. Launchpad has worked with job seeker clients

(youth, adult and dislocated workers) as well as employers, providing them with hands on knowledge of the workforce system.

- **Innovation:** Launchpad has helped dozens of Workforce Agencies move to a more employer-centric workforce model, modernizing their strategies and resulting in outcomes gains of over 250%. Launchpad has taken this knowledge, and combined it with experience in private sector reemployment and cloud technology to create a Workforce Application (built on the Salesforce.com platform).

- **Experienced Staff:** The Launchpad team consists of experienced business analysts, consultants and programmers with combined backgrounds in the field of workforce development, reemployment and cloud technology. Principals Abraham Jankans and Anthony Jankans together bring 30+ years of workforce and economic development experience.

Abraham Jankans, Chief Executive Officer - Workforce Development Specialist
Abraham Jankans is the CEO and a co-founder of Launchpad. He brings over ten years of private- and public-sector workforce and economic development. Jankans has personally worked with over 35 workforce and economic development organizations, to design innovative consulting and technology solutions to assist those agencies in improving service delivery and outcomes. Prior to Launchpad, Jankans co founded Launchpad Careers, Inc. and employment and staffing company which provided job re-training and employment services to businesses and government agencies.

Anthony Jankans, Economic Development Specialist
Anthony has over 20 years of experience working in public and private sector economic development, specifically working with New Market Tax Credits, Community Development Block Grant funding, SBA small and mid-sized business for working capital, commercial real estate loans, equipment financing and permanent capital. Jankans brings valuable expertise and know how to connecting economic development with workforce development to maximize job creation potential.

Salesforce.com for Workforce Automation SaaS System
Salesforce.com is an industry leading provider and pioneer of enterprise cloud computing solutions dedicated to helping businesses and government organizations transform into customer-based organizations through social, mobile, and open technologies to engage and collaborate with their customers, citizens, partners, and employees in new and powerful ways. With over 100,000 customers, salesforce.com technologies are targeted at organizations of all sizes and industries worldwide. In the public sector, nearly 500 government agencies of all levels and verticals are successfully using

salesforce.com solutions for a multitude of government functions including workforce development, recruiting, economic development, incident and case management, call/contact center management, citizen communications and correspondence management, project management, among numerous others.

In today's tough economic times, the role of economic development agencies to help promote innovation and competitiveness and prepare regions for growth and success is more important than ever. Yet outdated systems and infrastructure prevent many economic development agencies and partners from efficiently managing all of their business recruitment, retention, and grants management needs. Whether for federal programs, state-wide public-private partnerships, or more local efforts, salesforce.com is helping leading innovators launch economic development and job creation solutions.

> *"Social collaboration is just how we do business. Chatter is helping us bring investment and jobs to the State."*
>
> *-- Michigan Economic Development Corporation*

Agencies are leveraging salesforce.com to build modern economic development applications on the salesforce.com cloud platform that roll up jobs and revenue forecasts and ensure that agencies are better achieving their mission. With modern, easy-to-use applications, agencies are further enabled to offer more business assistance services and capital programs for business attraction and acceleration, which are transforming their economic development and grants management efforts.

Economic development agencies across the U.S. have chosen salesforce.com as their partner to bring jobs and investment to their region.

A sampling of customer use case examples using salesforce.com solutions for a variety of needs including workforce development, economic development, recruiting, social media monitoring, and more is provided below in response to *RFI Question #2*.

Below is a high-level diagram of our vision of the Workforce solution for DEO:
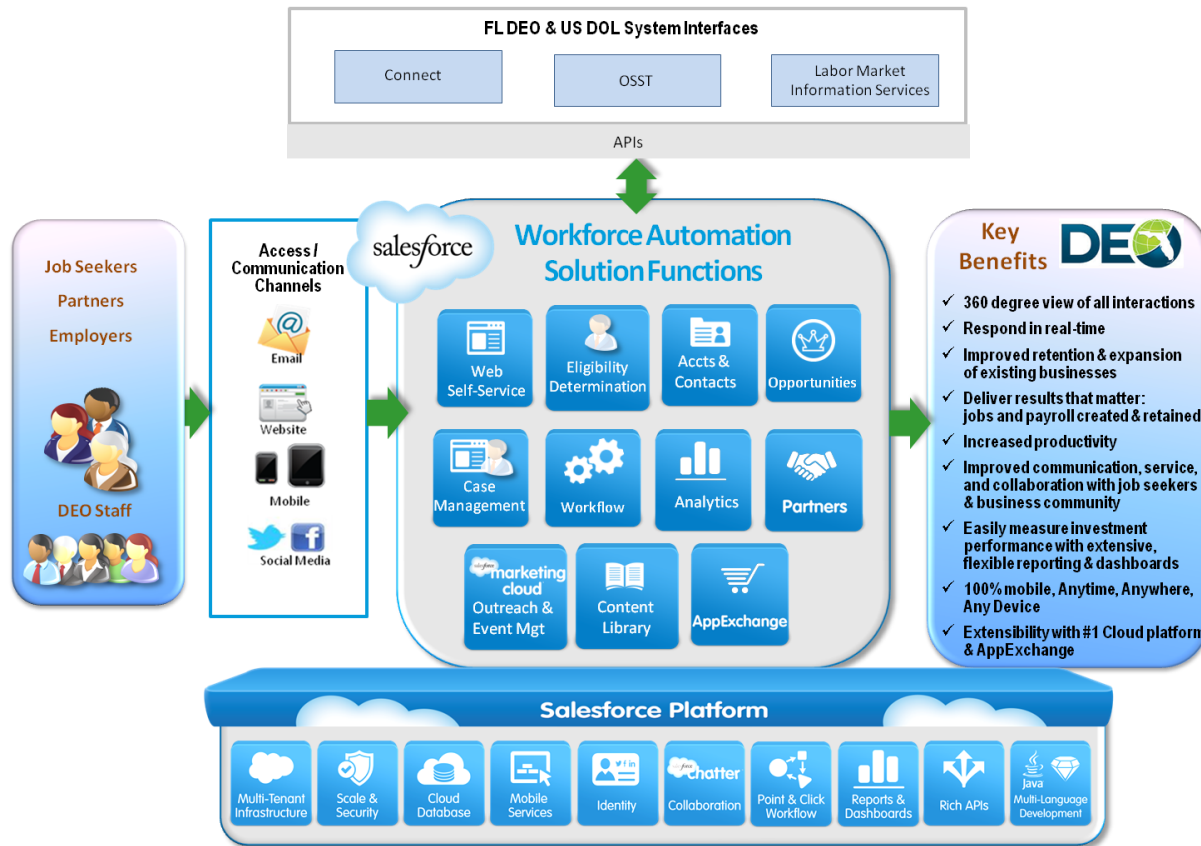
DEO can move away from multiple, disparate systems and interact through a single solution accessible via a highly secure, globally trusted cloud based network that is fully integrated and mobile. This allows for multi-channel interactions such as phone, in-person interactions, and real-time updates via mobile devices, as well as integration with DEO's, Workforce Florida's and Enterprise Florida's existing salesforce.com-powered systems. Customer accounts, associated cases, case notes, research, associated assets and documents are all interconnected and easily to access. DEO, WFI and EFI users across multiple lines of business can interact and collaborate on cases and easily share information securely for all types of cases.

Our solution provides for a *360 degree view of employers, job seekers, partners, Workforce Florida, DEO, the Regional Workforce Boards, and case data in a single, searchable, scalable platform.* Role-based security functionality only gives access to those that need to know. Additionally, our solution has a built in, comprehensive analytics engine, and the ability to associate related cases.

DEO can work faster and more efficiently by streamlining intelligence gathering and *automating*

mundane and time consuming case management and workflow resolution processes, to close more cases faster. Collaboration functionality can be tightly integrated into workflows with more flexible processes and information being shared more readily and less hierarchically, collaborating across divisions and user groups, sharing tasks in a more project-based fashion. Self-service allows requestors to submit a request online and track resolution status.

Key performance metrics and reports can be developed to your needs fast, through point-and-click without the need for code or IT resources. Easy-to-use data visualization tools enable end users to identify trends using charts, tables and other graphics.

Our solution is built on the Worlds #1 agile, highly secure cloud platform, Force.com and trusted multi-tenant cloud infrastructure. Salesforce.com's multi-tenant architecture eliminates or mitigates the inherent risks in traditional software architecture and on-premise solutions. The platform is a single software architecture where Salesforce.com is responsible for the different software layers, enhancing these layers with enterprise-grade security, disaster recovery, high availability, and tuning the layers to provide performance for 100,000+ organizations that have millions of users using the service every day. An ever-growing list of Federal, State, and local government agencies trust the Force.com cloud-computing platform to deliver critical business applications, in large part because of *salesforce.com's commitment to security and privacy*.

Our customers and third-party developers can rapidly develop applications because of the ease of use and the benefits of a multi-tenant, flexible, and open platform. *Applications are developed five times faster and at half the cost* of traditional implementations per an IDC study*.*

DEO will also benefit from instant access to over *1,700 pre-built applications in the AppExchange that can be utilized by all of DEO, WFI & EFI* on the Salesforce platform to extend their initial solution investment. This allows the State of Florida the flexibility to easily scale and evolve their case management solution to meet future needs.

Response to DEO's Functional Requirements

Below is our response to your functional requirements listed in the RFI:

DEO Specification	Response
Optimal access to jobs and career information, eliminating duplicative job listings for job seekers	Workforce on Salesforce can be integrated with a variety of job listing and labor market research sources, eliminating duplicative job listing searches. Job seekers can search multiple positions aggregated from various job boards and employer websites, reducing duplicate job listings. In addition the system can combine those with job listings sourced by workforce development staffing providing for a single source for job postings.
Access to or partnership with another vendor with access to a national resume hosting site that currently contains at least 250,000 Florida based resumes across multiple industries	Workforce on Salesforce can integrate with a national job site aggregator which has over 450,000 resumes in its database within the state of Florida.
Ability to search all posted resumes utilizing national brand website search capabilities	Utilizing a customized workforce version of Salesforce.com's customer portal, we can provide a seamless Employee Portal uniquely branded for Workforce Development, which allows Employers to search the database for qualified job seekers, based on a variety of filter criteria, similar to a nationally branded website such as monster.com or Indeed.com. Employers will have the ability to search by keyword, skills classification, location and a variety of other criteria. This portal will be extremely user friendly, and will also seamlessly integrated with the Workforce Applications on the Salesforce Platform, so DEO can track and run reports on this activity as well.
Enhanced case management tools for Regional Workforce staff to most fully assist employers and job seekers to include, but not be limited to: • Eligibility Determination • Service Tracking • Case Notes • Follow-up	Unparalleled flexibility is one of the key differentiators of the Salesforce.com application and platform. In the Case Details screen, there is a section for tracking all tasks, emails, correspondence, and meeting with associated details. Tracking provides a 360-degree view of the case which aggregates customer communication, internal collaboration, attachments, and case resolution notes. This section tracks time, request type, source, status, etc. Workflow rules automatically notify customers when cases are resolved and can include links to a customer satisfaction survey. These notifications can be sent immediately upon case resolution or at a later time. Salesforce.com offers a feature called Case Record Types. Case record types allow you to offer different business processes, picklist values, and page layouts to different users based on their profiles. Case record types can be used in various ways, for example: • Create record types for cases to display different page layouts requiring different fields to improve data quality based on the case type.

DEO Specification	Response
	- Restrict access to certain types of cases based on profiles so users who only manage certain cases only have access to the correct types. - Grant Tier 2 support access to additional fields that are hidden from Tier 1 to maintain a streamlined view of the case. - Run workflow rules, approval processes, and business rules based on Record Type to create field updates, notifications, and route approvals to the right people. - Record Types are instantly available for reporting and for dashboards - use Record Type to filter, sort, and group case data in a meaningful, visual way. Salesforce.com lets you automate any business process. Processes can be simple tasks—creating an activity, emailing an alert, or updating a data field—or more complex, like automating the candidate-to-hire process or scripting inbound and outbound service request calls. Whatever your process need, Visual Workflow, together with workflow and approvals, enable you to rapidly design and run any business process in the cloud without infrastructure, software, or code. **Processes** Every company has hundreds of business processes. With Visual Workflow multi-step processes can be rapidly modeled in a visual designer and instantly run in the cloud. **Approvals** A specialized type of workflow called an "approval" can route information to a series of people, each of whom can approve or decline the information and then send it on to the next step in the process. **Business Rules** You can use various criteria to determine when a workflow is triggered. In addition, you can use rules to validate data and enforce business logic when a user is entering data. You can use formulas to perform calculations or to fill out other data based on user-defined entries. **Monitoring and queuing** Time-based workflows are placed into a queue that can be easily monitored from the administrative console. Creating transparency in business processes makes it easy to maintain an audit trail and keep tasks from falling through the cracks. **Tasks and Notifications** It's easy to alert people when their participation is required in a business process. Whether it's to approve a Time Off Request or implement a new service request, alerts are sent via email and can be assigned as a Task in

DEO Specification	Response
	salesforce.com. **Form Submission** It's simple to create forms that enforce required fields, enforce business login, and automate processes with salesforce.com. In addition to creating robust forms, each form can look and feel differently based on who is accessing the form with the Record Type capability mentioned above. Finally, salesforce.com allows you to generate an HTML form on the fly for easy case submission that you can insert across multiple websites. **Reports and Dashboards** Salesforce.com reports and dashboards run on the same platform as the rest of the solution. As soon as data is saved, it is immediately available to in reports and dashboards. To further automate processes, dashboards and reports can be scheduled to run and message users on a set frequency to automate the publication of key information.
Precise reporting capabilities to meet the needs of federal, state and local reporting requirements	Salesforce offers a real-time, robust reporting and analytics engine that enables deep analysis of all Salesforce data—including case management data. Key benefits include: • Real-time information for up-to-the-second insight • A single solution for insight into service • Custom reporting so business users can quickly, and easily create their own reports • Customizable dashboards include the ability to drill down into the underlying reports—available on mobile devices, enabling executives and managers to turn data into action • Security controls to limit access to the appropriate users integration with other corporate data for comprehensive business insight
Strong interconnectivity capabilities between environments maintained by DEO Workforce Services and	The Salesforce platform is designed to enable IT professionals to integrate our service with existing applications quickly and seamlessly. The Force.com platform provides a set of application programming interfaces, or "APIs," that enable customers and independent developers to both integrate our service

DEO Specification	Response
U.S. Department of Labor (Workforce Program Oversight) such as: Connect, One Stop Service Tracking (OSST) and Labor Market Information services	with existing third-party, custom, and legacy applications, and write their own application services that integrate with our service. For example, many of our customers use the Force.com API to move customer-related data from custom-developed and legacy applications into our service on a periodic basis, to provide greater visibility into their activities. Other customers and partners have, for example, developed their own talent management solutions and procurement solutions on the Force.com platform.
Eligibility determination functionality, data validation field recording, and activity tracking	Salesforce has workflow rules and data validation rules that enable automation of routine tasks such as determining employee/employer eligibility. Salesforce has built in field and activity tracking such as phone calls and emails on every person or organization that DEO interacts with. Salesforce Chatter is an intuitive way to capture soft data, like comments, emails and , Microsoft Office documents
Readily available information for researchers related to labor market and economic development data	One of the truly powerful capabilities of the Salesforce.com platform is the ability to pull rich, real-time data, and to create ad-hoc reports anytime. Having real-time labor market information specific to your region is critical for improving industry-driven training and engaging with business to hire. The following are a few examples of how researchers might leverage the platform to pull real-time labor market information and economic development data - Available inventory of skills clusters - EDO's can see a real-time report on the availability of workforce within a specific skill set category. For example, if EDO is recruiting a large tech company to the state, and you want to promote your states IT talent you could pull real-time reports, based off actual available IT workers. - Upcoming pipeline of available workers - EDO's will have the ability to forecast future available talent, using pipeline reports. Additionally, if the system is connected with the technical colleges or training organizations you can forecast based on graduate exits from training programs, giving EDO's greater visibility on the future available workforce. - Upcoming demand for skill set categories - Conversely, EDO's can pull data on the job orders and employer activity, such as new job orders by position or category, giving EDO's a real-time view of employer demands by regions, and visibility into possible skill set shortages or overages by industry. - High demand occupations based on open and aging job orders - EDO's will know which are the high-demand occupations based on actual job orders and hiring activity collected via the system. They can also do a deeper dive by wage progression, geographical area, any any other criteria. - Business Intelligence - The Salesforce.com platform when integrated with Workforce Development and Economic Development can share an amazing amount of business data and intelligence, between themselves, helping state and local governments align the efforts of Workforce and Economic Development and help them make better

DEO Specification	Response
	informed decisions on investments and training resources.
Advanced self-service capabilities (Streamlined internet access)	Unlike traditional self-service software, Salesforce CRM's customer portal comes with self-service case management, too. Right online, your customers (employers and job seekers) can open new cases and check, update, and close existing ones at any time of the day or night—all without the need for agent intervention or assistance. They can also use the customer portal to search your knowledge base, explore previously resolved cases, and find solutions through customer-driven communities. It all adds up to a superior customer portal that lowers your costs and frees agents for high-value assignments. That's what makes Salesforce CRM the ultimate customer self-service portal.
Reemployment related activities such as skills assessment and reemployment opportunity matching	The Workforce Applications on the Salesforce.com platform provide great tools for managing skills assessment and reemployment opportunity matching. Currently, several workforce development agencies are using the application to manage and track job seekers based on their skills sets, and then match them with the appropriate opportunities. Workforce agencies can track the status of skills assessments as well as document which skills assessments have been completed and where the job seeker scored. As soon as a job seeker profile has been updated with skills, the system can run an automated report showing staff where possible job opportunity matches might be. Additionally, workforce development agencies can add a Learning Management System from the Salesforce.com App Exchange to extend further capability for assessing job seekers skills sets.
Administrative management functionality in support of data security, reporting, audits and user safeguards against fraudulent actions	The Salesforce Force.com platform provides a flexible, layered security framework that lets you share different data sets to different users. Application administrators can easily create profiles, roles, hierarchies and rules that are enforced in the user interface, reports, dashboards, search results, and API. With sharing, you can ensure record-level access control for all data. Administrators can set organization-wide default sharing access levels, and then grant additional access based on record ownership, role hierarchy, sharing rules, and manual sharing. Developers can write code that grants additional access programmatically. To specify the objects and tabs a user can access, you can assign a profile. To specify the fields a user can access, you can use field-level security. To specify the individual records a user can view and edit, you can set your organization-wide defaults, define a role hierarchy, and create sharing rules. Auditing features provide information about usage of the system, which can be critical in diagnosing potential or real security issues. It is important that someone in your organization perform regular audits to detect potential abuse. The other security features provided by salesforce.com are

DEO Specification	Response
	preventative. To verify that your system is actually secure, you should perform audits to monitor for unexpected changes or usage trends. Auditing features include: - Record Modification Fields - All objects include fields to store the name of the user who created the record and who last modified the record. This provides some basic auditing information. - Login History - You can review a list of successful and failed login attempts to your organization for the past six months. **Field History Tracking** You can also enable auditing for individual fields, which will automatically track any changes in the values of selected fields. Although auditing is available for all custom objects, only some standard objects allow field-level auditing. **Setup Audit Trail** Administrators can also view a Setup Audit Trail, which logs when modifications are made to your organization's configuration. Limited forensic evidence, if needed, is available from the web or application logs and can be provided for salesforce.com's standard consulting fees.
Automation of cumbersome manual or paper processes to ensure critical information needed to effectively manage the programs is readily accessible to state and local administrators and policymakers	Salesforce's ability to manage customer communications across a broad range of communication channels is unmatched in the industry. Traditional channels such as phone and email are mapped back to the Contact within the Account instantly and automatically via an agent console. Customer agents immediately see all communications with a customer across all channels, and have the context they need to speak intelligently with the customer. Physical documents, faxes, and recorded voicemails can be scanned an imported as attachments to requests. In addition to phone and email automation, Salesforce is on the cutting edge with integration to social networking technologies, such as online chat. Salesforce can engage with customers across all these channels concurrently, and still sustain a single communication thread with the customer.
A technical architecture and underlying functionality that is adaptable, scalable and flexible to support continuous process improvement and changes in applicable state and federal laws	The salesforce.com multi-tenant, cloud platform architecture enables us to leverage a common infrastructure and software code base across all of our customers who benefit from access to the most current release of the application, periodic upgrades, more rapid innovation, and the economies of a shared infrastructure. Salesforce.com understands that the confidentiality, integrity, and availability of our customers' information are vital to their business operations and our own success. We use a multi-layered approach to protect that key information, constantly monitoring and improving our application, systems, and processes to meet the growing demands and challenges of security.

DEO Specification	Response
	Trust.salesforce.com is the salesforce.com community's home for real-time information on system performance and security. Trust.salesforce.com is a publicly available site open to all customers. On this site you'll find:

- Live and historical data on system performance
- Up-to-the minute information on planned maintenance
- Phishing, malicious software, and social engineering threats
- Best security practices for your organization
- Information on how we safeguard your data

Compliance with Data Security Standards
Security is a multi-dimensional business imperative that demands consideration at every level, from security for applications to physical facilities and network security. In addition to the latest technologies, world-class security requires ongoing adherence to best-practice policies. To ensure this adherence, we continually seek relevant third-party certification, including FISMA, ISO 27001, PCI-DSS Level 1, the SysTrust audit, and SSAE 16 SOC 1 audit (an examination and assessment of internal corporate controls, previously known as SAS 70 Type II).

FISMA/NIST and FedRAMP
Salesforce.com is engaged in the FedRAMP process and has initiated a request for a FedRAMP security authorization for the Salesforce core service offering. Salesforce.com is working closely with the U.S. General Services Administration (GSA) as our sponsoring agency for achieving an Authority to Operate (ATO) using the FedRAMP guidance.
Salesforce.com has already received an ATO at the moderate impact level (using NIST 800-53 Rev. 3 moderate baseline) from the GSA for the Force.com Platform, CRM Applications, Chatter, and the supporting salesforce.com infrastructure. Salesforce.com has also received an ATO from numerous other agencies at the moderate and low impact levels. The GSA authorization is based on testing performed against the NIST SP 800-53 Rev. 3 moderate baseline control set consistent with requirements set forth in the Federal Information Security Management Act (FISMA) and in accordance with NIST SP 800-37 Rev.1, *Guide for Applying the Risk Management Framework to Federal Information Systems: A Security Life Cycle Approach*. According to FedRAMP policy, because salesforce.com is a currently implemented cloud service it will have until June 2014 to meet FedRAMP security authorization requirements from the date that FedRAMP was declared operational.
Incident/Threat Monitoring
Salesforce.com's Information Security department monitors notification from various sources and alerts from internal systems to identify and manage threats.

Trusted Internet Connection (TIC) Initiative

DEO Specification	Response
	To restrict access to salesforce.com from a TIC, customers can restrict users' ability to log in to salesforce.com by customizing user profiles and the customer's list of trusted IP addresses/ranges. In addition to restricting by IP address, by utilizing user profiles within salesforce.com, an organization can restrict access by time for a set of users, such as normal business hours. For monitoring, customers can implement monitoring tools on their network to monitor traffic being sent to salesforce.com. ISO 27001 Salesforce.com is ISO 27001 certified and PCI DSS Level 1 compliant and both of these standards include a level of regular audit and adherence to best practice in these regards. Additionally, an application and network vulnerability assessment is performed 3 times per year after each major release and the executive summaries of the reports can be provided to customers with a signed NDA in place.
Other enhancements/features/innovations provided by the vendor not identified above	1. Salesforce includes a built-in content repository that stores, indexes and provides search and retrieval of file-based data such as Microsoft Office documents. 2. Salesforce features Chatter - Internal users can converse and collaborate online over any object (such as a person, a case, a business, an application, etc). This is an intuitive way to capture the conversations that typical form-based systems cannot capture and wind up getting lost in a flurry of emails. 3. Microsoft Outlook user can transfer emails directly into Salesforce from Outlook and associate them with any object, such as a person, a case, or a business. 4. DEO can create custom, DEO branded Salesforce external portals that allow businesses, individuals, or partner agencies to directly access a lightweight version of DEO's system. This allows these external constituents to engage directly with the system with a secured, limited set of capabilities. This frees up your internal users from data entry from emails and phone calls. 5. Salesforce's Mobile capabilities are extremely comprehensive, supporting a wide range of mobile devices such as iOS (iPhone, iPad), Android, and Blackberry devices. Salesforce is always innovating around mobile solutions, and mobile integration is provided directly by Salesforce.com, not a third party application. Salesforce has native "apps" for devices, as well as mobile-friendly HTML5 based interfaces for mobile-based browsers. 6. Since Salesforce.com is a cloud-based solution, innovation is delivered automatically. In other words, every Salesforce.com customer is running the latest version of Salesforce.com and has easy access to every innovation Salesforce creates the moment it's released. Salesforce performs 2 and sometimes 3 major upgrades per year and each upgrade adds more features.

DEO Specification	Response
	Some upgrades have included truly revolutionary features such as Chatter and Salesforce Touch for mobile. Customers who deployed Salesforce.com years ago now have to innovations that were not part of their solution when they originally deployed. Each new feature is announced before release, and you can decide when you want to take advantage of a new capability when you wish. This is true on-demand innovation. 7. Launchpad's Workforce on Salesforce has a job seeker portal which enables job seekers 24/7 access to one-stop services via a secure, web-based portal. Job Seekers can access training schedules, case management status, job listings, a career knowledge base as well as communicate with a community of other job seekers within their area to share career tips.

2) Respondent's history with similar systems, organizational structure, and contact information of each reference: Name, title, phone number and email address.

Cloud Sherpas Overview & History

Cloud Sherpas is one of the world's leading cloud services brokerages. Since 2007, we've helped over 5,000 customers adopt, manage and enhance cloud solutions from salesforce.com, Google, ServiceNow and other leading cloud providers. As a trusted SaaS and cloud advisor, we ensure customers adopt the right cloud technologies for their organizations and have successful implementations, manage their cloud by providing customized support and ongoing education and enhance their use of the cloud through custom development and integration with other clouds and systems. Our intellectual capital, including Salesforce process frameworks, allows us to focus our delivery on the areas most beneficial to public sector agencies.

Cloud Sherpas At-a-Glance
- Established in 2007
- Over 500 employees across North America and Asia-Pacific
- Headquartered in Atlanta, with offices in New York, Chicago, San Francisco, Sydney, Brisbane, Wellington and Manila
- Salesforce Platinum Cloud Alliance Partner, Top 5 provider of Salesforce certified personnel worldwide
- Best Places to Work (2012 Finalist, Atlanta Business Chronicle), #4 Fastest Growing Private Business (2012, Atlanta Business Chronicle)
- Google Enterprise 2011, 2012 Partner of the Year
- Named "Cool Vendor" for Application Services in a report published on April 17 by Gartner, Inc.
- Over 5,000 customers in nearly every major industry
- Over 3 million people migrated to the cloud

- Featured in The New York Times, The Wall Street Journal, TechCrunch, GigaOm, eWeek, GCN and Forbes among others

Cloud Sherpas Expertise in the Public Sector

It is often difficult for government agencies to keep up with the evolving technological landscape and to address the numerous complexities that apply only to agencies. At Cloud Sherpas, we understand these challenges and have curated a portfolio of public sector applications and service delivery capability to help agencies overcome obstacles and accelerate implementation, allowing them to increase agency-wide adoption of cloud & SaaS platforms.

Salesforce.com Overview & History

Salesforce.com is the enterprise cloud computing leader dedicated to helping companies and government agencies transform into customer-based organizations through social and mobile technologies to connect with their customers, citizens, partners, and employees in entirely new ways. Since launching its first service in 2000, salesforce.com's list of 100,000+ successful customers spans multiple industries worldwide. The company's trusted cloud platform and apps are transforming nearly 500 government agencies including the majority of the states and federal cabinet agencies that are using solutions for a multitude of government functions including citizen relationship management, economic development, grants management, citizen & constituent communications and correspondence management, incident and case management, call/contact center management, outreach programs, learning management, volunteer management, project management, and even donor management, among numerous others.

Salesforce.com was incorporated in Delaware in February 1999, founded on the simple concept of delivering enterprise customer relationship management (CRM) applications via the Internet, or Cloud. Introducing their first service in February 2000, salesforce.com initiated one of the most significant paradigm shifts in the computing industry by pioneering the revolutionary idea to deliver enterprise CRM software-as-a-service (SaaS). Since then, they have augmented and added to their CRM service with new editions, enhanced features, and products including but not limited to Customer Service, Social Web Monitoring, Platform (platform–as-a-service PaaS), CMS, and IT Helpdesk.

Salesforce.com's vision is based on a multi-tenant technology architecture and a subscription service business model. Salesforce.com tailors its solutions for each customer while maintaining key characteristics that drive communication both internally among employees and externally between an organization and its customers. Salesforce.com solutions also open access to cutting edge technology at a fraction of traditional costs. By making both internal and external processes social, business information flows at unprecedented speeds, organizations become more efficient, and customer resolutions are delivered faster. In the enterprise market, that means enabling employees to easily find, share and collaborate on information. In addition, with the wide adoption of mobile phones and tablets, salesforce.com technologies are built for business and organizations to work on these devices,

regardless of the carrier or operating system. Salesforce.com provides these new kinds of cloud computing technologies to enterprise customers around the world.

Recognition for Leadership in the Cloud

Salesforce.com has received awards and recognition for our expertise and leadership in the cloud.

Gartner.	Leader Sales Force Automation	Gartner.	Leader CRM Customer Service Contact Centers	Gartner.	Leader Social CRM
Forbes INNOVATORS	#1 Most Innovative Company in the World in 2011 and again in 2012	FORTUNE	#27 Best Places to Work in 2012	THE 2012 CRM MARKET AWARDS	2012 CRM Market Awards: Best Enterprise Suite CRM Best Midmarket Suite CRM
CRM 2012 Service WINNER	2012 CRM Market Awards: Service Leader: Customer Case Management Service Leader: Web Support	TECHNOLOGY	Infoworld 2012 Technology of The Year: Heroku	COMPUTERWORLD	Best Places to Work in IT
BARRON'S	Barrons: World's Most Respected CEOs 2012	FORRESTER	Leader Social Media Listening (R6) Activity Streams (Chatter)	FORRESTER	Leader Platform-as-a-Service Mobile Collaboration
Forbes	The 100 Most Trustworthy Companies	Rewind 2011	Apple App Store Rewind 2011: Chatter named Best iPhone Business App	STEVIES 2012	Stevie Awards: Data.com Best New Marketing Solution 2012
WEBHOST MAGAZINE & BUYER'S GUIDE EDITORS' CHOICE AWARD WINNER	Service Cloud: Webhost Magazine Editors Choice 2012	CRM Excellence TMC 2012	TMC Excellence Award 2012: Desk.com	Forbes	Forbes: 25 fastest growing tech companies 2011

"This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available upon request from salesforce.com. To access the report, please go to www.salesforce.com."

Financial Stability & Capability

Salesforce.com is a large US based business with principal executive offices located in San Francisco, California and our principal website address is http://www.salesforce.com/. Their office address is The Landmark @ One Market, Suite 300, San Francisco, California 94105. Salesforce.com is publicly traded on the NYSE under stock symbol CRM with a current market valuation of $25B. Additional detail is available at: http://www.salesforce.com/company/investor/quarterly-results/

Salesforce.com CRM & Industry Leadership

By pioneering the concept of cloud computing as the first Software as a Service (SaaS) with its flagship CRM product, salesforce.com showed that applications could be delivered over the Internet in the same way that electricity is carried into our homes. With its open architecture and automatic upgrades, the salesforce.com CRM solution suite does away with the hidden costs and drawn-out implementations of traditional CRM software. In Government today, salesforce.com has deployed several large-scale CRM applications for mission-critical programs, and these deployments have been completed in as little as 8-12 weeks. Customer relationship management (CRM) is about managing the relationships you have with your citizens, customers, and partners. Successful CRM involves many different areas of the organization, starting with engagement and extending to other customer-facing areas like outreach and customer service. Recognized by Gartner as the #1 CRM, salesforce.com provides the most comprehensive suite of CRM and cloud computing capabilities that can ensure the DEO's success.

Salesforce.com's CRM application is a pre-packaged cloud application built on the Salesforce Force.com platform. The salesforce.com delivery platform has been designed to provide customers with high levels of performance, reliability, and security. Salesforce.com built and maintains a multi-tenant application architecture that has been designed to enable our service to scale reliably, and cost-effectively to accommodate millions of users. The salesforce.com cloud based architecture will allow the DEO to deploy rapidly and scale at will for future needs.

Salesforce.com Public Sector Qualifications

In the public sector, salesforce.com's trusted cloud platform and applications help government employees and agencies collaborate easily and connect with citizens and partners like never before. Nearly 500 of salesforce.com's 100,000+ customers are in the public sector. Below is an overview of our tailored solutions for government:

A sampling of relevant government customers that demonstrate innovative use of salesforce.com's platform and solutions for workforce and economic development include:

- **Florida DEO**, Division of Strategic Business Development provides support for attracting out-of-state businesses to Florida, promoting the creation and expansion of Florida businesses and facilitating Florida's economic development partnerships. The Florida DEO SBD is currently leveraging Salesforce to help manage its specific economic development aspect including account and contact management, average annual wage management, opportunity/project management, activity management, tracking and many facets around incentive/ledger/claims management. Salesforce also proved a direct interconnect to Enterprise Florida Inc. so that common data can be shared between both entities.
- **Florida EFI** is a public-private partnership serving as Florida's primary organization devoted to statewide economic development.   EFI's mission is to facilitate job growth for Florida's business and citizens leading to a vibrant statewide economy. EFI accomplishes this mission by

focusing on a wide range of industry sectors, including clean energy, life sciences, information technology, aviation/aerospace, homeland security/defense, financial/professional services, manufacturing and beyond. In collaboration with a statewide network of regional and local economic development organizations, EFI helps to improve Florida's business climate, ensuring the state's global competitiveness. EFI has standardized on Salesforce to manage all aspects of its core economic development application.

- *City of Boston* is the 10th largest metropolitan area in the U.S. It is in a very competitive region for attracting new businesses. Cambridge sits just across the river, home to the MIT and Harvard innovation hubs. In less than four months, the City implemented the Boston Business Hub a one-stop, unified, economic development portal to help increase the transparency and predictability of doing business in Boston by connecting City agencies and streamlining access to information and resources. http://boston.gov/businesshub

- *Michigan Economic Development Corporation* is the State of Michigan's one-stop resource for businesses seeking to grow in Michigan. With salesforce.com, MEDC has implemented a state-wide economic development and job creation application available to all Michigan cities and counties to assist with business recruitment, retention and grants management, and collaboration with local agencies and non-profit partners. Whether it is expansion, relocation, or concerns with other state government agencies, MEDC is leveraging their cloud-based social collaboration platform to help with site location assistance, job training grants, and permits to tax abatements. MEDC is also tapping salesforce.com's Marketing Cloud for social media monitoring to help monitor promising business opportunities and to know more about the businesses they are working with.

- *Minnesota Department of Employment and Economic Development (DEED)* implemented a solution in four weeks to centralize information, foster collaboration, and elevate service levels across multiple business units and external partners. The agency now has a centralized view of all touch-points with the business community and has seen improved service and non-redundant contacts stemming from greater collaboration and a new customer-centric approach. http://www.salesforce.com/showcase/stories/minn-deed.jsp

- *U.S. Air Force* uses Salesforce Marketing Cloud as a social marketing command center to maintain a consistent brand and effectively manage the 1,300 recruitment offices and Facebook pages of geographically based recruiters. They monitor real-time conversations that mention variants of the word "joining" in order to engage with people who have already expressed an interest in serving their great country. They are able to execute campaigns across multiple social networks that are all connected to real-time dashboards. The Air Force uses the zip code locator function within Marketing Cloud for precision targeting when recruiting, and their main recruitment page employs a form that directs candidates to their closest recruitment officer to provide additional support during the application process.

- *U.S. Army* recruitment is being transformed through social engagement. The Army's ability to effectively recruit next generation of soldiers directly impacts their ability to protect the nation. Yet people in the military are so diverse and come from so many different backgrounds and it is increasingly difficult to recruit in a rapidly changing communications environment where people are getting their information from so many different sources. The Army's recruiters were using outdated recruitment methods, like brochures, that were not working with a now more digital

generation. The Army now uses the salesforce.com platform to more efficiently track all of their recruiting functions in real-time. The CRM system tracks personal and electronic engagements with prospects and helps recruiting staff manage the recruiting process. Social marketing engagement integrates directly with email, Facebook, and Google Maps mash-ups, which helps potential recruits learn about the Army through the sharing of current soldiers' stories with prospects, and helps them make informed decisions about enlisting. More detailed and real-time information helps recruiters work more efficiently by focusing on prospects most likely to join the military. People at the center can register and by doing so, they enter some basic demographic and contact information. By knowing a person's age, education and whether the parents of the registering person have ever served in the military, recruiters begin to get an idea of a visitor's interest. Using salesforce.com's mobile solution, Army recruiters can access recruit information, anytime, anywhere, and on any device.

Beyond CRM

The company's world leading Force.com cloud application development platform (PaaS) allows customers and partners to build applications five times as fast and at half the cost of traditional development platforms.

Salesforce.com introduced their Force.com platform (ranked #1 platform by IDC) to customers and developers so they can build complementary applications to extend beyond CRM. In 2010, they introduced the [AppExchange](#), a directory of enterprise cloud computing applications that are integrated with their CRM service and developed on the Force.com platform by third parties. Salesforce.com also introduced Chatter, a collaboration application for the enterprise to connect and share information securely and in real-time. Additionally, Marketing Cloud was released and includes salesforce.com's market-leading social media monitoring and engagement tool, which integrates with the CRM and is helping businesses and government agencies transform by enhancing conversations with meaningful insights – on the influencers, sources, and content itself – to get even more value from the social web. Salesforce.com markets their service to organizations and businesses on a subscription basis, primarily through their direct sales efforts and indirectly through partners. Through the Force.com platform, developer tools, and the AppExchange, salesforce.com also encourages third parties to develop additional functionality and applications that run on the platform, but which are sold separately from, or in conjunction with the CRM service. The DEO would be able to have instant access to over 1,700 pre-built applications in the AppExchange that can be utilized by all of the DEO on the salesforce.com platform. With just a mouse and a Force.com account, the DEO can easily find, test drive, and install pre-integrated applications from salesforce.com's partner community.

Organizational Structure

Salesforce is a solution that is delivered via the web and is a subscription-based model. Implementation consulting services and staffing would be provided by an implementation partner. Should the DEO desire to move forward with the procurement for the Workforce Automation solution, salesforce.com has a large ecosystem of certified/trusted system integration partners that can support you with your Salesforce implementation. The system integration partner would provide the appropriate staffing

model to support your implementation. This would be determined based on your final scope of work and requirements.

Salesforce.com partners and information regarding the Salesforce partner program can be found at:

- https://appexchange.salesforce.com/consulting/
- http://www.salesforce.com/partners/overview/

Listed below are salesforce.com's executive management team and board of directors.

Executive team
- Marc Benioff, Chairman & CEO
- Blair Crump, President, Global Enterprise
- Parker Harris, Executive Vice President, Technology
- George Hu, Chief Operating Officer
- Hilarie Koplow-McAdams, President, Commercial/SMB Business Unit
- Maria Martinez, Executive Vice President, Customers for Life and Chief Growth Officer
- Burke Norton, Executive Vice President and Chief Legal Officer
- Graham Smith, Executive Vice President and Chief Financial Officer
- Jim Steele, Chief Customer Officer
- Polly Sumner, Chief Adoption Officer
- Frank van Veenendaal, Vice Chairman

Board of Directors
- Marc Benioff, Chairman & CEO
- Craig Conway, Former CEO, PeopleSoft
- Alan Hassenfeld, Director, Hasbro, Inc.
- Craig Ramsey, Former CEO, Solidus Networks, Inc.
- Sanford Robertson, Principal, Francisco Partners
- Stratton Sclavos, Partner, Radar Partners.
- Larry Tomlinson, Former Senior Vice President, Treasurer, Hewlett-Packard
- Maynard Webb, Chairman, LiveOps
- Shirley Young, President, Shirley Young Associates, LLC

Experience with the Launchpad Applications

Skills Wisconsin, Collaboration of Wisconsin's 11 Workforce Development Boards, Wisconsin's Economic Development Corporation and Wisconsin's Technical College Systems
In 2012 a consortium consisting of the State of Wisconsin's eleven Workforce Development Board, Wisconsin's Department of Workforce Development, Wisconsin's Economic Development Corporation and Wisconsin Technical College System (WTCS) formed a new initiative, "Skills Wisconsin: An Initiative to Improve Industry-Driven Workforce Training Services." The Consortium partners all face a common

set of challenges with relation to 1) management and recentness of labor market and business customer data, 2) coordination of business services among WIBs and workforce areas, 3) coordination between/across workforce development (WD) programs and economic development (ED) entities within and across regions, and 4) the translation and application of business needs to inform the content of skill training.

Through a grant from the U.S. Department of Labors' Workforce Innovation Fund, Skills Wisconsin engaged with Launchpad to implement our SaaS Workforce Applications built on the Salesforce.com platform, provide custom Salesforce.com development, interconnectivity with multiple data tracking systems and provide additional workforce business process consulting and staff development training, to improve the way job seekers are attracted and matched to employment with emerging, expanding, and anchor businesses across the state while expanding technical training opportunities.

The goals of Skills Wisconsin are 1) increase placement outcomes and move large numbers of job-seekers on the caseloads of our workforce development system to gainful, employment leading to self-sufficiency. 2) better match training offerings with business hiring needs. 3) A improve tracking of service delivery metrics and management of business customer information in real-time, to more effectively serve individual firms and industry cluster partnerships.

Currently on the first year of a three year engagement, Launchpad has implemented and migrated 6 of the 11 Workforce Development Boards to the Workforce Application on the Salesforce Platform, trained the State's Business Service teams on the platform and workforce business processes and established a set of standardized reporting metrics and real-time dashboards. The second phase of the implementation will begin in July with the migration of the other 5 workforce development boards, as well as the integration with the State's Economic Development Corporation and Technical College System.

South Bay Workforce Investment Board
In 2010, Launchpad was contracted with South Bay Workforce Investment Board (SBWIB) to manage and deliver on a portion of the $160 million Los Angeles Transitional Subsidized Employment Program. A main challenge for the program was data collection, reporting, and tracking the hundreds of job seekers and dozens of employers participating. With our detailed understanding of the workforce development system, we designed a secure, SaaS-based, menu-driven system capable of capturing data from a variety of sources, and feed into a customizable real-time dashboard.

The system's key critical functions included the ability to capture data from a variety of sources, including job developers, case managers, program administrators, and leaders from several different organizations, and reduction of redundancies and reporting times through workflow automation and

detailed and customizable reporting abilities. *Results:* Increased efficiency allowed program to achieve 140% of the target placement goal through September 2010, clearly demonstrating our solution's powerful performance.

Then in 2013, SWIB re-engaged with Launchpad to replace its existing case management system with our automated SaaS based Workforce Applications, built on the Salesforce.com platform. The goal of the project is to modernize their technology platform, with a new system that will connect Case Management, Business Services, Training and Contracts, providing for real-time reporting, automated workforce processes, online collaboration, mobile access via smartphones and tablets and a self-service web-portal.

Los Angeles County Office of Education, Welfare to Work Program
LACOE hired Launchpad to develop a reporting and tracking application built on the Force.com cloud platform for its GAIN/GROW Division, the county's employment-related service provider to CalWORKs (welfare) recipients. LACOE faced dual challenges with communication across their twenty one sites and tracking inventory of participants, job orders, and contact with employers across those sites. The county was using a legacy web-based system for data collection and reporting in conjunction with spreadsheets and paper files to track their participants and clients job development efforts, which often resulted in slow service and opportunities slipping through the cracks. Launchpad worked with LACOE staff from the beginning to ensure the project met the goals of the department: digitization of paper files, obtaining real-time reporting, and enabling easy cross-site communication.

LACOE's new GAIN/GROW system has allowed job developers and case managers across sites to communicate and collaborate with ease via a secure, social platform. Daily, new job orders are posted allowing both case managers and job developers to respond more quickly. They have also seen diminishing use of paper files and the ease at which they are now able to search their inventory. Additionally, management and funders can access real-time reporting on all performance outcomes. One of LACOE's top reasons for choosing a new system was the ability to easily make changes, add functionality and integrate other funding programs into the platform later. This is where the Salesforce.com platform provided significant advantages over other software solutions. Because the system is "apps" based and development is more "clicks not code," LACOE has an unparalleled amount of flexibility in growing and changing the system, easily and affordably.

Los Angeles Community Development Department Business Source Program
In May of 2011, the Los Angeles Community Development Department (LA CDD) approached Launchpad to develop an automated, web-based, menu-driven technology solution for the new BusinessSource program to support economic development small business and entrepreneurship in the city of Los

Angeles. The goal was to create a web-based application that could enable the CDD to easily manage data from a variety of sources and subcontractors. Our team quickly determined the mission critical needs to develop business process workflow, architect and develop the application. Within three weeks, we delivered a solution that allowed for real-time dashboard to track critical metrics, automate and standardize a host of processes (program stages, training attendance, counseling notes, funding sources and loan status), reduce duplicate processes and paperwork, and allow for forecasting.

With the new system in place LACDD successfully moved onto one standard platform to track and report data. They reduced reporting times from 6 months down to real-time, giving management and funders increased visibility into the economic development activities. In the first six months they also saw an immediate increase in reporting outcomes, data with which they now more effectively manage the accountability of service providers. Additionally, with standardized processes and automation, service providers were more productive and did more with less, helping them to deliver small business services more efficiently.

Long Beach City College
In March of 2011, Launchpad partnered with Long Beach City College (LBCC), a public community college, on the Clean Energy Workforce Training Program (CEWTP), which aim was to develop a qualified workforce serving the emerging Green economy. The $20 million grant requires Awardees to place 73% of students in jobs, with a 6-month retention rate of 81%. The CEWTP program administrators at LBCC utilized dozens of Excel spreadsheets to fulfill the project and reporting requirements, resulting in weeks worth of lost time and missed deadlines.

Launchpad partnered with LBCC to provide a SaaS based workforce system to manage the program as to provide participant recruiting, job readiness, job development and placement services. After conducting a thorough Agency Needs Analysis, Launchpad designed a user-friendly Applicant Tracking and Customer Relationship Management system (ATS/CRM) tailored exactly to LBCC's needs, featuring reporting on the scores of training and education options for the participants, agreement execution status updates for time-critical contracts, and customized real-time reporting capabilities for report out to its funders, local elected officials and the general public with data on the services provided and to conduct trend analysis for planning purposes.

The increased efficiency resulted in an over 250% increase in productivity helping Long Beach City College achieve a 95% placement rate on the grant.

Customer References from Launchpad

Mrs. Patricia Schram, Executive Director
South Central Wisconsin Workforce Development Board (Madison)
Phone: (608) 249-9001 ext. 221

Email: pschramm@wdbscw.org

3513 Anderson Street, Suite 104

Madison, Wisconsin 53704

Mr. Bobby Sears

Manager, Information Technology

South Bay Workforce Investment Board

Phone: (310) 970-7700

Email: bsears@sbwib.org

11539 Hawthorne Blvd., Hawthorne, CA 90250

Mr. Robert Sainz, Assistant General Manager

City of Los Angeles Community Development Department

(Economic and Workforce Development Agency)

Phone: (213) 595-7460

Email: robert.sainz@lacity.org

1200 W. 7th Street, 6th Floor

Los Angeles, CA

Customer References from Salesforce.com

Below salesforce.com has also provided three customer use case references that are using salesforce.com solutions for a variety of case workforce and economic development needs.

Reference #1

Client Name	**Florida Department of Economic Opportunity**
Contact Info	Dean Izzo, DEO CIO Dean.Izzo@deo.myflorida.com 850-245-7305
Solution	The Division of Strategic Business Development provides support for attracting out-of-state businesses to Florida, promoting the creation and expansion of Florida businesses and facilitating Florida's economic development partnerships. The Florida DEO SBD is currently leveraging Salesforce to help manage its specific economic development aspect including account and contact management, average annual wage management, opportunity/project management, activity management, tracking and many facets around incentive/ledger/claims management. Salesforce also proved a direct interconnect to Enterprise Florida Inc so that common data can be shared between both entities.

Reference #2

Client Name	**Michigan Economic Development**
Contact Info	Gary LaRoy, VP and CIO laroyg@michigan.org 517-373-9808
Solution	Michigan Economic Development Corporation is the State of Michigan's one-stop resource for businesses seeking to grow in Michigan. With salesforce.com, MEDC has implemented a state-wide economic development and job creation application available to all Michigan cities and counties to assist with business recruitment, retention and grants management, and collaboration with local agencies and non-profit partners. Whether it is expansion, relocation, or concerns with other state government agencies, MEDC is leveraging their cloud-based social collaboration platform to help with site location assistance, job training grants, and permits to tax abatements. MEDC is also tapping salesforce.com's Marketing Cloud for social media monitoring to help monitor promising business opportunities and to know more about the businesses they are working with.

Reference #3

Client Name	**Florida EFI**
Contact Info	Gray Swoope, CEO & President GSwoope@eflorida.com (407) 956-5600
Solution	EFI's mission is to facilitate job growth for Florida's business and citizens leading to a vibrant statewide economy. EFI accomplishes this mission by focusing on a wide range of industry sectors, including clean energy, life sciences, information technology, aviation/aerospace, homeland security/defense, financial/professional services, manufacturing and beyond. In collaboration with a statewide network of regional and local economic development organizations, EFI helps to improve Florida's business climate, ensuring the state's global competitiveness. EFI has standardized on Salesforce to manage all aspects of its core economic development application.

3)DEO is also interested in responses from vendors with contemporary enabling technology that can be applied to the Workforce business processes to create a more flexible and responsive environment.

Flexible Job Matching
Launchpad incorporated several easy to use ways for staff to job matching including resume and keyword matching using tags. Additionally, the application has a separate resume management system allowing users to setup resume "buckets" for high-demand fields. Launchpad leveraged its experience in staffing and recruiting to build this feature.

Job Mapping

Launchpad has also integrated Google Maps into the application allow for staff to view a geographic region to see where their job seekers are coming from and to overlay that with where the job openings are to determine possible placement opportunities as well as transportation needs for job seekers.

Social Enterprise for Workforce

Fully integrated Chatter features within custom workforce development objects (case management, business services, training, etc) enable for improved collaboration between workforce development teams. In addition, Chatter enables real-time collaboration between Workforce Development, Economic Development and Training partners allowing for Collective Impact.

Best Practices Integration

Through Launchpad's experience with over 35 workforce development agencies, they have fully integrated best practices into the workforce business process, improving efficiencies, removing redundancies and automating many business process.

Below we also highlight key functionality and differentiators of salesforce.com's contemporary enabling technology:

Chatter Private and Public Collaboration

Salesforce Chatter provides a social collaborative platform for your internal users. Chatter delivers enterprise collaboration that is embedded within all business processes. More than just another social network layered on top of DEO's business practices, Chatter makes all critical business data alive. Users can follow records, reports and files in addition to other users. Critical information gets pushed to employees, rather than them having to look for it. Chatter allows organizations to break down silos and rely less on meetings and emails, while getting things done faster. Chatter is built on the same platform as our other solutions and is fully integrated into every salesforce.com application. Your custom apps will generate real-time feed updates, incorporate user profiles, and encourage dynamic interactions between people and groups.

Features included with Chatter are:

- **Profiles** - Get to know your colleagues and share important information in the Collaboration Cloud. Discover peers and experts to expand your network and work more productively. Establish yourself as an expert in the areas where you have knowledge to share.
- **Status updates** - Keep your colleagues up to date on what you're doing. Share insights, prevent duplication of effort, and reduce unproductive email traffic. The Collaboration Cloud saves all of us from overloaded inboxes.
- **Groups** – Work more productively in teams, to get things done quickly. Share information, work together on documents, and collaborate on business-critical projects—all in the Collaboration Cloud.
- **Document sharing** – Work collaboratively on documents and easily find them again months or years later, all from a secure browser, right in the Collaboration Cloud. Say good-bye to frustrating searches through email archives and folders.
- **App updates** – Make all your salesforce.com applications smarter and more proactive. Your salesforce.com application records come to life when they can automatically alert you to updates and changes, right in your real-time feed.
- **Feeds** – Monitor the people, groups, documents, and application data that are most important to you—it's all pushed to you in real time in the Collaboration Cloud.
- **Security and sharing** – Keep the right people in the know and keep sensitive information private. Security is not a concern in the Collaboration Cloud.
- **Social** – Bring insights from Facebook and Twitter into your Collaboration Cloud, so that you can monitor all of your communities from your unified, real-time feed.
- **AppExchange** – Add Collaboration Cloud features to your Force.com applications, or build brand-new apps that include Chatter. Then add them to the AppExchange, salesforce.com's popular marketplace of cloud computing, now featuring Chatter Exchange, where you can find collaboration software-as-a-service apps for your business.

Chatter Answers can allow for true collaboration with the DEO's external community. Chatter Answers allows customers to engage with the DEO, answer questions and see answers from other stakeholders and DEO staff. Chatter Answers can easily be integrated with social media like Facebook to extend the collaboration across social media.

Chatter will help the DEO to take their support and interaction to the next level. It takes the cloud computing power of the Collaboration Cloud and Salesforce Chatter to bring the best collaboration features from the consumer Web to the enterprise. The result: an entirely new way for people to work together more productively and keep up with everything that matters—all in real time.

Additional Chatter Features - Chatter Communities will take collaboration to the next level. Chatter Communities is due to be released in Summer 2013. Communities are customizable spaces for staff, customers, and partners to collaborate on best practices and business processes. All stakeholders (DEO, WFI, EFI and individuals) can come together into one (or many) communities to collaborate and work together in a way never possible before. The DEO will be able to extend their social front office beyond the boundaries of the Agency, transforming relationships. Finally, you can quickly, easily set up one or multiple communities to take advantage of real time opportunities.

Safe Harbor: Any unreleased services or features referenced in this or other presentations, press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase our services should make the purchase decisions based upon features that are currently available. Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements.

Any Time, Any Where, Any Device

The DEO can access applications on our cloud platform via any device, from mobile devices to PC's and Mac's, with a browser and Internet connection. Mobile access is a core component in our infrastructure, and we run native apps on the most popular mobile platforms, including Android, BlackBerry, iPad, and iPhone. Salesforce's Touch Platform supports native, HTML5, and hybrid application development, so the DEO can

build once, deploy on any device, and access securely anywhere. No other commercially available cloud platform can claim this capability.

Salesforce Mobile enables users to access their salesforce.com data from mobile devices (BlackBerry®, Android, iPhone™, and iPad™) running the mobile client application. The mobile client application is native to a particular mobile device and optimizes the experience for the user.

The Salesforce Mobile client application allows your customers to interact using their device of choice. Supported Devices can be found at http://www.salesforce.com/mobile/devices/.

In addition, Touch.salesforce.com will deliver an optimized experience of salesforce.com applications and customizations for touch devices. Leveraging the open standard HTML 5 technology, touch.salesforce.com will allow your customers to access salesforce.om from the most popular smart phones, tablet devices and operating system.

Extensibility with the World's #1 Platform & AppExchange Marketplace

The DEO can easily extend their solution and enable innovation with the AppExchange. The AppExchange is the World's Leading Enterprise App Marketplace and your one-stop shop for cloud computing applications

and services. Use of these applications further reduces the time and cost of customer implementations With just a mouse and a salesforce.com account, you can easily find, test drive, and install hundreds of pre-integrated applications from our partner community. The AppExchange lets you extend Force.com to every department and function. To date, the AppExchange includes:

- $1B Partner Economy
- 1.5M Installs
- 1700+ Apps
- 2500+ System Integrators

The DEO would be able to have instant access to over 1,700 pre-built applications (on AppExchange. Relevant examples include marketing and campaign management, project management solutions. Instead of dedicating time and resources to build an in-house application, the DEO can easily leverage pre-integrated and validated solution that can be customized for specific needs, and be up and running in a fraction of the time. Applications that support workforce and economic development can easily be integrated into your salesforce.com solution.

Rather than engaging in lengthy pilots, the AppExchange makes it easy for you to quickly evaluate an application's functionality through a "test drive." A test drive lets you interact with an application in a sample salesforce.com instance in one click, so you can kick the tires. For an even deeper dive, you can install an application in your sandbox or production environment before you deploy it to other users in your organization. This approach lets you see exactly how the application would work in your salesforce.com org with your customizations.

Ease of Implementation & Integration

Open application programming interfaces (APIs) support full integration of the service with existing third-party, custom, and legacy applications. 50% of the 900M transactions salesforce.com currently processes each business day are machine-to-machine automated processes through open APIs -- as well as Drupal WCMS, Accela, and others.

Applications on the platform can be built "80% click, 20% code" using point-and-click, custom fields and custom objects that natively integrate with other apps on the platform. Salesforce is claimed to be the best customer ease-of-use, simple UI, and ease of configuration per Gartner, Forrester, & Info-Tech Research, and evidenced by a 93% customer satisfaction rating.

Speed

Salesforce.com has a track record of fast application performance—from delivering web pages to processing transactions. Within each logical system, we use load balancers to distribute load among multiple web and application servers for additional scalability and redundancy. The multitenant application design—combined with the fastest servers and high-performance networking infrastructure

available—guarantees lightning-fast performance. We run our cloud-computing services with redundant network vendors delivering high performance network access to our facilities worldwide, as well as the fastest hardware and software servers available. To back up our claims, we provide detailed historical statistics including average page response times and average number of transactions per day. This performance data is published each day on our public Web site: http://trust.salesforce.com.

4) Any other information that vendors want to supply in response to this RFI

As part of your research to fully evaluate Workforce Automation solutions, salesforce.com recommends that DEO consider the following minimum requirements as part of its evaluation criteria in the RFP. The recommended evaluation criteria are based on salesforce.com's experience in successfully supporting over 100,000+ customers around the globe. Cloud Computing is a highly innovative and rapidly moving market, which is still evolving. These minimum requirements would limit the number of cloud service providers to those providers that offer the most innovation for the government and are considered leaders in the cloud computing industry. Ultimately, this reduces risk to the government by establishing a contract with a cloud services vendor that is fully capable of meeting all of DEO's current and future needs. The minimum requirements should include considerations such as:

- SaaS solution vendor has 8-10 years experience providing managed cloud services
- Workforce Automation solution offerings include a cloud platform-as-a-service (PaaS) that has the ability to fully integrate COTS Software-as-a Service (SaaS) applications, as well as customer-built and vendor-built custom applications across multiple development platforms and database instances
- Workforce Automation application should provide integrated wall-to-wall enterprise social collaboration capabilities out-of-the-box
- Workforce Automation system provides application mobility, which fully supports all customer customizations, with all popular, leading mobile devices including iOS, Blackberry, and Android
- Workforce Automation application provides analytics, reports and dashboards that can easily be created by non-technical users (i.e., drag and drop report builder).
- Workforce Automation application includes automatic data cleansing and updating capabilities
- Workforce Automation application includes full synchronization capabilities with email apps such as Google and Outlook
- Workforce Automation application provides on-the-go activity tracking from mobile devices which automatically synchs with the appropriate records in the CRM database
- Workforce Automation application includes integration with social networks such as Facebook, Twitter, and LinkedIn
- Workforce Automation application should include universal search capabilities that will identify and return results across all data objects and attributes, including files and unstructured data like collaborative conversations.

- SaaS vendor provides a fully-mirrored "Sandbox" development environment that can be identical to production
- Workforce Automation solution provider offers an online application marketplace of pre-built applications that can integrate with Case Management solution
- SaaS vendor has an end-to-end social employee performance management solution (to align people and teams around organizational goals, real-time feedback, and simplifies employee performance reviews) that can be fully integrated into the Case Management solution and mobile
- Workforce Automation vendor has an end-to-end social media monitoring and engagement solution that can be fully integrated into the Case Management solution cross-channel, cross-network, and mobile to listen, engage, gain insight, publish, and measure their social programs across millions of social and online news sources, including Twitter, Facebook, Flickr and YouTube, blogs and forums

For More Information

Thank you for your consideration of our response to your RFI. The Cloud Sherpas team looks forward to meeting with FL DEO to review our capabilities and to explore the next steps in forging a strong and mutually beneficial business relationship. Please feel free to contact Greg Mullin (404-369-1203, greg.mullin@cloudsherpas.com) with any requests that you may have.