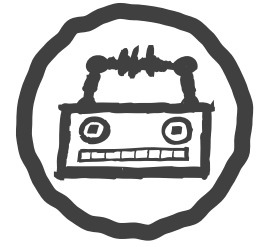# THE SALESFORCE.COM SECURITY ADVANTAGE

When beginning a new project, one of the initial questions to be answered is which platform should be used to fulfill your project's objectives. Often times, a preexisting product can be used, but sometimes custom code is developed and implemented instead for various reasons. Usually, custom code will be chosen over off-the-shelf products because there is greater flexibility in the ability to develop the final functionality that's desired. However, the grave concern that is often overlooked during development — and especially after deployment, even in many existing products — is security and privacy. The primary reason is the lack of enterprise-level development, implementation and maintenance.

Enter the Salesforce.com platform — a robust, cloud environment that can provide a high level of flexibility to develop functionality while maintaining enterprise-level security and privacy at a reasonable price.
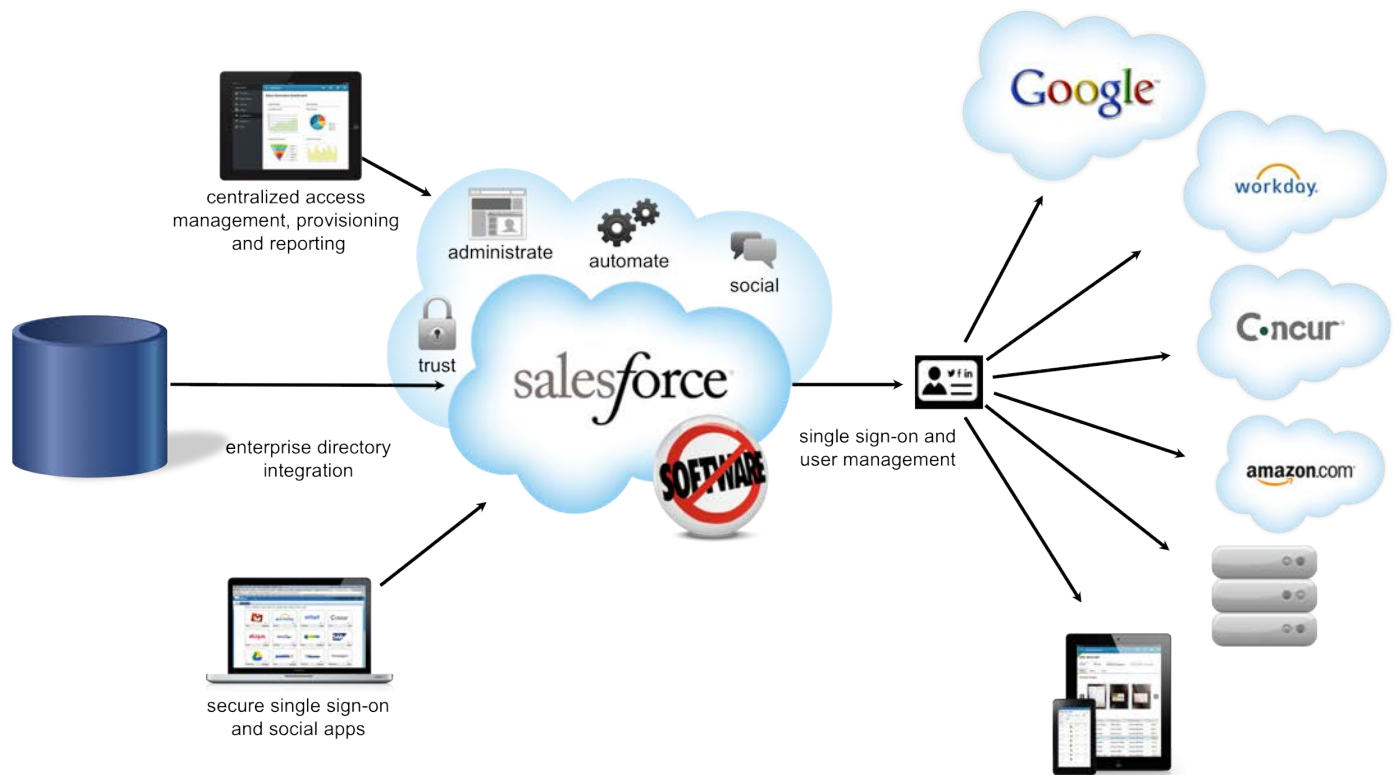
While Tech Guys Who Get Marketing is a platform agnostic organization, we highly recommend the usage of Salesforce for several reasons. In this paper we'll be focusing our attention on Salesforce's security and privacy features that can elevate your organization's technology to a level equal to that of leading financial services companies. Utilizing Salesforce as your platform enables you to have access to technology that is designed and maintained by a team of engineers who uphold a rigorous set of security and privacy policies.

Other products and custom code simply cannot provide the same level of support as the Salesforce platform without the price increasing skyward and requiring your own team of enterprise engineers, constantly auditing all of your products for security and privacy concerns. Salesforce employs several layers of security and privacy controls, such that your organization's data is kept safe from hackers and nefarious employees who can hijack your web applications.

There are several features that integrate the Salesforce platform into your corporate security policy as easily as possible, using "point and click" actions. For example, with the click of a mouse you can granularly control your users' (internal and external to your organization) ability to view and/or modify each and every data point on each and every object in your business processes. In addition, you can easily set restrictions based on the time of day and a list of IP addresses that can access your Salesforce instance.

At the server level Salesforce has employed additional levels of security and privacy. Hacking attempts on

At the server level Salesforce has employed additional levels of security and privacy. Hacking attempts on your web applications are indentified and prevented in real-time by an IDS (Intrusion Detection System). The Salesforce platform is continually audited for security vulnerabilities and monitored by a third-party security firm. In addition, the strongest level of encryption is used to safely transmit your data. Unlike most web hosts, who delegate the hardware storage to other companies, all server hardware and data is stored in a tightly secured facility, which is completely controlled by Salesforce engineers. Having Salesforce engineers at every level of your technology ensures a commitment to your organization's well-being and ability to scale upwards in a secure fashion.

If your organization is looking for enterprise-level security and privacy at an affordable price, then it is very sensible to use the Salesforce platform for your project. Tech Guys Who Get Marketing can use the Salesforce platform as a robust foundation on which to develop custom solutions, while maintaining all of the great security and privacy advantages.

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