

# System Description of the Data.com System and Platform Services

## **Background**

Data.com, a subsidiary of Salesforce.com, Inc., headquartered in San Francisco, California, is a provider of Business Contact Data and other business data solutions.

## **Infrastructure**

The Data.com application platform utilizes a three-tier architecture, including proprietary applications supported by web servers, application servers and database servers. Data.com also utilizes various automated systems to monitor the security, availability and performance of the data.com services.

## **Data.com Services**

Data.com provides customers with leading business data solutions ranging from data cleansing services within Salesforce CRM to prospecting solutions to help sales and marketing find and connect with new customers faster.

### Data.com Solutions Built Right Inside Salesforce

- *Data.com Corporate Prospector* - Unlimited access to millions of accurate and complete individual business contacts and hundreds of millions of Dun & Bradstreet (D&B) company profiles, available directly within Sales Cloud. Users can also import records directly into Salesforce based on a monthly allocation per defined user and/or as a pool of records available across a set of defined users.
- *Data.com Corporate Clean* - Automatically update and enrich existing account, contact and lead records in Sales Cloud, by referencing millions of accurate and complete Data.com business contacts and D&B company profiles.
- *Data.com Premium Prospector & Premium Clean* – Additional premium D&B account data (firmographics and corporate linkages, etc.), available as an add-on option for both Data.com Prospector and Clean offerings – for territory planning, market and whitespace analysis, etc.

### Data.com Connect Business Contacts E-Commerce Plans and Solutions

- *Data.com Connect* - a live and vibrant community whose members are constantly contributing and vigilantly updating contacts, giving instant access to millions of professionals. Free and self-service e-commerce plans available to purchase contact information directly from the website.
- *Data.com Connect Plus* - an annual plan available for purchase directly from

salesforce.com or via a self-service e-commerce plan on Data.com Connect. Plan includes unlimited viewing of Data.com Connect contact data and 3,600 Record Credits per year.

- *Data.com Connect Plus Additional Record Credits* – with a Data.com Connect Plus purchase, customers can purchase Additional at any time. These Records Credits are delivered up-front for the full year and expire one year from the date of purchase.

#### Data.com Offline Data Purchase & Cleansing Services

- *Data.com Complete* - gives customers access to our full Data.com Connect and/or D&B data file. Quarterly refreshes are delivered with data freshness indicators at the record level.
- *Data.com Clean* - enables customers to export their data and correct bad information, identify duplicates, fill in empty data and detect inactive contacts & accounts via offline services.
- *Data.com Select* - gives customers access to select portions of our Data.com Connect and/or D&B data file. Customers can specify custom criteria, use 'fuzzy matching', suppress unwanted records and more.

### **Data**

Data.com defines customer data as all electronic data or information submitted by the Customer to the Data.com systems and is deemed confidential. Access to confidential information is restricted to authorized personnel on an as-needed basis through the use of physical and logical access controls.

### **People**

The technology management function is an essential component of Data.com services. This function is structured to ensure the appropriate segregation of duties for personnel who develop and manage the Data.com system. The key responsibilities of the technology management function for supporting, maintaining and provisioning the infrastructure are as follows:

- Development -- Develops and maintains the data.com platform system code and writes the technical specifications.
- Program Management -- Provides development project management, risk management, release/deployment management and status reporting for the data.com system. Additionally, the group helps identify customer requests and prioritize functionality to be released.
- Product Management -- Provides product direction and functional specifications for the data.com platform development activities.
- Quality Engineering -- Provides software build services on the test, stage and production environments based on their defined roles and responsibilities and assures quality of product.
- Release Engineering -- Responsible for the source code repositories and building the

release packages for release into production.

- Technical Operations -- Responsible for the infrastructure architecture, scalability, disaster recovery planning, code releases and handling of operations issues. The group provides 24 x 7 support for data center and network operations, first response for systems and network issues, performance monitoring and system backups.