

Insight Direct (UK) Ltd

Salesforce Add-Ons

- Cloud Software - Digital Marketplace - Lot 2b
- G-Cloud 15



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Salesforce Add-Ons

1. Service Description

1.1. Service Overview

Transforming government **services** requires flexibility, speed, and the ability to adapt quickly to changing citizen needs. Our Salesforce add-ons delivery approach ensures you can enhance and extend your platform capabilities without the complexity and delays associated with traditional IT procurement and implementation.

Seamless Integration Philosophy

Every add-on leverages Salesforce's native platform capabilities, ensuring seamless integration with your existing implementation. Rather than bolting on disparate systems that create data silos and integration challenges, our add-ons inherit the platform's core strengths: point-and-click configuration, unified data model, mobile-first design, and enterprise-grade security. This architectural approach means extensions feel and function as natural parts of your service delivery platform.

Agile Implementation Model

Our delivery methodology prioritises rapid value realisation over lengthy implementation cycles. Add-ons can typically be configured and deployed in days or weeks rather than months, allowing government teams to respond quickly to policy changes, citizen feedback, or operational requirements. The cloud-native architecture eliminates infrastructure concerns, while pre-built templates and best practices accelerate time-to-value.

Scalable Service Delivery

Whether serving thousands or millions of citizens, add-ons scale automatically with demand. The multi-tenant cloud infrastructure handles peak loads without performance degradation, while usage-based licensing ensures cost efficiency. This elastic approach means government services can handle everything from routine enquiries to crisis response without service interruption or manual intervention.

Governance and Compliance by Design

Every add-on incorporates government-grade security, audit trails, and compliance controls from day one. Rather than retrofitting security measures, these capabilities are embedded in the platform architecture. This approach ensures consistent data protection, regulatory compliance, and governance standards across all extended services without additional complexity for end users.

Empowering Both Business and Technical Teams

Service Delivery Teams and Business Analysts

- Configure new capabilities using intuitive, visual tools without coding requirements
- Rapidly prototype and test service improvements with real user feedback
- Deploy changes instantly across web and mobile channels without technical dependencies
- Monitor service performance and citizen satisfaction through real-time dashboards

Technical Teams and Developers

- Leverage comprehensive APIs for complex integrations with legacy and third-party systems
- Build custom functionality using platform-native development tools and frameworks
- Implement changes through DevOps-ready deployment pipelines with automated testing
- Focus on innovation rather than infrastructure maintenance and security patching

Continuous Innovation Pipeline

The add-on ecosystem evolves continuously with new capabilities, security enhancements, and platform innovations delivered automatically. Government teams benefit from Salesforce's global R&D investment without additional licensing costs or upgrade projects. This approach ensures your service delivery platform stays current with citizen expectations and technological advances.

From Concept to Citizen Service, Faster

Transform service delivery ideas into live citizen experiences in hours instead of days, days instead of weeks. Whether enhancing existing services or launching entirely new digital channels, the platform's declarative development approach and extensive add-on library accelerate delivery while maintaining enterprise standards for security, performance, and accessibility.

This isn't about managing technology—it's about enabling government transformation through rapid, reliable, and citizen-focused service delivery.

1.2. Service Features

- Shield provides comprehensive data encryption, monitoring, and audit capabilities
- Sandboxes create isolated testing environments mirroring your production setup
- Premier Success delivers dedicated support managers and strategic guidance
- AppExchange offers over 5,000 pre-built applications and integration components
- Knowledge management enables centralized article creation and multi-language support
- Mobile Publisher builds branded citizen apps without requiring coding
- Big Objects store billions of records for historical compliance
- Additional APIs support high-volume integrations without throttling system limitations
- Maps provide location-based services and optimized field service routing
- Identity delivers single sign-on and multi-factor authentication across systems

1.3. Service Benefits

- Protect sensitive citizen data while maintaining full regulatory compliance
- Test safely without impacting live services or citizen interactions
- Accelerate platform adoption through expert guidance and best practices
- Extend functionality rapidly without custom development or technical complexity
- Deliver consistent information across all channels and service touchpoints
- Engage citizens through branded mobile experiences and offline capabilities
- Retain long-term audit trails for governance and compliance requirements
- Integrate seamlessly with legacy systems and third-party government applications
- Optimize field operations through intelligent routing and location-aware services
- Simplify access management while enhancing security across government systems

1.4. Main components & Functions of this service

The following is a subset of the optional add-ons which can be seamlessly integrated to extend your Salesforce implementation, providing enhanced security, functionality, and capabilities tailored to your specific requirements.

Shield

Salesforce Shield provides comprehensive data protection and compliance capabilities essential for government organisations handling sensitive citizen data. This enterprise-grade security suite ensures your information remains protected while maintaining full audit trails for regulatory compliance.

Platform Encryption - Native encryption that protects data at rest without affecting functionality. Platform Encryption secures sensitive information like personal identifiers and confidential case details while maintaining searchability and workflow automation capabilities.

Event Monitoring - Real-time monitoring and logging of user activities across your Salesforce environment. Track login attempts, data exports, report runs, and administrative changes to maintain security oversight and support forensic analysis when required.

Field Audit Trail - Extended data retention for field history tracking beyond the standard 20 fields and 24 months. Maintain comprehensive audit trails for up to 10 years across unlimited fields, essential for regulatory compliance and data governance requirements.

Sandboxes

Isolated development and testing environments that mirror your production setup. Create multiple sandbox types (Developer, Developer Pro, Partial Copy, Full) to support safe testing, training, and development without impacting live citizen services.

Premier Success and Signature Success

Dedicated success management programmes providing strategic guidance, best practice sharing, and accelerated support. Access to Success Managers, specialised training resources, and priority technical support to maximise your investment.

AppExchange Assets

Access to over 5,000 pre-built applications and components available through Salesforce's AppExchange marketplace. Like adding apps to your phone, these range from free community solutions to freemium offerings and premium paid applications, extending functionality without custom development. Many solutions are specifically designed for government use cases, including citizen engagement tools, compliance frameworks, and integration connectors for common public sector systems. The marketplace includes detailed reviews, security assessments, and compatibility information to help you select the right solutions for your requirements.

Salesforce Knowledge

Advanced knowledge management system enabling creation, organisation, and sharing of articles, FAQs, and documentation. Supports multi-language content, approval workflows, and integration with case management for consistent citizen service delivery.

Mobile Publisher

Create branded mobile applications without coding expertise. Build custom mobile experiences for citizens and staff, supporting offline functionality, push notifications, and native device features while maintaining security standards.

Big Objects

Scalable storage solution for massive datasets and historical records. Store and query billions of records while maintaining performance, ideal for long-term citizen interaction history, audit trails, and compliance data retention.

Additional Consoles

Enhanced user interface options beyond the standard Service Console. Create specialised workspaces for different user types, departments, or use cases with customised navigation, components, and productivity tools.

Additional APIs

Extended API call limits and access to specialised integration capabilities. Support high-volume integrations with legacy systems, real-time data synchronisation, and complex middleware requirements without throttling limitations.

Salesforce Maps

Location-based services and mapping capabilities integrated within your Service Cloud environment. Visualise citizen locations, optimise field service routes, and provide location-aware case management and resource allocation.

Additional Analytics Capability

Enhanced reporting and analytics beyond standard dashboards. Access to advanced Analytics, custom report types, and sophisticated data visualisation tools for deeper insights into service performance and citizen satisfaction.

Additional Data Storage

Expanded storage allocation beyond standard limits for files, documents, and data records. Essential for organisations managing large volumes of citizen documentation, multimedia content, and historical records.

Scheduler

Advanced appointment and resource scheduling functionality. Enable citizens to book appointments online, manage staff availability, and optimise resource allocation with automated scheduling rules and conflict management.

Salesforce Connect

Real-time data integration with external systems without data duplication. Access and display information from legacy databases, third-party applications, and government systems directly within Service Cloud interfaces.

Salesforce Identity

Comprehensive identity and access management solution. Provide single sign-on, multi-factor authentication, and identity governance across multiple systems while maintaining security standards and user convenience.

2. Information Assurance

Salesforce holds a suitably scoped ISO:27001 certificate that covers the majority of its core services, please refer to the Salesforce Security, Privacy and Architecture (SPARC) documentation [here](#) for further product specific information. In addition, for country and product specific compliance please refer to this [link](#) for current status.

[Salesforce.com](#) EMEA Limited and its affiliates are committed to achieving and maintaining customer trust. Integral to this mission is providing a robust security and privacy program that carefully considers data protection matters.

In the UK Salesforce has completed an external CHECK Security assessment performed against its core services by a CREST member organisation, Salesforce also holds a current Cyber Essentials certificate, again completed by a CREST member organisation and can provide a response to the NCSC 14 security principles upon request.

DO WE NEED UK SPECIFIC LEGISLATION

In accordance with the EU Data Protection Directive and implementing national legislation, the Salesforce Processor BCR (Binding Corporate Rules) is intended to provide an adequate level of protection for Personal Data during international transfers within the Salesforce Group made on behalf of Customers and under their instructions, further information is available here <https://secure.sfdcstatic.com/assets/pdf/misc/Salesforce-Processor-BCR.pdf>

Salesforce adheres to the principles of the EU-U.S. Privacy Shield framework with respect to personal data submitted by Salesforce's customers in reliance on the Privacy Shield to the following online services: Sales Cloud, Service Cloud, Force.com, Communities, Chatter, Site.com, Database.com, Analytics Cloud, Financial Services Cloud, Health Cloud, Heroku, Pardot and Configure, Price, Quote (CPQ) <https://www.salesforce.com/assets/pdf/misc/privacy-shield-notice.pdf>

In addition, we currently hold the following certifications:

Geographical Recognition

- TRUSTe Certified Privacy Seal
- Japan Privacy Seal from the Japan Information Processing Development Corporation
- (JIPDC)
- TUV Certificate
- FedRAMP
- Cyber Essentials
- Privacy Shield

Global Audit Compliance

- ISO 27001, 27017, 27018, 9001, 42001
- SSAE 18/ISAE 3402
- SOC-1
- SOC-2
- SOC-3 (SysTrust)
- PCI-DSS
- Cyber Essentials

Learn more here: [Salesforce Services Trust and Compliance Documentation](#)

Relating to the Government Security Classification (GSC) scheme and the National Cyber Security Centre (NCSC), Salesforce has various Public Sector customers, holding a variety of data at OFFICIAL and OFFICIAL-SENSITIVE levels. Further Salesforce has various documents to assist organisations assessing the Security posture of Salesforce such as a response to the NCSC 14 Security principles. Please contact us for up-to-date information and access to additional information.

3. Data Backup / Restore and Disaster Recovery

Redundancy and Scalability

The Salesforce service is built for high availability across 3 availability zones within the region. Each availability zone includes the following:

- Multiple network carriers for customer connectivity
- Multiple ISPs for customer transit and internal replication
- Multiple dedicated connections for DR/BCP
- Redundant cloud-based networking infrastructure

- Web, Application, API, Cache, Search, Index, Query and Batch servers are load balanced and live within multiple availability zones within the region, with failover capabilities
- Database servers are replicated both within the same availability zone for performance reasons, and across 3 availability zones to ensure availability.

Extensive use of high-availability servers and network technologies, and a carrier-neutral network strategy, help to minimise the risk of single points of failure, and provide a highly resilient environment with maximum uptime and performance. The Salesforce Services are configured to be N+1 redundant at a minimum, where N is the number of components of a given type needed for the service to operate, and +1 is the redundancy. In many cases, Salesforce has more than one piece of redundant infrastructure for a given function.

Salesforce provides Enterprise class recoverability through replication of data across three distinct availability zones.

Disaster Recovery

Salesforce Hyperforce based cloud services has its compute resources run in 3 Availability Zone (AZ). Services run as containerized applications in containers which are configured for HA (high availability) by distributing nodes across AZs. To take advantage of this, service pods themselves are deployed across AZs when scheduled on nodes. Because of this when one AZ goes offline there will always be available service pods in different AZs to handle the workload. Service pods are also stateless so losing an AZ and nodes in that AZ along with the service pods running in them will cause no loss of data and new service pods will be scheduled on the available zones to handle the load.

Product-specific information is available in the Security, Privacy and Architecture (SPARC) documentation for the respective services available on our website (<https://www.salesforce.com/company/legal/trust-and-compliance-documentation/>), and customers can view detailed policy documentation at <https://compliance.salesforce.com/en/disaster-recovery-bcp>.

Backup

Salesforce is making backups of customer data, as outlined above, for the purposes of providing a resilient service for customers. These backups are not designed for customer use.

To help customers routinely back up their data, Salesforce offers several native options that are available for no additional cost to customers. Salesforce provides tools like Data Loader and the API as a method for customers to manually restore their data. It is important to note the order in which data is restored, so that relationships and the connection to related records can be preserved. Following the acquisition of Own, Salesforce can now offer more comprehensive backup options to customers based on integrating that functionality into their products, specifically the Backup and Restore option.

The following documentation and options are available to customers as a method of backing up their data:

- Data Export Service: Manual or scheduled exports of your data via the UI. Export Backup Data from Salesforce:
https://help.salesforce.com/s/articleView?id=xcloud.admin_exportdata.htm&type=5
Data Loader: Manual on-demand exports of your data via the API. Export Data:
https://help.salesforce.com/articleView?id=exporting_data.htm&type=5.
- Report Export: Manual on-demand exports of your data via reports. Export a Report:
https://help.salesforce.com/articleView?id=reports_export.htm&type=5.
- Salesforce Backup and Restore product:
<https://www.salesforce.com/platform/data-backup-recovery/>

Restore

Salesforce offers several native options at no additional cost to help customers routinely back up their data. Depending on your edition, your org can generate and export backup files on a weekly or monthly basis. Individual users can view and restore their deleted records from the Recycle Bin, where all deleted records reside for 15 days before being deleted from the system. Admins also have access to an org-wide Recycle Bin to restore or permanently delete records during the 15-day window. Salesforce also supports manual restore via Data Loader and API.

As an add-on solution, Salesforce Backup and Restore provides additional backup and restore capabilities. You can configure and maintain automatic backups, make a backup on demand, and quickly find and restore data. You can control the order in which data is restored to preserve relationships and connections to related records.

4. On-Boarding

4.1. Deployment

Salesforce is a SaaS (Software as a Service) solution and users access the tools via a web browser. Therefore, no software or hardware deployment is necessary. Implementation takes the form of assigning usernames and passwords to staff and (if needed) completing webinar-based training on the application.

1.1. Configuration and Customisation

Salesforce offers extensive configuration (point-and-click tools) and customisation (code-based development) options to tailor the platform to specific business needs.

Configuration Options (Point-and-Click)

Configuration involves using built-in features and settings within the Salesforce user interface, typically without writing code. Key options include:

Data Model Adjustments: Creating custom objects, fields, and tabs to store unique business data. You can also define object relationships and validation rules for data integrity.

User Interface (UI) Design:

- Creating and modifying page layouts, compact layouts, and record types to control how information is displayed and organize different business processes.
- Using the Lightning App Builder to create custom Home Pages and Record Pages with specific components and layouts.
- Branding login and self-registration pages for Experience Cloud sites.

Process Automation: Automating tasks and processes using declarative tools like Salesforce Flow and Approval Processes.

Security & Access Controls: Managing user permissions, profiles, and role hierarchies to ensure appropriate data access and security.

Reports & Dashboards: Building custom reports and dashboards for real-time data visualisation and analytics.

Integrations: Installing pre-built apps and components from the Salesforce AppExchange.

Customisation Options (Code-Based)

Customisation involves using programmatic tools to add functionality that goes beyond the standard configuration options. Key options include:

- Apex Code: Writing custom logic, classes, and triggers that execute before or after specific events (e.g., record insertion or deletion).
- User Interface Development:
 - Building dynamic web applications and enhancing UIs with Lightning Web Components (LWC) and Visualforce pages.
 - Modifying the UI with CSS for specific styling requirements.
- Integration Development: Building complex, seamless integrations with third-party systems and external data sources using various APIs.
- Custom Applications: Developing entirely new, purpose-built applications within the Salesforce platform tailored to exact business requirements.

5. Off-Boarding

Off-boarding from the service is as simple as exporting and downloading your data if you choose to do so. We provide your data in an industry standard readable format to make it as easy as possible for you to migrate to another service if you wish to do so.

For further details of data extraction and removal, please refer to section 5.2 below.

5.1. Termination

Details of termination options and implications are contained in our terms.

The Supplier would never terminate except for buyers' material breach of the Call-Off Contract and the terms.

5.2. Data Extraction and removal

With a commercial model that requires customer trust to be at the core of everything we do, Salesforce also helps ensure that our customers can exit our service with open and transparent processes and clearly defined commercial considerations. As such, should for any reason a customer wish to cease using the Salesforce service then outlined below are some of the key technical considerations for ending the subscription service and extracting both the customer's data and the technical investment made in the platform. Further detail relating to an exit strategy can also be discussed on understanding the nature of any potential solution

- Salesforce offers a Weekly/monthly Export Service (WES) for those customers requiring a local backup copy of their data, or in order to exit the service.
- Data is exported into a set of comma-separated values (CSV) files. Images, documents and attachments can also be exported.
- Within thirty days of termination of your contract with us, upon request we will make your data available to you for export or download. Thirty days after termination of your agreement we will have no obligation to maintain or provide your data, and will thereafter delete or destroy all copies of your data in our systems or otherwise in our possession or control unless we are legally prohibited to do so.
- Data export is provided at no additional charge. Full details are contained in our terms.

Salesforce understands the intentions of G-Cloud, and is keen to support customers' adoption of cloud technology, however that should also include knowing how to leave a given cloud technology. Salesforce has an exit strategy paper that can be used to help plan a path away from Salesforce. Notwithstanding that Salesforce has one of the lowest attrition rates in the industry, we remain committed to your success. Continued investment is how we sustain 3 upgrades every year and a constant delivery of new innovation in every update.

6. Pricing Summary

Comprehensive pricing details can be found in our separate pricing document.

The service has various pricing levels and bandings based on type of service required and the volume needed. Please refer to pricing documents for detailed pricing.

7. Service Constraints

Here are some key considerations we wish to highlight; a full list is contained in our Supplier Terms.

Usage Limits

- Services and content are subject to usage limits, including, for example, the quantities specified in order forms.
- A user's password may not be shared with any other individual.

If you exceed a contractual usage limit, we may work with you to seek a reduction in your usage so that it conforms to that limit. If, notwithstanding our efforts, you are unable or unwilling to abide

by a contractual usage limit, you will execute an order form for additional quantities of the applicable services or content promptly upon our request.

Customisation and configuration of the service is independent of the underlying infrastructure; upgrades do not impact any changes you may have made. As a result of this independence it is typical for customers to customise their service to their own requirements. As the service is SaaS based, Salesforce is aware of which users are using which features etc., therefore we are aware of any potential impact a feature deprecation would have on customers and can work with them should there be a need for a feature deprecation.

8. Service Management

Your success is our success

Customer success is a top priority for Salesforce. Every customer gets a Standard Success Plan for online support and training. Our most successful customers take advantage of our Premier Success Plans to achieve an 80% higher return on their Salesforce investment. Large enterprise customers can benefit from Signature Success, our highest level of service to support their most critical business demands.

Premier and Signature Success packages can be purchased through G-Cloud specialist cloud services.

Standard Success

Every Salesforce customer gets a Standard Success Plan for online support and training. Our Standard Success Plan, included with each licence, provides:

- Success Communities to share with other customers
- Guided Journeys on how to use Salesforce
- Circles of Success Interactive Events
- 12/5/365 online case submission
- Response in two business days
- Trailhead online training
- “Getting Started” online training catalogue

Standard Success is for companies that need standard guidance in getting started with Salesforce. If you need a faster response, 24x7 support coverage, and/or a comprehensive training solution, we recommend our Premier Success Plans.

Premier Success

Our most successful customers take advantage of Premier Success to achieve an 80% higher return on their Salesforce investment.

The Premier Success Plan provides specialised guidance whether you have how-to questions, experience technical issues, need troubleshooting, or want to increase the value you get from Salesforce.

Benefits include:

- 24/7 online and phone support by senior support analysts
- Expert coaching sessions
- Reviews of your platform health and business value
- Developer support
- Expert Assistance

Specialised Guidance

- A discount on all Trailhead Academy courses and certifications
- Quicker response times than Standard Success. When critical issues arise, our skilled support engineers respond within one hour.

Expert Assistance

Expert coaching sessions are specialised engagements designed to help you get more value from Salesforce products. With Premier Success, you can attend webinars on a specific topic and watch coaching videos and then have an individual follow-up session to dive deeper.

We also offer personalised sessions with Salesforce experts to help you overcome obstacles and drive long-term success. More than 200 options cover a range of needs and interests across Salesforce products.

To get real-time answers to your questions, Premier Success includes live Q&A sessions with Salesforce experts, addressing topics from adoption and how-tos to best practices. Specialised technical support is also available for admins and developers to troubleshoot custom code issues.

Specialised Guidance

To help ensure that you see continuing success with Salesforce, Premier Success includes personalised guidance and insights. Through periodic reviews and check-ins, we evaluate your platform health and value maturity. These technical and business reviews assess key areas of platform performance, prioritise areas for growth, and set and track progress against your targets with quantifiable success metrics.

Signature Success

Extend your team with Signature Success. Rest assured knowing our certified experts are here to help you maintain your Salesforce solution.

Signature Success is the highest level of support from Salesforce and provides a high-touch experience led by a named expert who acts as an extension of your team. Customers with Signature Success benefit from increased performance and productivity through all the features of Premier Success plus:

- 15 minutes initial response for critical issues.
- The fastest response times from our most skilled support engineers.
- A designated Technical Account Manager.
- Customer Success Score for actionable insights and recommendations.
- Technical Health Reviews.
- Proactive Monitoring and Key Event Management.

Technical Account Manager (TAM)

Account management by a named champion. An assigned TAM provides consistent advocacy and guidance with a deep understanding of your business. These highly experienced technical experts provide support case oversight and escalation, weekly meetings, and tailored solution guidance.

Proactive services

Signature Success includes 24/7 monitoring that is tailored to your configuration. Your TAM coordinates with Proactive Services Engineers experts and helps ensure you prevent or mitigate potential issues identified, before they can create business disruption. If anything does go wrong, you can expect early alerts, remediation, and reviews to eliminate recurring root cause patterns.

Available at all times and offers the fastest case response times, including 15 minutes for severity 1 issues via phone or chat through our Help site.

Accelerators

Accelerators are quick, personalised work sessions that solve specific Salesforce challenges. The list of accelerators available varies depending on the type of plan you chose; there are no accelerators available with the standard plan. A customer can have unlimited accelerators as long as only one is being delivered at a time.

Learn more: <https://www.salesforce.com/services/success-plans/overview/>

There is no financial recompense model for not meeting service levels.

9. Customer Responsibilities

Here are some key responsibilities we wish to highlight; a full list is contained in our Salesforce Supplier Terms.

Management

Using our online tools, you will need to manage your usage of and access to the service, for example user accounts, installed applications, sites etc.

Compliance

In using the service, you need to ensure your compliance with our terms, which include:

- Being responsible for the accuracy, quality and legality of your data and the means by which you acquired your data. Using commercially reasonable efforts to prevent unauthorised access to or use of the service, and notify us promptly of any such unauthorised access or use.

Usage Restrictions & Information Security

You must:

- Ensure that only information of an appropriate security classification is placed into the service.

You must not:

- Use the service to store or transmit infringing, libellous, or otherwise unlawful or tortious material, or to store or transmit material in violation of third-party privacy rights.
- Use the service to store or transmit malicious code.
- Interfere with or disrupt the integrity or performance of any service or third-party data contained therein.
- Attempt to gain unauthorised access to any service or content or its related systems or networks.
- Permit direct or indirect access to or use of any service or content in a way that circumvents a contractual usage limit.

10. Client-side Technical Requirements

Salesforce is a SaaS (Software as a Service) solution and users access the tools via a web browser. Therefore, no hardware or software installation is necessary.

Browser requirements

Salesforce supports a range of popular browsers. Learn more: [Supported browsers](#)

Internet access

Salesforce is designed to use as little bandwidth as possible, so that the service performs adequately over high-speed, wireless and mobile Internet connections.

While average page size is on the order of 90KB, Salesforce supports compression as defined in the HTTP 1.1 standard to compress the HTML content before it is transmitted as data across the Internet to a user's computer. The compression often reduces the amount of transmitted data to as little as 10KB per page viewed, due to the lack of image content. The site was designed with minimum bandwidth requirements in mind, hence the extensive use of colour coding instead of images. Our average user also is known to view roughly 120 pages from our site per day. However, it is best to measure any page that has been customised, especially if Visual Force components have been added to the page, to get an accurate measurement of the page size.

Our application is stateless; therefore, there are no communication requirements in the background once the page loads like traditional client server applications e.g. Outlook. Therefore, once the page loads there are no additional bandwidth requirements until a user queries or writes information to Salesforce. Further information here

<https://help.salesforce.com/articleView?id=000004958&type=1>

11. Planned Maintenance Windows

When maintenance is scheduled, Salesforce publishes the dates and times of the maintenance windows on trust.salesforce.com. Premier Alerts are sent via email when the maintenance windows are posted to trust.salesforce.com. In the event of planned maintenance that requires customer action in advance, such as updating network settings in preparation for additional login pools, Salesforce endeavours to communicate via email to system administrators of your

organisation months prior to the maintenance. If emergency system maintenance is required, customers may be notified less than one week in advance.

There are two types of maintenance at Salesforce:

- System maintenance is for sustaining the security, availability, and performance of the infrastructure supporting Salesforce services.
- Release maintenance is for upgrading Salesforce services to the latest product version to deliver enhanced features and functionality. There are three different kinds of release maintenance: major releases, patch releases, and emergency releases.

Major release maintenance dates and times are posted on trust.salesforce.com approximately one year before the release date. Major release maintenance occurs three times per year.

Patch releases and emergency releases are used to deliver scheduled and ad hoc application fixes and are typically seamless to customers. Whenever possible, patches and emergency releases are deployed during off-peak hours and without downtime. You can see our preferred maintenance schedule at

https://help.salesforce.com/apex/HTViewSolution?id=000176208&language=en_US or [learn more at http://trust.salesforce.com](http://trust.salesforce.com)

12. Training

We provide webinar-based and instructor led training for the majority of our services. Details can be found in our separate listing for Salesforce Training also listed on the Digital Marketplace.

Further information can also be found here:

<https://trailheadacademy.salesforce.com/certification-overview>

13. Data Centre Locations

For the Salesforce Services (services branded as Force.com, Site.com, Sales Cloud, Service Cloud, and Chatter), if a new 'Org' of the Salesforce Service is provisioned for a Customer with a billing address in the UK, Customer Data in that 'Org' is stored in data centres in England.

In addition, Salesforce may store information in data centres located outside of EEA, such as identifying information, relating to the Customer's instances(s) of Salesforce Services and users for the purposes of operating the Salesforce Services, such as facilitating the login process and the provision of customer support.

Such identifying information as provided by the Customer in its provision of user accounts shall only include the following personal data about users: first and last name, email address, username, phone number, and physical business address.

For other services which are not Salesforce Services, Salesforce uses various data centres located throughout the world. The location of Salesforce data centres for all services is specified in the Salesforce Infrastructure and Subprocessors Documentation, available under the following link - <https://www.salesforce.com/company/legal/trust-and-compliance-documentation/>

14. Performance

Full details are contained in our terms.

14.1. Service Levels

We will use commercially reasonable efforts to make the services available 24 hours a day, 7 days a week, except for:

- Planned downtime
- Any unavailability caused by circumstances beyond our reasonable control, including, for example, an act of God, act of government, flood, fire, earthquake, civil unrest, act of terror, strike or other labour problem (other than one involving our employees), Internet service provider failure or delay, non-Salesforce application, or denial of service attack.

14.2. Incident Response Time

The incident response time varies from 15 minutes to two days depending on the level of support selected. Details can be found in section 8

14.3. Incident Updates

Incident update intervals vary based on the level of support selected, ranging from every 30 minutes to longer periods. Details can be found in section 8

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