

Salesforce

Communities Cloud

- Cloud Software - Digital Marketplace - Lot 2
- G-Cloud 10



CONTACT INFO

Peter Corpe | E: pcorpe@salesforce.com | 07748 105950

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Communities Cloud

1. Service Description

1.1. Service Overview

Salesforce Communities is the transactional, self-service and collaborative web portal for government. Proactively push knowledge to answer citizen queries. Enable community collaboration and support. Validate identity to allow users to create cases, browse case updates and transaction history. Generate web forms to submit information directly into support processes and the back office.

Boost your organisation's performance with internal and external collaboration.

Created by and for the people, government agencies must be able to collaborate and manage relationships with constituents, volunteers, employees, partner organisations and other agencies. Regular communication is not just expected; often it is mandated by law. What if you could leverage a single platform for all incoming and outgoing communication, from public notices and announcements, to internal policy changes, constituent surveys and more.

In the social and mobile age, citizens have come to expect more from government agencies. They are no longer willing to wade through paper-based processes in order to access services. Does your agency collaborate openly and seamlessly?

With Salesforce Communities, agencies can connect, engage, and create social communities everywhere.

Citizen communities capture correspondence from citizens. They are cloud-based, so they easily scale to support any incoming case volume. From one console, agents can engage with citizens across any device or social channel.

Partner communities are collaboration portals that allow agencies to engage with business partners or other agencies around strategic initiatives. Get projects done faster while maintaining security and compliance, by customising which data is exposed to partner organizations.

Internal communities increase employee productivity and drive inter-departmental cooperation. Collaborate in real time around citizen inquiries, internal documents and other data.

Interactions in all of these communities are measured with powerful, built-in reports and dashboards. These tools can easily be configured to provide actionable metrics and meet ever-changing compliance regulations.

Salesforce Einstein Artificial Intelligence makes it possible for your organisation to deliver smarter, faster, and more productive and personalised citizen experiences. Einstein's AI will automatically discover and surface relevant insights, predict answers to solve questions fast, and proactively make recommendations. It will even automate tasks. Einstein helps Community

Cloud customers find exactly what they need; illuminating the quickest path to the best information so they get answers fast. Your whole community experience is better

Salesforce's flagship customer relationship management (CRM) product is the core of the Communities solution. Recognized by Gartner as the #1 CRM system and by IDC as the #1 cloud platform, Salesforce provides the most comprehensive suite of collaboration solutions for government organisations.

With today's budget constraints, streamlining government programme/project management and partner/vendor management is more important than ever. Dramatically increase effectiveness and efficiency with new social, mobile technologies to connect all relevant stakeholders.

Learn more here: <https://www.salesforce.com/uk/communities/overview>.

Salesforce Community Cloud is available in the following editions

Connect customers, partner and employees like never before.

Customer Community

Enable customer self-service, extend business processes, and build deeper customer relationships.

Partner Community

Increase collaboration with third party stakeholders, vendors, agencies and others.

The features available within each edition are summarised here:

<https://www.salesforce.com/uk/communities/pricing/>*

* Please note the commercially available pricing shown for each edition on this page is superseded by the preferential UK public sector specific rates in this Digital marketplace service listing.

1.2. Service Features

Information sharing and collaboration are critical for government organisations to succeed. Without them, organisations are unable to adequately fulfil their mission. Now organisations can create private and secure social communities to connect with citizens, external partners, and their peers in other departments and organisations.

1. Citizen profile area for individuals to update information
2. Simple, secure authentication
3. Collaboration areas to work directly with citizens
4. Integrate Communities into any line of business application
5. Easily customize branding to extend your current website
6. Search for answers and provide knowledge articles and FAQs
7. Incorporate web-chat to keep citizens on low cost channels
8. No-code & Low-code declarative configuration, Open API integration, Training included.

9. Complex case-flow & Kanban, Citizen centric view, Chatbots, Engagement Timeline.
10. Social Collaboration, omni-channel engagement, Mobile ready, Knowledge base, Analytics, AI

1.3. Service Benefits

1. Service citizens in a low-cost channel
2. Encourage channel shift with easy self-service
3. Deflect avoidable contact with intelligent knowledge articles
4. Reduce complex, lengthy, confusing forms with simpler guided processes
5. Re-use the same processes your citizens do
6. Increased adoption from easy-to-use UI
7. Integrate with back office using free APIs
8. Extend processes to digitize middle office
9. Provide flows to guide citizens through processes
10. GDPR compliant

1.4. Main components & Functions of this service

Experience the powerful features of Salesforce Communities to learn faster and perform better. Please review <https://www.salesforce.com/uk/communities/features/> for further information about how the features of our Communities can support and transform your citizen, department, agency or team's experiences. Some aspects of these features are also summarised below.

Grants and portfolio management

Grants and programs are part of the charter of virtually every government organisation. Yet too many are still using paper-based systems to manage important information. Enable electronic submissions and mobile field reporting, like Utah's Department of Community and Culture, which dramatically increased effectiveness and efficiency by transforming the grants management process and focusing on achieving results.

Project and program management

When you connect inputs—including time, funding, and staff—with outputs—like events, deliverables, and services delivered—you can see what makes the biggest impact and get more done. Like New York City's Department of Health and Mental Hygiene, Office of Emergency Preparedness and Response, which enhanced project and fiscal management functions to better manage citywide public health preparedness.

Citizen and constituent management

Better public service begins with stronger relationships, which require effective relationship management and engagement platforms. Leading government innovators are using the world's leading relationship management solution to be more productive and more collaborative in the social era. Don't just meet expectations—surpass them and serve and delight constituents like never before.

Partner and vendor management

Regardless of what area of government you're in, partners and vendors play a key role achieving your mission. More effective and efficient relationship management means reduced costs, higher quality, and a better service from the partner or vendor.

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.

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, 27018

- SSAE 18/ISAE 3402
- SOC-1
- SOC-2
- SOC-3 (SysTrust)
- PCI-DSS

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 service is highly scalable and redundant, allowing for fluctuation in demand and expansion of users while greatly reducing the threat of long-term outages. Load-balanced networks, pools of application servers, and clustered databases are some of high level features of our design.

Disaster Recovery

The Salesforce service is based on a primary and secondary model whereby customer data is both resilient in each data centre, and stored in 2 distinct geographical locations and replicated over secure network links. This enables service availability around maintenance and disaster recovery. Additional information can be shared under NDA.

Backup

In addition to our disaster-recovery capabilities, customer data is also backed up both within the local and remote data centre in region. Backup media is not removed from the data centres, reducing the risk of loss.

Restore

If a user deletes some information, e.g. a single record, the system provides a “Recycle Bin” where all deleted records will reside for at least 15 days before being deleted from the online system. In this way, the user or an administrator can “undelete” or restore records from the recycle bin during this 15-day window. Additionally, the Salesforce security model supports CRUD (Create, Read, Update or Delete) record level security so the customer administrator(s) can set up user profiles controlling uniquely whether a user can Create, Read, Update or Delete a particular type of record. There is a purge feature in the Salesforce application. If a customer mistakenly purges all data and wants to retrieve it later, they can make a request to recover data from the backup environment. Learn more: <http://trust.salesforce.com>

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.

4.2. Configuration and Customisation

The service provides many configuration options, including integration with custom applications. Details can be found [here](#)

5. Off-Boarding

Off-boarding from the service is as simple as exporting and downloading your data and meta-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 Salesforce Supplier Terms. The Supplier would never terminate except for buyers' material breach of the Call-Off Contract and the Salesforce Supplier 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 Salesforce Supplier 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 on new innovation in every update.

6. Pricing Summary

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

6.1. Pricing Overview

The service has various pricing levels and bandings based on type of service required and the volume needed, the table below is a sample taken from the accompanying pricing document.

Community Cloud		Unit Price by Volume Band (subscribers from-to)						
Description	Unit	1-20	21-100	101-500	501-2500	2501-5000	5001-20,000	20,001-10,0000
Customer Community - Members	Member/Month	£2.63	£2.12	£1.54	£1.23	£0.54	£0.39	£0.27
Description	Unit	1-200	201-1000	1001-2000	2001-5000	5001-20,000	20,001-10,0000	10,0001-1,000000
Customer Community - Logins	Login/Month	£0.77	£0.46	£0.31	£0.26	£0.14	£0.08	£0.04
Description	Unit	1-20	21-100	101-500	501-2500	2501-5000	5001-20,000	20,001-100,000
Customer Community Plus - Members	Member/Month	£9.25	£6.94	£4.62	£2.89	£1.50	£0.92	£0.69

All prices quoted are exclusive of VAT.

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 to 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 license, 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 catalog

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.

Maximize ROI with success resources

Benefit from Salesforce best practices and release planning programs to accelerate usage and adoption.

Ensure business continuity and minimize risk

Get support when you need it. Whether you have how-to questions, technical issues, or need developer support, we give you fast, expert answers.

- 1-hour initial response for critical issues
- Priority access to our most skilled technical resources
- Troubleshooting and code reviews to help you build apps on the Salesforce Platform
- Chat based support
- Developer support

Drive user adoption and business productivity

Quickly train your entire team on Salesforce: They'll get the expertise they need, right when they need it.

- Unlimited access to 100+ online training courses for all roles
- Training plans and role-based learning paths

Premier+ Success

Extend your team with Premier+ Success. You get all the benefits of Premier Success plus administration services. Rest assured knowing our certified experts are here to help you maintain your Salesforce solution.

The Premier+ Success Plan includes all the benefits of Premier Success plus:

- Access to our administration team: Your internal Salesforce administrator will work with our team of certified experts to update your Salesforce configuration.

Accelerators

Accelerators are quick, personalized 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. Ordering & Invoicing

Full details are contained in our Salesforce Supplier Terms.

9.1. Billing Frequency

Fees will be invoiced annually in advance and otherwise in accordance with the relevant order form.

9.2. Payment Terms

Unless otherwise stated in the Order Form, fees are due net 30 days from the invoice date. Unless otherwise provided in the applicable order form:

- Services and content are purchased as subscriptions.
- Subscriptions may be added during a subscriptions term at the same pricing as the underlying subscriptions pricing, prorated for the portion of that subscriptions term remaining at the time the subscriptions are added.
- Any added subscriptions will terminate on the same date as the underlying subscriptions.

9.3. Trial Service

A free trial of the service is available.

For this service, Public Sector customers should contact Salesforce directly to arrange a trial. Further trial options are available on request.

10. 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 Salesforce Supplier 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 unauthorized access to or use of the service, and notify us promptly of any such unauthorized 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 unauthorized 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.

11. 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>

12. Planned Maintenance Windows

Planned downtime, of which we shall give at least 8 hours' electronic notice, we shall schedule to the extent practicable during the weekend hours between 1:00 a.m. Saturday to 10:00 a.m.

Monday GMT/

UTC. Learn more: <http://trust.salesforce.com>

13. 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://www.salesforce.com/services-training/training_certification/training-by-cloud.jsp

14. Data Centre Locations

For the Salesforce Services (services branded as Force.com, Site.com, Database.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 EMEA, Customer Data in that 'Org' is stored in data centres in the EEA. Dual UK Data Centres have been announced for late 2018/early 2019.

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 Service, Salesforce uses various data centres located throughout the world. The location of Salesforce data centres for all services is specified in the Security, Privacy and Architecture Documentation. Available [here](#)

15. Performance

Full details are contained in our Salesforce Supplier Terms.

15.1. 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 (see section 13).

- 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.

15.2. 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

15.3. 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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