ICWS 2006
Keynote Speaker 3

Service Computing: The AppExchange Platform

Steve Fisher
Senior Vice President of AppExchange
Salesforce.com

Abstract:

On-demand computing has transformed enterprise software, lowering risk and cost while increasing user adoption and customer success. To be successful, an application must be designed for on-demand from the ground-up, including core architectural elements such as multi-tenancy, availability, performance, security, metadata-driven customization, integration via web services, etc. As with any new paradigm, initial applications must design and implement all these core attributes, but ultimately platforms emerge that encapsulate core computing services, allowing application developers to focus on innovation and value, and not on reinventing the wheel. With AppExchange, salesforce.com has delivered the first on-demand platform, allowing developers to easily develop and deliver the next generation of on-demand applications. In this talk, Steve Fisher discusses the technical architecture of the AppExchange platform.

About the Speaker:

Steve Fisher is senior vice president of AppExchange at salesforce.com. In this role Fisher leads the team responsible for building the business for AppExchange, salesforce.com's Web-based platform for business applications. Fisher is also chairman of salesforce.com's Technology Architecture Committee, which defines and ensures the integrity of the architecture for the salesforce.com service. With more than 16 years in the technology industry, Fisher has held positions with Apple Computer and AT&T Labs, where he served on the team responsible for architecting AT&T's VoIP and utility computing strategies. Fisher also founded NotifyMe Networks, an interactive voice-alerting platform application service provider and served as the company's first CEO. He has been named an inventor on 14 patents. Fisher graduated with a BS degree in Mathematical and Computational Science and an MS in Computer Science from Stanford University.