

Salesforce on Alibaba Cloud China Architecture Data Sheet

Background

Salesforce is bringing the Customer 360 to China in partnership with our Strategic Technology Partner Alibaba Cloud. [Salesforce on Alibaba Cloud is generally available](#) (GA) in December 2023. It will consist of two parts:

- Salesforce's global core products including Sales Cloud, Service Cloud, and Salesforce Platform.
- Connected Experiences Gateway (CXG), our integration products designed specifically for China, including Social Commerce and Social Integration.

The China Architecture Datasheet is designed to help our customers who want to build their Salesforce Customer 360 for China on Alibaba Cloud by providing guidance and advice on:

- Product strategy and capabilities at general availability
- Integration architecture and patterns
- The operation models, including the governance model of local regulations and cross border data transfer (CBDT), deployment model of release management, and Platform capabilities for your Salesforce on Alibaba Cloud instance
- China practices, which include Salesforce org strategy and operation model, Center of Excellence (CoE) consideration, the ecosystem in China, and user experience in China to optimize the adoption and usage.

China Practices

| | | | | |
|--|---|---|--|--|
| <p>Org Architecture</p> <p>Org Patterns Decision Flow Operational Model</p> | <p>CoE (Center of Excellence)</p> <p>Roles Location Responsibilities</p> | <p>Ecosystems</p> <p>ISVs (Technical, Industry, Functions) and SIs</p> | <p>User Experience</p> <p>Mobile Social</p> | <p>Business Practice Model</p> <p>B2B B2C</p> |
|--|---|---|--|--|

Operations

| | | |
|--|---|---|
| <p>Governance Models</p> <p>Regulations Cross Border Data Transfer (CBDT) Practices</p> | <p>Deployment Practices</p> <p>Release Management DevOps Connected App</p> | <p>Platform Capabilities</p> <p>Data Management User Interface Customisation</p> |
|--|---|---|

Integrations

| View | Bulk | API |
| China Social Media | Global Back Offices | China Local Systems |

[Salesforce on Alibaba Cloud Overview](#)

| Architecture | Capability Map | China Product Strategy | Design Principles | Future Roadmap

To access the full 30-page 'China Architecture Guide', please reach out to your sales representative.

Salesforce on Alibaba Cloud Overview

Salesforce is taking a two-pronged approach to China based on customer demands and market needs and trends. Salesforce's China product strategy consists of Salesforce's global core products including Sales Cloud, Service Cloud, and Salesforce Platform, as well as Connected Experiences Gateway (CXG), our integration products designed specifically for the China market.

Salesforce on Alibaba Cloud Core CRM

- Sales Cloud
- Service Cloud
- Platform Cloud
- Experience Cloud

Connected Experiences Gateway (CXG)

- **Social Commerce:** Unify your China storefronts
- **Social Integration:** Connect CRM with local apps, channels, and services
- More features coming in the future

Architecture

Salesforce and Alibaba Cloud are taking the localized approach to bringing the Salesforce Customer 360 to China, with the goal of delivering the same unified customer experience as the global Customer 360, while also meeting the unique needs of businesses operating in China.



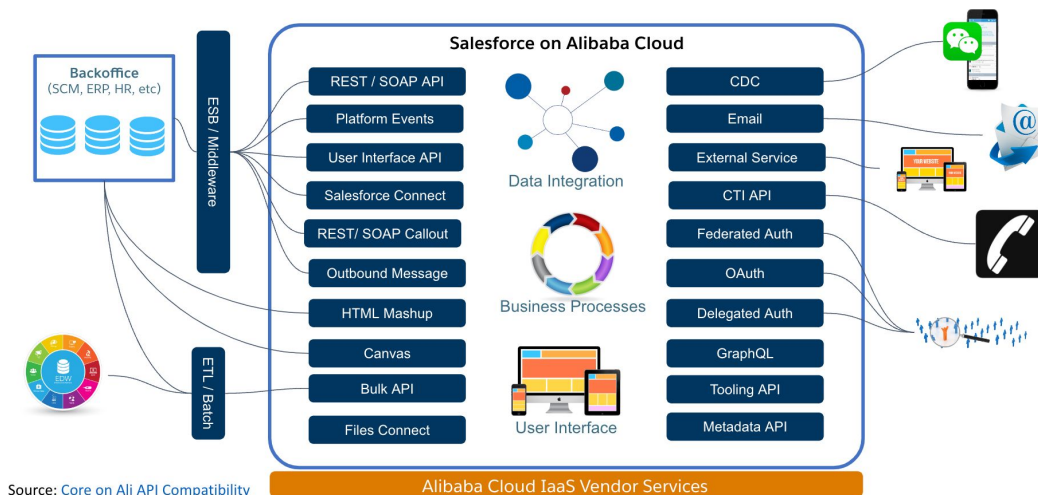
Salesforce on Alibaba Cloud Future Roadmap

To bring Salesforce, the world #1 CRM, to Alibaba Cloud is an ongoing journey. Salesforce will continue bringing more Salesforce products, ISVs solutions and local solutions to Alibaba Cloud. Search and follow the Salesforce WeChat Official Account 'Salesforce官方' in WeChat or visit salesforce.com/alibaba for the latest updates.



Salesforce Platform Integration Architecture

At a high level, Salesforce on Alibaba Cloud has three integration patterns: UI level, data level and process level; the same as the Salesforce platform globally. This diagram showcases how the integration capabilities work.



Note:

- Salesforce on Alibaba Cloud should support API version V31+
- Check the updated API compatibility information with Salesforce and Alibaba Cloud teams

Operation Architecture

Governance Models

China legal compliance and Cross Border Data Transfer (CBDT)

As general advice, our customers must manage legal compliance in China carefully, same as in the rest of the world. Currently, the key local regulations and laws are:

- **Cybersecurity Law** (first released in 2017): Limits transfer of personal and 'important' data outside PRC
- **Data Security Law** (first released in 2021): Framework for processing PRC collected and generated data, inside and outside of China
- **Personal Information Protection Law** (first released in 2021): Personal information processed in or outside of cyberspace, Data localisation required; extraterritorial effect

Community and Site Management

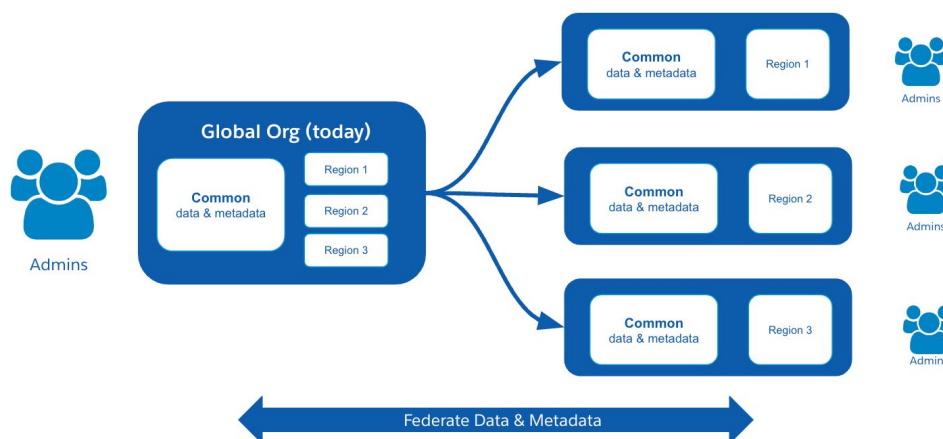
If your Salesforce on Alibaba Cloud org has enabled the community, please be aware that you will be responsible for the content published, even if it is by your external customers or visitors.



Salesforce Platform Integration Architecture (continued)

Deployment Architecture

After you migrate your Salesforce org to Salesforce on Alibaba Cloud, you will need to define your Salesforce org deployment strategy. This diagram showcases how the federate management model works.



China Practices

This chapter describes the best practices to help your organization build your Salesforce org strategy, setup your CoE, understand the ecosystem, and leverage local Chinese tools and business processes to optimize your Salesforce adoption and usage.

Salesforce Org architecture strategy

Enterprise architecture patterns (Find more detail in the full copy of 'China Architecture Guide')



1. Unification



2. Coordination



3. Replication



4. Diversification

CoE (Center of Excellence)

Do you have Salesforce CoE in your global organization? Do you plan to set up a Salesforce CoE team?

Considering China's complex compliance requirements, fast go-to-market capabilities, and need for localized expertise, we recommend setting up a regional CoE within China and delegating the responsibilities from the global headquarters CoE to the regional CoE team. The regional CoE team will also need to play an important role facilitating communication between global and China teams.



China Practices (continued)

Ecosystem

Salesforce and Alibaba Cloud are currently in the process of training and onboarding partners who have joined the Alibaba Cloud Partner Program. Companies wanting to work with a Salesforce Partner in China should ensure that that Partner has been certified in our China practices (dev orgs, packaging tools, etc.) and is contracted with Alibaba Cloud.

Please contact your sales representative for the latest list of certified partners.

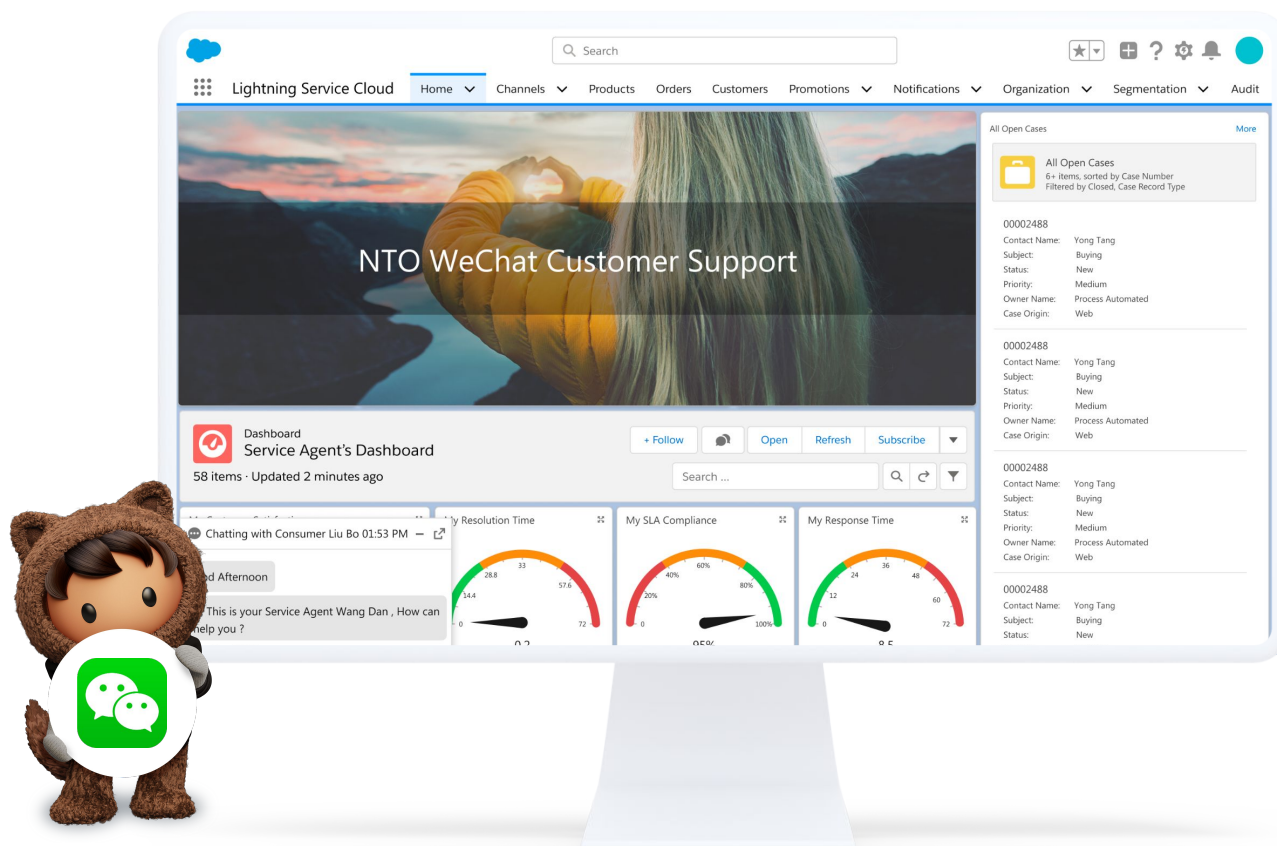
User Experience (with local apps)

User Experience (UX) will be the same as your Salesforce global instance in Lightning, with some optimizations for the local market.

Note: Salesforce Mobile App will NOT be available upon initial general availability of Salesforce on Alibaba Cloud; Neither will Salesforce Authenticator; customers need to use their own SSO/ MFA solution.

Salesforce is building an integrated user experience with WeChat and WeCom. This is exclusively available for Salesforce orgs in China hosted on Alibaba Cloud including:

- WeChat Official Account and Mini-Program messaging for Service Cloud
- WeCom for Sales and Service Clouds





About Salesforce

Salesforce, the global CRM leader, empowers companies of every size and industry to digitally transform and create a 360° view of their customers. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com/.

Any unreleased services or features referenced in this or public statements are not currently available and may not be delivered on time or at all. Customers who purchase Salesforce applications should make their purchase decisions based upon features that are currently available. Salesforce has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM." For more information please visit www.salesforce.com/, or call 1-800-NO-SOFTWARE.

