

Event Monitoring: Complete visibility into your Salesforce apps like never before.

Companies of every size and industry are using the Salesforce platform across all departments to run their business faster. As security expectations increase alongside the adoption of business apps, chief security officers, and line of business managers are asking some important questions:

Adoption: *How can I find out what my users are doing on Salesforce?*

Performance: *How can I ensure that we are getting the best use out of the Salesforce Platform?*

Security: *How do I know our users are compliant with our security policies?*

Event Monitoring answers these questions by providing visibility into user actions and behavior to help you better support your applications, audit your users, and optimize your business processes.

WHY IS EVENT MONITORING IMPORTANT?

42%

of CRM implementation failures are attributed to poor user adoption¹

35%

of app launch failures are attributed to application performance¹

73%

of IT decision makers are concerned about public cloud security²

36%

of breaches are from inadvertent mis-use of data by insiders²

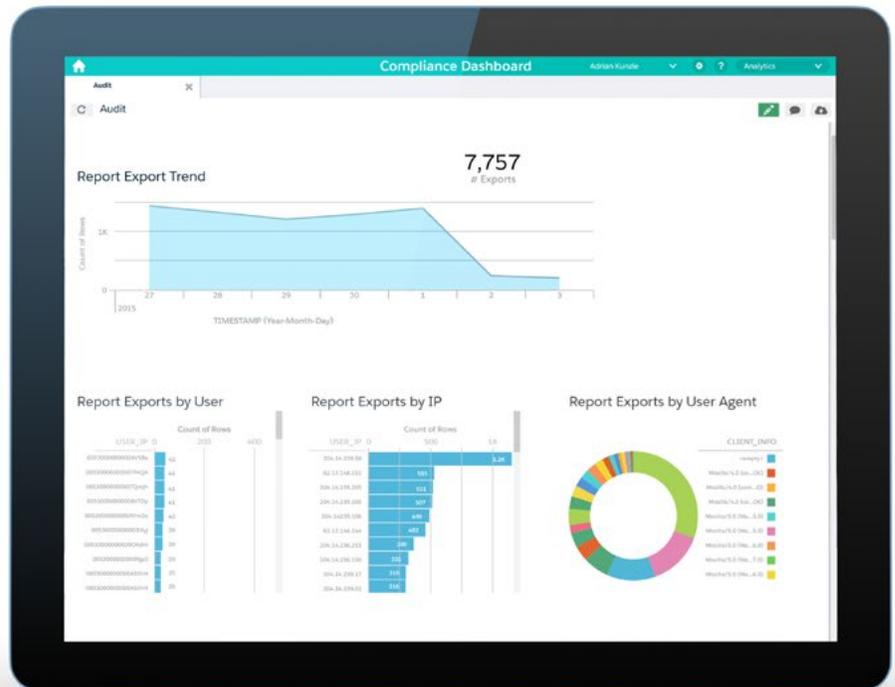
\$182

Average cost per lost customer record from data breach²



Event Monitoring increased Salesforce adoption by 50%. ”

David Griffiths,
Salesforce Administrator, Onbase by Hyland Software



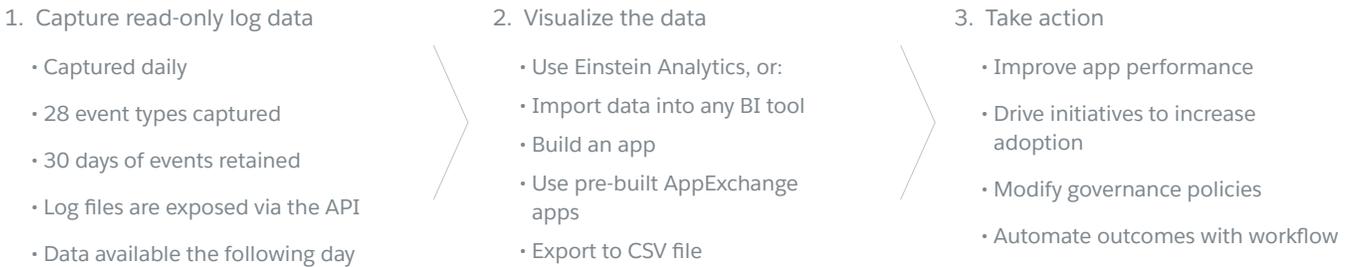
¹500 people surveyed. "How To Succeed With CRM: The Critical Success Factors." 'William Band's Blog'. N.p., 2015.

²20,003 IT and IT security practitioners surveyed. "2014: A Year of Mega Breaches." Ponemon Institute© Research Report, 2015.

Access data that drives more informed decisions.

With Event Monitoring, all user interactions, app performance, and security are delivered as event log files via the Force.com SOAP API and REST API. Data can easily integrate with your own back-end storage and data marts or easily import into a visualization app. Correlate data from multiple organizations across disparate systems and use Einstein Analytics or any other analytics platform to get insight that helps you increase user adoption, optimize business processes, and secure valuable organizational data.

How does Event Monitoring work?



What kind of data is supported?					
Apex Callout	Async Report	Content Transfer	Logout	Report Export	Time-Based Workflow
Apex Execution	Bulk API	Dashboard	MDAPI Operation	REST API	URI
Apex SOAP	Change Set Operation	Document Attachment Downloads	Multiblock Report	Salesforce1 Adoption (UI Tracking)	Visualforce
Apex Trigger	Content Distribution	Login	Package Install	Sandbox	
API	Content Document Link	Login As	Report	Sites	

What can you do with Event Monitoring?

Key Use Cases	Key Stakeholders	Key Outcomes
Optimize processes	Operations, line of business, IT product manager	Understand how your users are adopting the platform to fine-tune your application portfolio and business process. How often is my team using the app? What dashboards are getting the most use? How are my employees using the mobile app?
Provide world-class support	Chief information officer, IT director, administrator	Provide better, data-driven support with greater insight into the health of your applications. Which pages are taking the longest to display? Are any of my reports failing? Are all of my integrations working?
Manage audit and compliance	Chief security officer, security architect, compliance auditor	Improve the security of your data by identifying user actions that may compromise security. Who is logging into the service and from where? Who has viewed or exported data? Are there any unusual behaviors relating to data access?

Get Started with Event Monitoring

To see how Event Monitoring can help your company, contact your account executive or call 1-800-NOSOFTWARE today.

CONTACT