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Renewable Energy at salesforce.com

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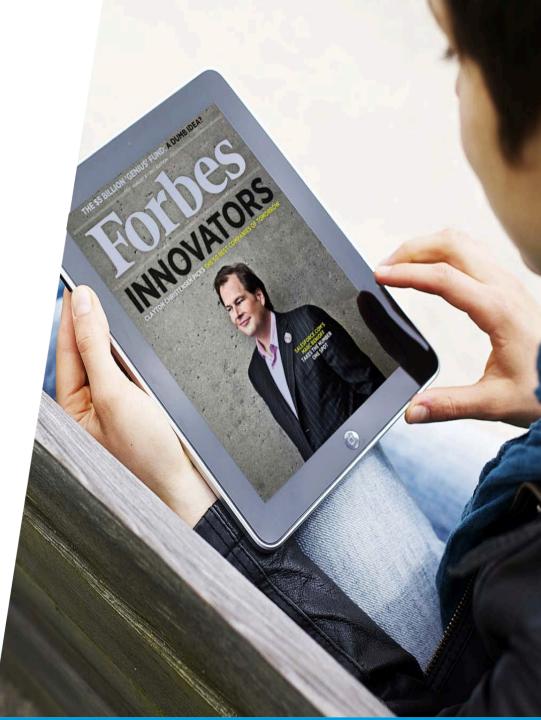




Enterprise Cloud Computing







Our multi-tenant platform is efficient

Multi-Tenancy



The Best of Cloud Computing

100,000+ Companies Across Every Market



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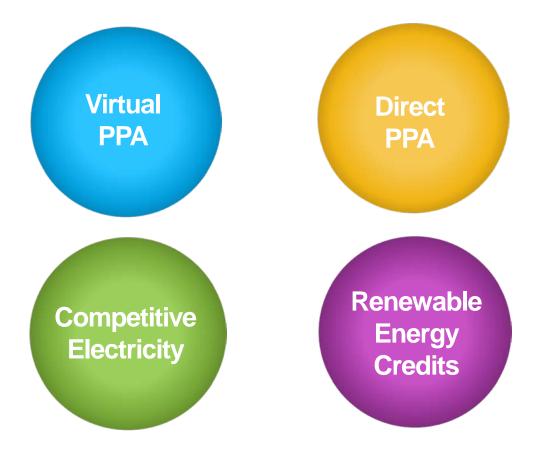
Moving beyond efficiency to renewable energy



"We believe the cloud should be powered by clean energy....we are committing to steadily increase the amount of renewable energy we use...to reach our goal of be fully powered by renewable energy."



Our menu of renewable energy options





Challenges and Opportunities

Virtual Power Purchase Agreement

Opportunities

- Potential economic returns
- Energy price hedge
- Visible environmental leadership
- One transaction offsets load, geographically agnostic
- No changes to existing energy operations

Challenges

- Length of contract terms
- Lack of internal capacity
- Finding the right size project
- Expiration of the PTC
- Uncertainty around cash flows



Getting internal stakeholder buy in

Finance





Public Relations

Understand Cash Flow Implications

Understand Potential Reputational Brand Halo Understand proper accounting treatment, reporting requirements



Accounting

Legal

Understand legal risks



Thank You