



13 November 2020

Legal and Social Issues Committee  
Victorian Legislative Council  
Spring Street, Parliament House  
Melbourne VIC 3000  
Email: [contacttracinginquiry@parliament.vic.gov.au](mailto:contacttracinginquiry@parliament.vic.gov.au)

Dear Committee

**Re: Victorian Government's COVID-19 contact tracing system and testing regime Inquiry**

Salesforce is pleased to provide this submission to the Inquiry.

### **About Salesforce**

Salesforce is the #1 CRM, and an enterprise software company. Salesforce is a cloud computing company covering customer relationship management and other business-focused software to businesses, governments, and other organisations around the world. Salesforce is used by over 150,000 customers globally. Salesforce employs 50,000 employees in more than 140 offices across 28 countries around the world.

In 1999, Salesforce pioneered the 1-1-1 Model which dedicates 1% of Salesforce's equity, 1% of Salesforce's product, and 1% of Salesforce employees' time back to communities around the world.

There is an extensive Salesforce economy. In Australia, pre-COVID-19 pandemic research found the Salesforce Economy will drive:

- Over 42,400 new direct jobs from 2019 through 2024
- \$25 billion in new business revenues from 2019 through 2024
- By 2024, for every dollar Salesforce makes in Australia, the Salesforce ecosystem will gain \$6.10

Salesforce has been ranked one of the Best Places to Work in Australia for the last five years by Great Place to Work. Our key values are Trust, Customer Success, Innovation and Equality.



## **Salesforce and the Victorian Government**

The Victorian Government has a State Purchasing Contract signed in early 2017 with Salesforce, providing a standardised procurement mechanism for all Government eligible agencies. Under the State Purchase Contract, Salesforce provides its cloud technology platforms to support various projects for the Victorian Government.

The agreement reflects the growing adoption of Salesforce within the Victorian Government and the importance of Salesforce, being one of the key technology providers to Government.

The State Purchasing Contract provides Salesforce capabilities including CRM, Marketing, Analytics, Commerce, Health Cloud and Service Cloud. It is a Standing Offer arrangement for Victorian Government agencies to purchase our products and services in a streamlined way. Key benefits include: value for money; a simplified process for acquiring and using Salesforce cloud services and standard contract terms.

As Salesforce is a technology platform, projects are typically delivered by System Integrators whose role is to implement Salesforce technology to support government processes and business requirements. This includes developing in conjunction with Victorian Government officials and partner implementation teams, processes that result in the configuration of Salesforce to meet those requirements. There are a number of System Integrators both local and global that support the Victorian Government with the implementation of Salesforce.

Below is specific information Salesforce would like to provide in relation to the Victorian Government's contact tracing system.

## **Salesforce and Victorian Government's contact tracing system**

Salesforce was advised of its selection as the Victorian Government's contact tracing solution by the Department of Health and Human Services (DHHS) on 28 August 2020, following an evaluation process led by DHHS. Salesforce is responsible for the provision of our cloud platform for the Government's contact tracing solution with the implementation delivered by a System Integrator. The Victorian Government determines the appropriate contact tracing business processes and procedures, which are defined by DHHS and then implemented on Salesforce's technology platform.

The Salesforce platform provides the technology capability to support contact tracing and includes comprehensive case management and automated notifications via SMS or email. The system collects data which is stored securely in Australia. The advantages of the system include:



- Contacts are notified quickly about their potential exposure to the virus and will know to stay home;
- Response units efficiently coordinate their efforts by assigning contacts to specific workers and providing contact logs. This reduces the risk of multiple case managers following up with the same contacts, or of contacts being missed;
- Health authorities have an up-to-date view of the contact-tracing progress;
- Potential overlaps between cases are identified and used to prioritise which contacts should be followed up first.

### **Security and Privacy**

The security and privacy of our customers' data which we are entrusted to protect is paramount. Salesforce has five privacy principles that highlight our commitment and focus on trust, these are: customer control; security; transparency; compliance; and partnership.

Salesforce designs products with privacy in mind, so that our products not only comply with Salesforce's own legal obligations, but also can be used by our customers while they comply with their own legal obligations.

Salesforce has implemented comprehensive technical and administrative security measures to protect our services and our customers' data. Salesforce offers our customers controllable features that permit them to configure the security settings of their respective requirements as they deem appropriate for the sensitivity of their data. In addition to leveraging the 'out of the box' technical and administrative security measures that Salesforce offers, DHHS has also implemented our additional encryption functionality.

Salesforce's solution is delivered through Salesforce's Health Cloud service, which is subject to a number of certifications and attestations, including International Standards Organisation - ISO 27001/27017/27018 certifications. Salesforce has also obtained APEC Privacy Recognition for Processors (PRP) certification as verified by a third party. The PRP certification also covers Salesforce's Health Cloud service, which includes the contact tracing solution. This certification demonstrates that Salesforce effectively implements the level of protections required under the APEC Privacy Framework.

### **Other jurisdictions which have deployed Salesforce's contract tracing system**

Salesforce's platform has been implemented to support contact tracing by the Western Australia, South Australia and New Zealand Governments. In the United States of America, the Salesforce solution is used by 35 state governments.



The core of Salesforce's contact tracing capability is delivered through Salesforce's Health Cloud service and is used by the aforementioned government customers.

Thank you for the opportunity to provide comment on this Inquiry.

Yours sincerely

Sassoon Grigorian  
Senior Director, APAC Government Affairs