

Salesforce Admin Training

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Salesforce Advanced Administrator Certification Guide - Enrico Murru

2019-11-08

Master advanced Salesforce Administration concepts with expert tips, techniques, and mock tests
Key Features
Learn advanced features to reduce implementation time and enhance your Salesforce administration skills
Develop the ability to solve critical issues with a proactive approach and deliver the best solution
Explore complex automation with workflows, approvals, process builder, and custom Apex coding
Book Description
The Salesforce Advanced Administrator certification extends beyond administrator certification, covering advanced platform features and functions such as configuration, automation, security, and customization. Complete with comprehensive coverage of all these topics and exam-oriented questions and mock tests, this Salesforce book will help you earn advanced administrator credentials. You'll start your journey by mastering data access security, monitoring and auditing, and understanding best practices for handling change management and data across organizations. The book then delves into data model management for improving data quality and lets you explore Sales features such as products, schedules, quotes, and forecasting capabilities. As you progress, this book will guide you in working with content management to set up and maintain Salesforce content. You'll also master organizing your files and data using reports and dashboards. Finally, you'll learn how to use a combination of automation tools to solve business problems. By the end of the book, you will have developed the skills required to get your advanced administrator credentials. What you will learn
Master data security to monitor your org effectively
Explore best practices for handling change management across orgs
Extend the capabilities of Salesforce objects using advanced relationships, validation rules, and duplicate management
Handle file libraries with Salesforce CRM content
Understand ways to deliver the best solutions with Sales and Service Cloud applications
Build reports and dashboards to visualize data for better decision making
Customize your CRM with process automation features
Who this book is for
If you've already achieved your Salesforce administrator certification, this book will help you prepare for the Salesforce Advanced Administrator certification. You'll also find this guide useful if you are a Salesforce administrator or developer and want to maximize your administration skills with deeper knowledge of advanced Salesforce declarative features. 1-2 years of experience as a Salesforce administrator or developer is enough to help you to get the most out of the book.

Salesforce Platform App Builder Certification - Rakesh Gupta 2019-12-16

New or intermediate developers will want to use this hands-on guide to prepare for the Salesforce Certified Platform App Builder credential, awarded for designing, building, and implementing applications using the declarative customization capabilities of the Salesforce Platform. This is the first book available covering this content, and Salesforce training is very costly. This book is filled with real-world examples and hands-on exercises, enabling you to prepare for the certification exam in a short span of time. Multiple-choice study questions and exercises are included to help you apply what you learn in each chapter. Author Rakesh Gupta explains Salesforce Platform fundamentals, including knowledge about the limitations of the declarative platform and when to use programmatic development versus the AppExchange. Data management and data analytics are covered. And you will learn how to set up organization-wide features that affect the look and feel of your application. Sandbox design patterns and process automation tools available in Salesforce are discussed and you will know when to use them.

You will become familiar with a wide array of topics, including designing a mobile app and reporting in Salesforce. What You Will Learn
Know when to use declarative development versus programmatic development versus the AppExchange
Understand the Salesforce data model, field type (when to use which fields), and how and when to use an external object in Salesforce
Be familiar with security and settings in Salesforce
See how easily users can migrate to the Lightning experience from the classic platform
Implement business process automation using declarative features
Apply the automation process in Salesforce
Utilize Process Builder and manage its power to automate business processes
Use sandboxes and deployment tools
Who This Book Is For
New or intermediate Salesforce developers or anyone in the Salesforce development arena who wants to learn or explore the platform

Becoming a Salesforce Certified Technical Architect - Tameem Bahri

2021-02-12

Design and build high-performance, secure, and scalable Salesforce solutions to meet business demands and gain practical experience using real-world scenarios by creating engaging end-to-end solution presentations
Key Features
Learn common integration, data migration, and security patterns for designing scalable and reliable solutions on the Salesforce Lightning platform
Build an end-to-end delivery framework pipeline for delivering successful projects within specified timelines
Gain access to an exclusive book club of skilled Salesforce professionals, to discuss ideas, best practices, and share experiences of designing modern solutions using Salesforce
Book Description
Salesforce Certified Technical Architect (CTA) is the ultimate certification to validate your knowledge and skills when it comes to designing and building high-performance technical solutions on the Salesforce platform. The CTA certificate is granted after successfully passing the CTA review board exam, which tests your platform expertise and soft skills for communicating your solutions and vision. You'll start with the core concepts that every architect should master, including data lifecycle, integration, and security, and build your aptitude for creating high-level technical solutions. Using real-world examples, you'll explore essential topics such as selecting systems or components for your solutions, designing scalable and secure Salesforce architecture, and planning the development lifecycle and deployments. Finally, you'll work on two full mock scenarios that simulate the review board exam, helping you learn how to identify requirements, create a draft solution, and combine all the elements together to create an engaging story to present in front of the board or to a client in real life. By the end of this Salesforce book, you'll have gained the knowledge and skills required to pass the review board exam and implement architectural best practices and strategies in your day-to-day work. What you will learn
Explore data lifecycle management and apply it effectively in the Salesforce ecosystem
Design appropriate enterprise integration interfaces to build your connected solution
Understand the essential concepts of identity and access management
Develop scalable Salesforce data and system architecture
Design the project environment and release strategy for your solution
Articulate the benefits, limitations, and design considerations relating to your solution
Discover tips, tricks, and strategies to prepare for the Salesforce CTA review board exam
Who this book is for
This book is for Salesforce architects who want to become certified technical architects by learning how to design secure and scalable technical solutions for their organizations. A solid understanding of the Salesforce platform is required, ideally combined with 3 to 5 years of practical experience as an application architect, system architect, enterprise architect, or solution architect.

Learning Salesforce Einstein - Mohith Shrivastava 2017-06-28

Incorporate the power of Einstein in your Salesforce application About This Book Make better predictions of your business processes using prediction and predictive modeling Build your own custom models by leveraging PredictionIO on the Heroku platform Integrate Einstein into various cloud services to predict sales, marketing leads, insights into news feeds, and more Who This Book Is For This book is for developers, data scientists, and Salesforce-experienced consultants who want to explore Salesforce Einstein and its current offerings. It assumes some prior experience with the Salesforce platform. What You Will Learn Get introduced to AI and its role in CRM and cloud applications Understand how Einstein works for the sales, service, marketing, community, and commerce clouds Gain a deep understanding of how to use Einstein for the analytics cloud Build predictive apps on Heroku using PredictionIO, and work with Einstein Predictive Vision Services Incorporate Einstein in the IoT cloud Test the accuracy of Einstein through Salesforce reporting and Wave analytics In Detail Dreamforce 16 brought forth the latest addition to the Salesforce platform: an AI tool named Einstein. Einstein promises to provide users of all Salesforce applications with a powerful platform to help them gain deep insights into the data they work on. This book will introduce you to Einstein and help you integrate it into your respective business applications based on the Salesforce platform. We start off with an introduction to AI, then move on to look at how AI can make your CRM and apps smarter. Next, we discuss various out-of-the-box components added to sales, service, marketing, and community clouds from Salesforce to add Artificial Intelligence capabilities. Further on, we teach you how to use Heroku, PredictionIO, and the force.com platform, along with Einstein, to build smarter apps. The core chapters focus on developer content and introduce PredictionIO and Salesforce Einstein Vision Services. We explore Einstein Predictive Vision Services, along with analytics cloud, the Einstein Data Discovery product, and IOT core concepts. Throughout the book, we also focus on how Einstein can be integrated into CRM and various clouds such as sales, services, marketing, and communities. By the end of the book, you will be able to embrace and leverage the power of Einstein, incorporating its functions to gain more knowledge. Salesforce developers will be introduced to the world of AI, while data scientists will gain insights into Salesforce's various cloud offerings and how they can use Einstein's capabilities and enhance applications. Style and approach This book takes a straightforward approach to explain Salesforce Einstein and all of its potential applications. Filled with examples, the book presents the facts along with seasoned advice and real-world use cases to ensure you have all the resources you need to incorporate the power of Einstein in your work.

Design Thinking for Training and Development - Sharon Boller 2020-06-09

Better Learning Solutions Through Better Learning Experiences When training and development initiatives treat learning as something that occurs as a one-time event, the learner and the business suffer. Using design thinking can help talent development professionals ensure learning sticks to drive improved performance. Design Thinking for Training and Development offers a primer on design thinking, a human-centered process and problem-solving methodology that focuses on involving users of a solution in its design. For effective design thinking, talent development professionals need to go beyond the UX, the user experience, and incorporate the LX, the learner experience. In this how-to guide for applying design thinking tools and techniques, Sharon Boller and Laura Fletcher share how they adapted the traditional design thinking process for training and development projects. Their process involves steps to: Get perspective. Refine the problem. Ideate and prototype. Iterate (develop, test, pilot, and refine). Implement. Design thinking is about balancing the three forces on training and development programs: learner wants and needs, business needs, and constraints. Learn how to get buy-in from skeptical stakeholders. Discover why taking requests for training, gathering the perspective of stakeholders and learners, and crafting problem statements will uncover the true issue at hand. Two in-depth case studies show how the authors made design thinking work. Job aids and tools featured in this book include: a strategy blueprint to uncover what a stakeholder is trying to solve an empathy map to capture the learner's

thoughts, actions, motivators, and challenges an experience map to better understand how the learner performs. With its hands-on, use-it-today approach, this book will get you started on your own journey to applying design thinking.

Salesforce ADM-201 Exam Preparation - G Education 2021-02-11

This course is made to help Salesforce ADM-201 Candidates to PASS their Exams on the first Try, saving their Time, their Money and Achieving the Best Results. Our Questions are written by Experts in the field of Salesforce Certification Preparation. The book is Up-to-date. We Cover all the exam's topics. The Book will be full of practice questions. Challenging material. And best of all, a chance to hone your skills. It's ok if you feel in over your head. We all did at some point, this next step is about pushing through that fear and getting ready to tackle something as challenging as the ADM-201. Every topic is covered in a very engaging and interesting manner. Exam Format and Information: Exam Duration: 105 minutes. Exam Format: Multiple Choice and Multi-Response Questions. Exam Type: Proctored Exam. Number of Questions: 60 Questions. Eligibility/Pre-Requisite: None. Exam Language: English. Passing Score: 65%. Welcome

Salesforce CRM - The Definitive Admin Handbook - Paul Goodey 2019-04-27

A definitive guide covering all the core concepts necessary to pass the Salesforce Administrator Certification exam Key Features Understand critical design considerations for setting up Salesforce CRM Facilitate and manage the transition from Salesforce Classic to Lightning Experience Learn key functions of application security to manage user profiles and data Book Description Salesforce's winter '19 release offers a host of new features for CRM designed to meet your sales and marketing requirements. With this comprehensive guide to implementing Salesforce CRM, administrators of all levels can easily get a thorough understanding of the platform. This Salesforce handbook begins by guiding you in setting up users and security and then progresses to configuration, data management, and data analytics. You'll discover process automation and approval mechanisms, while also exploring the functional areas of Sales Cloud, Service Cloud, Marketing Cloud, and Salesforce Chatter. This book covers Salesforce CRM system administration in a practical way, and it'll serve as an invaluable reference for both new administrators and experienced professionals. Furthermore, you'll also delve into Salesforce mobile apps and mobile administration, along with Salesforce Adoption Manager. You'll gain insights into Lightning Experience, Salesforce's new app, and learn how its modern design and sleek interface helps you to build customizable components. Finally, we'll see how the two versions compare and help manage the transition from Salesforce Classic to Lightning Experience. By the end of the book, you will have mastered the techniques to configure and control various user interface features in Salesforce CRM. What you will learn Configure a variety of user interface features in Salesforce CRM Understand the capabilities of the Salesforce CRM sharing model Explore Einstein Analytics - Salesforce's new wave of advanced reporting Get to grips with the Lightning Process Builder workflow Set up user profiles, security, and login access mechanisms Find out how Apex and Visualforce coding can be used in Salesforce CRM Manage the transition from Salesforce Classic to Lightning Experience Implement data manipulation features to apply best practices in data management Who this book is for This book is for administrators who want to develop and strengthen their Salesforce CRM skills in the areas of configuration and system management. Whether you are a new or experienced professional, this book will enhance your knowledge and understanding of Salesforce CRM features.

Salesforce CRM - Paul Goodey 2013-01-01

A practical guide which will help to discover how to setup and configure the Salesforce CRM application. It offers solutions and practical examples on how to further improve and maintain its functionality with clear systematic instructions. Being highly organized and compact, this book contains detailed instructions with screenshots, diagrams, and tips that clearly describe how you can administer and configure complex Salesforce CRM functionality with absolute ease. This book is for administrators who want to develop and strengthen their Salesforce CRM skills in the areas of configuration and

system management. Whether you are a novice or a more experienced admin, this book aims to enhance your knowledge and understanding of the Salesforce CRM platform and by the end of the book, you should be ready to administer Salesforce CRM in a real-world environment.

Salesforce Process Builder Quick Start Guide - Rakesh Gupta 2018-07-24

Click your way to automating business processes with Salesforce Visual Workflow Key Features Create and maintain complex business processes using Process builder Discover how to debug and deploy Flow and Process Builder Use new or existing Flows to work with Salesforce Lightning Experience Book Description Salesforce Management System is an information system used in CRM to automate business processes, such as sales and marketing. Process Builder is a visual tool created to automate business processes in Salesforce. It enables users with no coding expertise to build complex Salesforce workflows. The book starts with an introduction to Process Builder, focussing on the building blocks of creating Processes. Then you will learn about different applications of Process Builder for developing streamlined solutions. You will learn how to easily automate business processes and tackle complex business scenarios using Processes. The book explains the workings of the Process Builder so that you can create reusable processes. It also explains how you can migrate existing Workflow Rules to Process Builder. By the end of the book, you will have a clear understanding of how to use Flows and Process Builder to optimize code usage. What you will learn Develop an application using point and click with the help of Process Builder Bypass Processes for specific users Understand the concepts of reusable processes Handle complex business processes using Process Builder and keep them clean Work with formulae in Process Builder to minimize the code required Create a process with no criteria so as to minimize the amount of rework Overcome Salesforce's known limitation in terms of referencing picklist values Who this book is for This book is for people who want to use Process Builder to automate their business requirements by clicking, not coding. A basic understanding of Salesforce is required, but not extensive programming knowledge.

Salesforce CRM – The Definitive Admin Handbook - Third Edition - Paul Goodey 2015-01-30

This book is for administrators who want to develop and strengthen their Salesforce CRM skills in the areas of configuration and system management. Whether you are a novice or a more experienced administrator, this book aims to enhance your knowledge and understanding of the Salesforce CRM platform and features.

The Five Most Important Questions You Will Ever Ask About Your Organization - Peter F. Drucker 2011-01-11

With Peter Drucker's five essential questions and the help of five of today's thought leaders, this little book will challenge readers to take a close look at the very heart of their organizations and what drives them. A tool for self-assessment and transformation, answering these five questions will fundamentally change the way you work, helping you lead your organization to an exceptional level of performance. Peter Drucker's five questions are: What is our Mission? with Jim Collins Who is our Customer? with Phil Kotler What does the Customer Value? with Jim Kouzes What are our Results? with Judith Rodin What is our Plan? with V. Kasturi Rangan These essential questions, grounded in Peter Drucker's theories of management, will take readers on a exploration of organizational and personal self-discovery, giving them a means to assess how to be--how to develop quality, character, mind-set, values and courage. The questions lead to action. By asking these questions, readers can focus on why they are doing what they are doing in their work, and how to do it better. Designed for today's busy professionals, this brief, clear and accessible book will challenge readers to ask these provocative questions and it will stimulate spirited discussions and action within any organization, inspiring positive change and new levels of excellence, helping all to envision the future of theirs' or any organization.

Salesforce Platform Developer I Certification Guide - Jan Vandevelde 2019-05-24

Build and deploy scalable applications on the Salesforce Lightning Platform using the latest features of Spring '19 Key FeaturesAn end-to-end-guide with

practice tests to help you achieve the Salesforce Platform Developer certificationDesign data models, user interfaces, and business logic for your custom applicationsUnderstand the complete development life cycle from designing to testingBook Description Salesforce Lightning Platform, used to build enterprise apps, is being increasingly adopted by admins, business analysts, consultants, architects, and especially developers. With this Salesforce certification, you'll be able to enhance your development skills and become a valuable member of your organization. This certification guide is designed to be completely aligned with the official exam study guide for the latest Salesforce Certified Platform Developer I release and includes updates from Spring '19. Starting with Salesforce fundamentals and performing data modeling and management, you'll progress to automating logic and processes and working on user interfaces with Salesforce components. Finally, you'll learn how to work with testing frameworks, perform debugging, and deploy metadata, and get to grips with useful tips and tricks. Each chapter concludes with sample questions that are commonly found in the exam, and the book wraps up with mock tests to help you prepare for the DEV501 certification exam. By the end of the book, you'll be ready to take the exam and earn your Salesforce Certified Platform Developer I certification. What you will learnSolve sample questions and mock tests and work with exam patternsGain an understanding of declarative Salesforce tools such as Process Builder, flows, and many moreCode in Salesforce using the Developer Console and IDEsGrasp the basics of object-oriented programmingWrite Apex classes, Visualforce pages, and Apex test classes with easy-to-follow stepsExplore the different deployment tools that you can use to push metadata to different environmentsBuild custom declarative apps and programs on Force.com platformsWho this book is for The Salesforce Platform Developer I Certification Guide is for you if you want to learn how to develop and deploy business logic and user interfaces using the capabilities of the Lightning Platform. No prior knowledge of Apex programming is required.

Salesforce Platform App Builder Certification Handbook - Siddhesh Kabe 2016-04-26

A handy guide that covers the most essential topics for Salesforce Platform App Builder Certification in an easy-to-understand format About This Book Get to grips with the fundamentals of Force.com to pass the certification exam with flying colors Create Force.com applications, automate business processes, and manage data operations to be a successful Salesforce.com Certified Force.com app builder A step-by-step guide that covers the most essential topics for the Platform App Builder Certification in an easy-to-understand format Who This Book Is For Salesforce beginners who need to prepare for the Salesforce Platform App Builder Certification exam will benefit from this book. This book is ideal for developers and admins who are new to Salesforce CRM and the Force.com platform. It is recommended that users have some basic programming knowledge and are familiar with salesforce. By the end of the book, you will be ready to appear for the exam and develop various applications on the cloud platform. What You Will Learn Learn the basics of the force.com cloud platform Learn to build objects that align with your business Understand the process of building an application on force.com platform Kick-start your certification journey in basic- easy-to-follow guide Focus on important topics that help you accomplish your certification goals Learn to secure your application with the Salesforce security model Manipulate and process large amount of data using the data tools Prepare for the exam with sample mock questions In Detail The Salesforce Certified Platform App Builder exam is for individuals who want to demonstrate their skills and knowledge in designing, building, and implementing custom applications using the declarative customization capabilities of Force.com. This book will build a strong foundation in Force.com to prepare you for the platform app builder certification exam. It will guide you through designing the interface while introducing the Lightning Process Builder. Next, we will implement business logic using various point and click features of Force.com. We will learn to manage data and create reports and dashboards. We will then learn to administer the force.com application by configuring the object-level, field-level, and record-level security. By the end of this book, you will be completely equipped to take the Platform App Builder certification exam.

Style and approach Simple and to-the-point examples that can be tried out in your developer org. A practical book for professionals who want to take the Salesforce Platform App Builder Certification exam. Sample questions for every topic in an exam pattern to help you prepare better, and tips to get things started. Full of screen-shots, diagrams, and clear step-by-step instructions that cover the entire syllabus for the exam.

[Salesforce.com Lightning Process Builder and Visual Workflow](#) - Jonathan Keel 2016-11-25

Learn how to build logic into your apps by configuring Salesforce.com Lightning Process Builder and Visual Workflow software tools to meet the needs of your organization without the use of code. You will be able to build workflow diagrams on the Salesforce.com platform and perform complex logic. Individuals who have created workflow diagrams in other applications (e.g., Microsoft Visio) will feel very comfortable using these two tools from Salesforce. If you find yourself in a situation where a standard Salesforce configuration does not meet your needs, you can always rely on a developer to extend the functionality through Visualforce and Apex code. What if you could take back that control and not rely on a developer or consultant? With two new technologies—Process Builder and Visual Workflow—introduced onto the Salesforce.com platform, you can accomplish much of what was normally handled with Apex code. Lightning Process Builder and Visual workflow both allow for advanced logic that standard configuration such as Salesforce.com Workflow cannot do. Salesforce.com Lightning Process Builder and Visual Workflow details how these technologies can be used to: Create a call center application that guides operators through a call with screens that change based on the caller's responses. Automatically submit approvals to speed up and streamline your business. Update related records for any object being modified, including standard and custom objects.

Learning Salesforce Visual Workflow - Rakesh Gupta 2015-04-29

Learning Salesforce Visual Workflow is intended for those who want to use Flows to automate their business requirements by click not code. Salesforce maintains an incredibly user-friendly interface; no previous experience in computer coding or programming is required.

[Hands-On Low-Code Application Development with Salesforce](#) - Enrico Murru 2020-10-16

Explore a wide range of low-code tools in the Salesforce platform for building customized CRM applications without writing any code Key Features Create apps with a rich user experience without paying for costly developers Leverage Salesforce Lightning Platform's declarative features to build professional-grade applications Improve productivity with business process automation using Workflow, Process Builder, and Flow Book Description Low-code platforms allow users to focus on business logic to create solutions without getting trapped in programming complexities. Thanks to its powerful features for designing, developing, and deploying apps without having to hand-code, Salesforce is at the forefront of the low-code development revolution. This book will guide you in building creative applications for solving your business problems using the declarative framework provided by Salesforce. You'll start by learning how to design your business data model with custom objects, fields, formulas, and validation rules, all secured by the Salesforce security model. You'll then explore tools such as Workflow, Process Builder, Lightning Flow, and Actions that will help you to automate your business processes with ease. This book also shows you how to use Lightning App Builder to build personalized UIs for your Salesforce applications, explains the value of creating community pages for your organization, and teaches you how to customize them with Experience Builder. Finally, you'll work with the sandbox model, deploy your solutions, and deliver an effective release management strategy. By the end of this Salesforce book, you'll be ready to customize Salesforce CRM to meet your business requirements by creating unique solutions without writing a single line of code. What you will learn Get to grips with the fundamentals of data modeling to enhance data quality Deliver dynamic configuration capabilities using custom settings and metadata types Secure your data by implementing the Salesforce security model Customize Salesforce applications with Lightning App Builder Create impressive pages for your community using Experience

Builder Use Data Loader to import and export data without writing any code Embrace the Salesforce Ohana culture to share knowledge and learn from the global Salesforce community Who this book is for If you are a citizen developer, business analyst, Salesforce administrator, or anyone interested in developing applications or solutions for business problems but lack technical knowledge, this book is for you. No prior programming experience is required.

[Developing Data Migrations and Integrations with Salesforce](#) - David Masri 2018-12-18

Migrate your data to Salesforce and build low-maintenance and high-performing data integrations to get the most out of Salesforce and make it a "go-to" place for all your organization's customer information. When companies choose to roll out Salesforce, users expect it to be the place to find any and all Information related to a customer—the coveted Client 360° view. On the day you go live, users expect to see all their accounts, contacts, and historical data in the system. They also expect that data entered in other systems will be exposed in Salesforce automatically and in a timely manner. This book shows you how to migrate all your legacy data to Salesforce and then design integrations to your organization's mission-critical systems. As the Salesforce platform grows more powerful, it also grows in complexity. Whether you are migrating data to Salesforce, or integrating with Salesforce, it is important to understand how these complexities need to be reflected in your design. Developing Data Migrations and Integrations with Salesforce covers everything you need to know to migrate your data to Salesforce the right way, and how to design low-maintenance, high-performing data integrations with Salesforce. This book is written by a practicing Salesforce integration architect with dozens of Salesforce projects under his belt. The patterns and practices covered in this book are the results of the lessons learned during those projects. What You'll Learn Know how Salesforce's data engine is architected and why Use the Salesforce Data APIs to load and extract data Plan and execute your data migration to Salesforce Design low-maintenance, high-performing data integrations with Salesforce Understand common data integration patterns and the pros and cons of each Know real-time integration options for Salesforce Be aware of common pitfalls Build reusable transformation code covering commonly needed Salesforce transformation patterns Who This Book Is For Those tasked with migrating data to Salesforce or building ongoing data integrations with Salesforce, regardless of the ETL tool or middleware chosen; project sponsors or managers nervous about data tracks putting their projects at risk; aspiring Salesforce integration and/or migration specialists; Salesforce developers or architects looking to expand their skills and take on new challenges

Mastering Salesforce DevOps - Andrew Davis 2019-10-29

This practical guide brings DevOps principles to Salesforce development. It fits together two major movements within the IT world: the movement to Software/Platform as a Service (SaaS/PaaS), and the DevOps movement. While SaaS and PaaS allow companies to invest in their core competencies rather than maintain their own infrastructure, the goal of DevOps is to optimize the process of delivering software innovation and value. The release of Salesforce DX in late 2017 unlocks the possibility of a true DevOps workflow on Salesforce. But DevOps is new to the Salesforce world and there is not a widespread understanding of its goals and methods, and so adoption of Salesforce DX is still in the early stages. Mastering Salesforce DevOps explains how to build a powerful and comprehensive DevOps workflow for Salesforce—allowing you to finally deploy the world's most innovative platform using the world's most effective and efficient techniques. It addresses the need for a comprehensive guide to DevOps for Salesforce, allowing teams to bring proven practices from the IT world to resolve the hardest problems facing Salesforce developers today. What You Will Learn Improve company performance and software delivery performance using Salesforce DX Translate DevOps concepts into the unique language and practices of Salesforce Understand why and how you can implement Salesforce DX to achieve greater productivity and innovation Enable continuous delivery on Salesforce Build packages and architect code so it can be deployed easily Allow admins to participate in what has traditionally been a developer workflow

Know the techniques for reducing the stress and risk of deployment Apply the full range of automated tests that can be used on Salesforce Who This Book Is for Salesforce developers, release managers, and those managing Salesforce development teams who need a guide to DevOps, and DevOps specialists who need to apply familiar concepts to Salesforce

Advanced Apex Programming in Salesforce - Dan Appleman 2018

Advanced Apex Programming focuses entirely on the Apex language and core design patterns. You'll learn how to truly think in Apex - to embrace limits and bulk patterns. You'll see how to develop architectures for efficient and reliable trigger handling, and for asynchronous operations. You'll discover that best practices differ radically depending on whether you are building software for a specific organization or for a managed package. And you'll find approaches for incorporating testing and diagnostic code that can dramatically improve the reliability and deployment of Apex software, and reduce your lifecycle and support costs. Based on his experience as a consultant, Salesforce MVP, and architect of major AppExchange packages, Dan Appleman focuses on the real-world problems and issues that are faced by Apex developers every day, along with the obscure problems and surprises that can sneak up on you if you are unprepared.

Salesforce End-to-End Implementation Handbook - Kristian Margaryan Jorgensen 2023-03-10

Packed with practical examples, case studies, and proven recommendations, this handbook helps you manage enterprise-grade Salesforce programs Key Features Explore the end-to-end Salesforce implementation lifecycle with templates and practical examples Discover common issues and strategies for mitigation and prevention Work with checklists to assess the state of your Salesforce implementation in each phase Purchase of the print or Kindle book includes a free PDF eBook Book Description With ever-growing digital transformation programs involving Salesforce, there is a greater need for a comprehensive overview of the phases and activities specific to Salesforce implementations. This book will act as a detailed guide for your Salesforce implementation journey, including common issues and pitfalls to mitigate and prevent errors. The Salesforce End-to-End Implementation Handbook starts with the pre-development phase. Here you'll understand how to define the vision and nature of your project, determine your change management strategy and delivery methodology, learn to build a business case for your project, get insights on engaging with Salesforce and implementation partners, and learn to establish a governance framework. As you progress, you'll gain insights on the necessary activities, milestones, and common issues faced in salesforce implementation, along with strategies to mitigate them. At the end of each section, you'll find evaluation checklists to assess the state of your Salesforce implementation. By the end of this book, you'll be well-equipped to set up Salesforce projects and programs effectively and deliver maximum ROI. What you will learn Discover the critical activities in Salesforce implementation Address common issues faced in implementing Salesforce Explore appropriate delivery methodology Understand the importance of a change management strategy Govern Salesforce implementation through all its phases Gain insights on key activities in the continuous improvement phase Leverage customer 360 for analytics, AI and automation Who this book is for This book is for salesforce consultants, architects, project/program managers, delivery leaders for salesforce implementation, or product owners- planning to implement Salesforce or already implementing Salesforce for their organizations. If you are switching to a role in salesforce development, this book will act as a guide on what to expect on the job and how to ace it. Familiarity with basic business, CRM, and project management concepts is required.

Beginning Salesforce Developer - Michael Wicherski 2017-12-05

Get started developing on the Force.com platform in no time. With step-by-step guidance, starting with setting up your developer environment and progressing through to deploying to production, you will learn industry best practices to release robust custom applications with tangible benefits to your company or your client. Geared specifically toward beginning developers, Beginning Salesforce Developer establishes a strong understanding of basic code constructs through examples. Rather than simply explaining how to use

the platform, you will receive a comprehensive understanding of why, allowing you to address platform quirks and "gotchas" that might occur. The book also serves to lay the foundation for continuing on to Salesforce Developer Pro. What You'll Learn Configure your Salesforce development environment Understand the Salesforce data model and query languages Create basic Apex triggers Use standard controllers with basic Visualforce pages Utilize Visualforce with custom-built Apex controllers Write test coverage Who This Book Is For Salesforce administrators who wish to transition into developing on the Force.com platform. The book also serves as a quick immersion into the world of development for complete beginners through proprietary Salesforce development languages on the Force.com platform.

Advanced Apex Programming for Salesforce.com and Force.com - Daniel Appleman 2013

Note: The third edition of this book is now available ISBN: 978-1936754106 in both paperback and eBook formats Beyond the Force.com documentation - Second edition Advanced Apex Programming for Salesforce.com and Force.com is neither a tutorial nor a book for beginners. Intended for developers who are already familiar with the Apex language, and experienced Java and C# developers who are moving to Apex, this book starts where the Force.com documentation leaves off. Instead of trying to cover all of the features of the platform, Advanced Apex programming focuses entirely on the Apex language and core design patterns. You'll learn how to truly think in Apex - to embrace limits and bulk patterns. You'll see how to develop architectures for efficient and reliable trigger handling, and for asynchronous operations. You'll discover that best practices differ radically depending on whether you are building software for a specific organization or for a managed package. And you'll find approaches for incorporating testing and diagnostic code that can dramatically improve the reliability and deployment of Apex software, and reduce your lifecycle and support costs. Based on his experience as a consultant, Force.com MVP and architect of a major AppExchange package, Dan Appleman focuses on the real-world problems and issues that are faced by Apex developers every day, along with the obscure problems and surprises that can sneak up on you if you are unprepared. This second edition contains updates through Winter 14 (API 29) along with significant new content on triggers, asynchronous design patterns, concurrency and more

Practical Salesforce.com Development Without Code - Philip Weinmeister 2014-12-31

Are you facing a challenging Salesforce.com problem--say, relating to automation, configuration, formulation, or reporting--that you can't quite crack? Or maybe you are hoping to infuse some creativity into your solution design strategy to solve problems faster or make solutions more efficient? Practical Salesforce.com Development Without Code shows you how to unlock the power of the Force.com platform to solve real business problems--and all without writing a line of code. Adhering to Salesforce.com's "clicks, not code" mantra, Salesforce.com expert Phil Weinmeister walks you through different business problems and identifies effective, creative--and proven--approaches to solutions using the platform's declarative framework. If you are a Salesforce.com administrator, analyst, consultant, or developer, you can attest to the insatiable appetite of users for new functionality. Your clients expect solutions--and now. By adopting Practical Salesforce.com Development Without Code as your guide, you will learn how to deliver business solutions within Salesforce.com by combining analysis, creativity, and logic with some of its core elements, including validation rules, workflow rules, and formula fields. In addition, Weinmeister dissects and explains the most useful functions and features for developers, and shows you how to use them. Among other things, you will learn how to: Build objects, fields, and relationships to establish a sensible data model Automate business processes by using workflow rules and flows (Visual Workflow) Utilize functions and develop formulas effectively for a variety of business needs Develop intricate approval processes to handle exception scenarios Employ publisher actions to drive additional functionality from the Chatter feed Manage your data using Data Loader Best of all, Weinmeister uses real-life business scenarios and visuals to

keep you engaged and learning something new with every page you read. Practical Salesforce.com Development Without Code will help you absorb the principles behind dozens of creative and thoughtful ways to solve your business problems. Applying the lessons learned from this how-to guide will ultimately save you time and ensure that your clients or internal customers are well satisfied and productive.

Learning Salesforce Visual Workflow and Process Builder - Rakesh Gupta
2017-05-18

Click your way to automating various business processes using Salesforce Visual Workflow About This Book Develop an application using Point and Click with the help of Flow Get to grips with various ways to launch a Flow Capture data from an external user without using the Visualforce page Save user input into the database, and learn how to query and manipulate the data Discover various ways to debug and deploy Flow and Process Builder Understand the concepts of Subflow and Login Flow Handle complex business processes using Process builder and keep them clean Use existing or new Flows to work with Salesforce Lightning Experience. Who This Book Is For This book is intended for those who want to use Flows to automate their business requirements by clicking, not coding. No previous experience in computer coding or programming is required What You Will Learn Develop an application using point and click with the help of Flow Get to grips with various ways to launch a Flow Capture data from an external user without using the Visualforce page Save user input into the database, and learn how to query and manipulate the data Discover various ways to debug and deploy Flow and Process Builder Understand the concepts of Subflow and Login Flow Handle complex business processes using Process builder and keep them clean Use existing or new Flows to work with Salesforce Lightning Experience. In Detail Salesforce Management System is an information system used in CRM to automate the business processes like sales and marketing. To implement this, Force.com developed a powerful tool called Visual Workflow to automate business processes by creating applications also called Flows. Learning Salesforce Visual Workflow, Second Edition is a practical guide on Flows that will enable you to develop custom applications in Salesforce with minimized code usage. The book starts with an introduction to Visual Workflows that teaches all the building blocks of creating Flows and use it efficiently. You will learn how to easily automate business processes and tackle complex business scenarios using Flows. The book explains the working of the Process Builder so you can create reusable processes. The book also covers how you can integrate existing or newly created Flows with the Salesforce Lightning Experience. By the end of the book, you will get a clear understanding on how to use Flows and Process Builder in your organization to optimize code usage. Style and approach Step by step approach to use Process Builder to solve complex business requirements with the help of Flow

Salesforce.com For Dummies - Tom Wong 2014-04-09

Your fun and easy introduction to Salesforce.com and its latest tools The frontrunner in the customer relationship management (CRM) market, Salesforce.com has a rapidly expanding influence over the way companies across the globe interact with their clientele. Salesforce.com For Dummies lends you an edge in building those relationships and managing your company's sales, marketing, customer service, and support operations. With this accessible guide, you will learn how to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Covers the latest enhancements to Salesforce.com, the world's most popular customer relationship management software, and explains how to choose the right configuration to suit your business needs Written by Salesforce.com insiders with years of expertise in CRM services Details how to personalize your system, prospect leads, manage accounts and partners, develop contacts, track products, calculate forecasts, drive demand, utilize service and support, share insights with Chatter, enhance your online marketing, and more Close deals faster, gain real-time visibility into sales, and collaborate instantly with help from Salesforce.com For Dummies.

Salesforce CRM Admin Cookbook - Paul Goodey 2013-03-26

This book is written in a Cookbook-style format and provides you with immediately useable recipes that extend the functionality of Salesforce CRM and solves real-world problems encountered within the Salesforce CRM application. The recipes in this Cookbook contain proven, step-by-step instructions along with detailed screenshots. This Cookbook has been designed so that you can read it chapter by chapter, starting with recipes that provide enhancements to the user interface, and finishing with recipes that cover data and systems integration. You can also refer to the list of recipes and choose to access them in no particular order. Either method allows you to rapidly implement solutions in your organization that extend and enhance the functionality of Salesforce CRM for your users. This book is for Salesforce administrators and developers who want to quickly incorporate enhanced functionality and extend the power of Salesforce CRM. Whether you are a Salesforce novice or a more experienced administrator, this book provides practical, step-by-step instructions in the use of hidden features, advanced user interface techniques, and solutions for process automation, plus data and systems integration. Not only are standard Salesforce CRM features covered, such as workflow and approval processes, validation rules, and formula fields, but you will also be exposed to further technologies that include HTML, Javascript, CSS, Apex, and Visualforce.

Learning Salesforce Development with Apex - Paul Battison 2020-08-10

Learn to harness the power of the Apex language to build Salesforce applications

KEY FEATURES

- Learn how to work with the Apex language.
- Learn how to develop Apex Triggers.
- Learn how to use SOQL and SOSL to retrieve data.
- Learn how to write Object-Oriented Salesforce code.
- Explore the best practices to deliver scalable and maintainable code.

DESCRIPTION

This book covers the fundamentals of the Salesforce Apex programming language used by developers to build powerful applications in the cloud. In this book, you will learn how to work with the Apex language to build scalable applications that can interact with and update data from your users. We cover the language from the ground up, introducing programming concepts such as variables and control statements alongside clear and concise examples to help you understand the key concepts and features. Platform-specific features such as Apex triggers, SOQL and SOSL are covered in detail to help ensure you deliver robust and scalable solutions. Nuances and best practices for development are discussed along with how to effectively test your code to ensure that you can deploy it to users with confidence. Object-oriented programming in Apex is also covered in-depth to ensure that you can develop dynamic solutions and build for the future. The book also discusses and shows developers how to integrate with third-party solutions using REST APIs in Apex. By the end of the book, the reader will know how to start developing applications using Apex with confidence.

WHAT YOU WILL LEARN

- Learn how to declare variables in Apex.
- Understand how to work with collections in Apex.
- Use different control statements within Apex to control program flow.
- Learn how to use the built-in tools to test in Apex.
- Understand how to make callouts to external applications and data sources.

WHO THIS BOOK IS FOR

This book is intended for those starting out with Apex, whether existing Salesforce Admins or those joining the Salesforce ecosystem with little professional prior programming experience, such as students. The reader is expected to have some basic familiarity with Salesforce as a platform, although key concepts are reviewed.

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Boards That Lead - Ram 2013-11-19

Is your firm's board creating value—or destroying it? Change is coming. Leadership at the top is being redefined as boards take a more active role in decisions that once belonged solely to the CEO. But for all the advantages of increased board engagement, it can create debilitating questions of authority and dangerous meddling in day-to-day operations. Directors need a new road map—for when to lead, when to partner, and when to stay out of the way. Boardroom veterans Ram Charan, Dennis Carey, and Michael Useem advocate

this new governance model—a sharp departure from what has been demanded by governance activists, raters, and regulators—and reveal the emerging practices that are defining shared leadership of directors and executives. Based on personal interviews and the authors' broad and deep experience working with executives and directors from dozens of the world's largest firms, including Apple, Boeing, Ford, Infosys, and Lenovo, *Boards That Lead* tells the inside story behind the successes and pitfalls of this new leadership model and explains how to:

- Define the central idea of the company
- Ensure that the right CEO is in place and potential successors are identified
- Recruit directors who add value
- Root out board dysfunction
- Select a board leader who deftly bridges the divide between management and the board
- Set a high bar on ethics and risk

With a total of eighteen checklists that will transform board directors from monitors to leaders, Charan, Carey, and Useem provide a smart and practical guide for businesspeople everywhere—whether they occupy the boardroom or the C-suite.

Salesforce For Dummies - Liz Kao 2019-12-12

Get up to lightning speed with this fully updated, bestselling guide to using Salesforce.com! *Salesforce.com For Dummies*, 7th Edition gives you an edge in building relationships and managing your company's sales, marketing, customer service, and support operations. You'll learn how to maximize the new user interface to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Written by Salesforce.com insiders with years of expertise in CRM services, this new edition covers the latest enhancements to Salesforce.com, the world's most popular customer relationship management software. You'll find out how to determine the right configuration to suit your business needs, and how to use apps, widgets, and tools to personalize your system. Then, you'll explore prospecting leads, managing accounts and partners, developing contacts, tracking products, calculating forecasts, and utilizing service and support. Customize the new user interface with apps, widgets, and tools Prospect leads, drive sales, and provide outstanding customer service Manage contacts, identify opportunities, and analyze your results Collaborate with colleagues using Chatter More than 150,000 companies worldwide use Salesforce.com as their CRM solution—if you're a new or existing user looking to maximize the potential of the new UI, this book has everything you need.

The Salesforce Career Playbook - Martin Gessner 2020-10-29

"This book is the missing link ... and should be required reading for anyone looking to launch or grow a career within the Salesforce ecosystem." -Selina Suarez, Executive director/founder, PepUp Tech In the next two years, an estimated 3.3 million jobs in the Salesforce ecosystem will open, and one of them could be yours. But how can you sort through all these jobs-administrators, architects, analysts, developers, consultants-and find the one that is right for you? And how do you package yourself to win the job position? Martin Gessner, author of *The Salesforce Career Playbook*, is known in the Salesforce community for his highly regarded Salesforce credentials training. He has helped thousands of Salesforce professionals learn Salesforce, develop their careers, and prepare for certifications. Now, he has written the definitive guide to starting your Salesforce career, and moving up the ladder. From the Back Cover Packed with case studies and advice from people in the trenches of a Salesforce career, *The Salesforce Career Playbook* will help you: Find job opportunities and showcase your skills so that you land a job...and not just any old job, but the right job that is best suited to your personality, skills, and lifestyle preferences. Sort through the different careers available, and see a day-in-the-life of real Salesforce professionals working in these jobs. Learn insider tips and strategies for developing and growing your career once you have joined the Salesforce ecosystem. Regardless of whether you have a master's degree in information technology or no formal education beyond eighth grade, you can earn a more-than-competitive wage and move up the ladder in a Salesforce-related career, and jobs are available for techies and not-techies alike. Editorial Reviews "I wish I had read *The Salesforce Career Playbook* six years ago when I did my transition into the Salesforce ecosystem." -Sergey Erlikh, MVP and solution architect "People don't put in enough time thinking about their careers. You can't just work hard and hope

everything works out okay. You have to proactively plan your short- and long-term career, which is why I recommend studying Martin's *Salesforce Career Playbook*!" -David Liu, Salesforce technical architect, Salesforce MVP "I love the advice from all the people already working in Salesforce, from the nuts and bolts of landing the first job to the high-level advice for finding the right trajectory." -Christine Marshall, MVP and Salesforce administrator "Whether you are a newbie, a career-changer, or advancing in your career, this book will help you find and take the next step." -Ben Duncombe, Director and Salesforce recruitment specialist at Talent Hub, a Salesforce recruitment firm "There's much more to being a successful Salesforce professional than simply accumulating Trailhead badges and Salesforce certifications. This book sheds light on some of the other critical elements (and skills) needed for career success." -David Giller, Salesforce Consultant & Trainer, CEO at Brainiate" This book is about finding your home in Salesforce-and not just any home, but the right home. It's about figuring out who you are as a person and making sure you align your career with what you want out of life." -Anna Loughnan, CRM product lead, community group leader, Salesforce MVP "An excellent read for those navigating their Salesforce careers! Packed with tips for positioning yourself and getting hired." -Stuart Smith, Co-founder and director of SaaSpeople, a Salesforce recruitment firm "This book should be required reading for anyone interested in starting or advancing their career in Salesforce." -Vickie Jeffery, Salesforce MVP, technology manager, Ausure, one of Australia's largest insurance broking companies

Salesforce CRM - the Definitive Admin Handbook - Paul Goodey 2017-02-28

Successfully administer Salesforce CRM and Salesforce mobile implementations using best practices and real-world scenarios About This Book* See the latest best practice Salesforce administration principles, gain real-world experience, and understand critical design considerations to set up and customize Salesforce CRM* This is a pragmatic guide to the key functions of customizing and setting up the application for enterprise security, user and data management, process automation, analytics, and mobile features* Step-by-step navigation and descriptions through the features of Salesforce CRM platform and clear guidance on the customization and administration of the application Who This Book Is For This book is for administrators who want to develop and strengthen their Salesforce CRM skills in the areas of configuration and system management. Whether you are a novice or a more experienced administrator, this book will enhance your knowledge and understanding of the Salesforce CRM platform and features. What You Will Learn* Manage and administer user records and password policies* Configure and control the various organization-wide user interface features in Salesforce CRM* Set up and maintain a user and administer appropriate security and login access mechanisms* Apply organization security* Understand the capabilities of the Salesforce CRM sharing model* Create, delete, and customize fields, page layout, and list views for custom and standard objects* Find out how to use Visualforce coding in Salesforce CRM* Implement the mechanisms for data management* Discover the tools to import, update, transfer, and mass delete data In Detail Salesforce CRM's winter '17 release has tons in store for Customer Relationship Management Service designed to transform your marketing and sales. With this complete guide to implementing the service, administrators of all levels can easily acquire deep knowledge of the platform. The book begins by guiding you through setting up users and the security settings and then progresses to configuration, data management, and data analytics. We swiftly move on to how to set up organization-wide features that affect the look and feel of the application. Process automation and approval mechanisms are covered next, along with the functional areas of Sales Cloud, Service Cloud, Marketing Cloud, Salesforce Chatter, and Invitations. At the end of the book, we cover Salesforce mobile apps and mobile administration, along with Salesforce Adoption Manager and techniques to further enhance the system and improve the return on investment. Every chapter will be followed by example questions that you can expect in the certification examinations.

Learning Salesforce Lightning Application Development - Mohith Shrivastava 2018-07-31

Build, design, and style beautiful and informative applications on the Salesforce Lightning platform Key Features Build and Test Lightning Components that enhance application usability and adaptability Apply Security Best Practices to your Custom Lightning Components Design Lightning Components for Salesforce UIs such as Lightning Pages, Salesforce 1 Application, Communities, and more. Book Description Built on the Salesforce App Cloud, the new Salesforce Lightning Experience combines three major components: Lightning Design System, Lightning App Builder, and Lightning Components, to provide an enhanced user experience. This book will enable you to quickly create modern, enterprise apps with Lightning Component Framework. You will start by building simple Lightning Components and understanding the Lightning Components architecture. The chapters cover the basics of Lightning Component Framework semantics and syntax, the security features provided by Locker Service, and use of third-party libraries inside Lightning Components. The later chapters focus on debugging, performance tuning, testing using Lightning Testing Services, and how to publish Lightning Components on Salesforce AppExchange. What you will learn Understand Lightning Components architecture Learn Locker security best practices Debug and Improve performance of your Lightning Components Use third-party libraries along with Lightning Component Framework Learn how to publish Lightning Components on AppExchange Use Lightning Out to take your Lightning Components outside the Salesforce platform Who this book is for This book is for Salesforce developers or developers from other platforms who are familiar with HTML, CSS, and JavaScript and want to build and test Salesforce Lightning components. No knowledge of Salesforce Lightning is required.

Learn Salesforce - Sharif Shaalan 2020-05-29

Mastering Salesforce CRM Administration - Rakesh Gupta 2017-03-27

Learn about the Advanced Administration Certification Examination and build a successful career in Salesforce administration About This Book Build your skills and knowledge to crack the Advanced Admin Certification Examination Leverage the advanced administration capabilities of Salesforce and Salesforce1 Optimize and extend Sales Cloud and Service Cloud applications Who This Book Is For This book is written for Salesforce admins who are looking to gain an in-depth knowledge of the Salesforce platform and grow their value in their organization. It will teach them to implement and design advanced business process automation for the benefit of their organization. What You Will Learn Adopt Lightning Experience to improve the productivity of your organization's sales team Create and maintain service entitlements and entitlement processes Process Builder basic and advanced concepts Different ways to deploy applications between environments Best practices for improving and enriching data quality In Detail The book starts by refreshing your knowledge of common admin tasks. You will go over Lightning Experience and various security aspects. You will be shown how to implement territory management in your organization and make use of custom objects. From here, the book progresses to advanced configuration, data management, and data analytics before swiftly moving on to setting up advanced organization-wide features that affect the look and feel of the application. Extend the capabilities of your organization's Salesforce implementation by optimizing and extending Sales Cloud, Salesforce1, and Service Cloud applications. This guide will equip you with the tools you need to build a successful career in Salesforce. Style and approach The book takes a straightforward, no-nonsense approach to working with the Salesforce CRM platform. It is filled with examples, advanced use cases, and all the resources you need to be a Salesforce Jedi.

Introduction to Salesforce Administration and Configuration (SPADM-203) -

Steve Wasula 2013-08-16

This book is designed to accompany the Introduction to Salesforce Administration and Configuration (SPADM-203) class offered by Stony Point. The book is simply a print out of the slides used in the class with room for a student to take notes. A student in the class will learn basic and advanced administration, configuration and development skills. The book contains valuable real world scenarios, discovery questions and exercises that may be

useful for anyone preparing to sit for either the Salesforce Certified Administrator or the Force.com Certified Developer exam. Particularly useful are the 120 sample exam questions now included in the book. To get full value out of the material, Stony Point highly recommends taking the class instead of simply purchasing the book as a stand alone tool. The class itself is delivered by a senior instructor with many years of real world experience as a Salesforce administrator and / or a developer. This class is specifically designed to prepare students to pass the both the Salesforce Certified Administrator Exam and the Force.com Certified Developer exam. This book and the class present a broad range of topics cover just about everything on which a student will be tested. These topics include but are not limited to: security, sharing, data management, customization, configuration, data validation, workflow rules, approval processes, the Force.com architecture, and the model, view, controller design pattern. There is in-depth coverage of system security topics such as: Users, Licenses, Profiles, Field Level Security, Permission Sets, Record Security, Organization Wide Defaults, Role Hierarchy & Roles, Sharing Rules, Account Teams, Sales Teams, Case Teams & Queues. The object model related to sales force automation, marketing automation, case management, and the community application is thoroughly covered with detailed sections on: Accounts, Contacts, Opportunities, Products & Price Books, Leads, Campaigns, Cases and Solutions. This book includes information and exercises related to all automation features including formula fields, workflow rules, validation rules, escalation rules, assignment rules and approval process. Finally, topics concerning data management, integration, and analytics will be covered in depth including exercises to reinforce all the major concepts. As a participant in the class, each student will be given a practice learning environment to use during hands-on exercises during the class. The student will be able to use this learning environment indefinitely after the class without any additional fee. Stony Point is a leading provider of Salesforce training for sales people, customer service personnel, marketers, system administrators, developers and consultants. Stony Point delivers public and private classes virtually and in-person at locations throughout the world. Please visit www.stonyp.com for more information on the classes and services offered.

Cloud Computing Using Salesforce - Ashwini Kumar Raj 2021-01-02

Design customized software solutions using the Salesforce Application Development services. KEY FEATURES ● Get an overview of Salesforce ● Understand the Design and Data Process ● Automate Business Process using Salesforce tools ● Study up on Security & Data Management in Salesforce ● Learn how to write code on the Salesforce Platform DESCRIPTION This book enables you to use Salesforce as per your business needs. You will get an overview of all the aspects and features of Salesforce. Following the introduction, the book focuses on how to design an app. You will then learn how to use the Salesforce Data Process and Security Architecture in the app design. Moving on, you will understand how to use force.com to customize the UI and automate the process. Lastly, you will learn how to deploy and debug the app. If you are planning to get a PD1(Platform Developer 1), Admin, or App builder certification, this book is for you. WHAT YOU WILL LEARN ● Get to know more about the Lightning Experience Unit ● Learn how to develop reports and dashboards in Salesforce ● Get familiar with the basics of Salesforce Apex Coding and Programming ● Learn how to use Custom Controllers and Controller Extensions in Salesforce ● Learn how to integrate Email services in Salesforce WHO THIS BOOK IS FOR This book is designed for Computer Science students who want to learn Salesforce. It is also for Salesforce Admins, who wants to explore the coding part of Salesforce. This book will also help professionals to clear PD1(Platform Developer 1), Admin, and App builder certification. TABLE OF CONTENTS 1. Introduction to Cloud Computing 2. Salesforce Fundamentals 3. Introduction to Salesforce Lightning Interface 4. Introduction to CRM 5. Organisational Set up 6. Designing Applications on Force.com 7. Implementing Business Processes 8. Data Management 9. Data Analytics - Reports & Dashboards 10. SECURITY AND ACCESS 11. Introduction to Chatter 12. Mobile Administration 13. Programming with Apex 14. Use SOQL & SOSL 15. DML Essentials 16. Trigger Essential 17. Creating Visualforce Pages 18. Working with Custom

Controllers and Controller Extensions 19. More Customization Less Programming 20. Testing Essentials 21. Scheduler, Batch, Email Service, Integration 22. Debugging & Deployment

Learn Salesforce Lightning - Felicia Duarte 2017-12-20

Refer to this invaluable how-to guide for basic training on Salesforce Lightning. Salespeople and technical users and consultants will no longer have to resort to learning the interface on their own, which is very time consuming. Learn Salesforce Lightning is a step-by-step visual guide that offers immediate and valuable solutions to the new set of UI tools included in Lightning. With chapters broken down into easily absorbed topics, you walk through the entire process of managing your daily activities within Salesforce, as well as basic customizations and system management. The book explains the primary use cases for Lightning, and simplifies some of the more complex features, such as opportunity stage management and the new dashboard builder. Topics covered include: Sales and service management Lightning Apps on the AppExchange Lightning dashboards and reports Lightning security Lightning Process Builder and more What You'll Learn Navigate the Salesforce Lightning interface Know where to go in the setup area to make customizations Create dynamic reports and dashboards View Lightning on a mobile device Train other users on common day-to-day activities within Lightning Who This Book Is for Salespeople, managers, and executives who are currently evaluating Salesforce.com, who recently purchased a license with Salesforce.com, or recently upgraded to the Lightning user interface. This book is also for Salesforce administrators, consultants, project managers, and technical users looking for basic training on Salesforce Lightning.

Salesforce Lightning Reporting and Dashboards - Johan Yu 2017-08-03

Learn how to build advanced reports and dashboards in Salesforce Lightning experience About This Book Visualize and create advanced reports and dashboards using Lightning Experience Improve overall business efficiency with advanced and effective reports and dashboards Understand and create custom reports and dashboards Who This Book Is For This book is targeted at Salesforce.com administrators, business analysts, and managers who use Salesforce.com for their daily job and want to learn in depth about Salesforce Reporting and Dashboard in Lightning Experience. Readers should have a basic knowledge of Salesforce, such as: Accounts, Contacts, Leads, Opportunities and custom objects. What You Will Learn Navigate in Salesforce.com within the Lightning Experience user interface Secure and share your reports and dashboards with other users Create, manage, and maintain reports using Report Builder Learn how the report type can affect the report generated Explore the report and dashboard folder and the sharing model Create reports with multiple formats and custom report types Explore various dashboard features in Lightning Experience Use Salesforce1, including accessing reports and dashboards In Detail Built on the Salesforce App Cloud, the new Lightning Experience combines the new Lightning Design System, Lightning App Builder, and Lightning Components to enable anyone to quickly and easily create modern enterprise apps. The book will start with a gentle introduction to the basics of Salesforce reports and dashboards. It will also explain how to access reports in depth. Then you will learn how to create and manage reports, to use Schedule Report, and create advanced report configurations. The next section talks about dashboards and will enable you to understand and compare various types of dashboard component and how you can benefit the most from each of them. Then we move on to advanced topics and explain tips and tricks related to reports and dashboards, including reporting snapshots, report parameters, and collaboration. Finally, we will discuss how to access dashboards and reports from the Salesforce1 mobile app. Style and approach This comprehensive guide covers the advanced features of the all new Salesforce Lightning concepts and communicates them through a practical approach to explore the underlying concepts of how, when, and why to use them.

Salesforce for Beginners - Sharif Shaalan 2020-05-29

Get a 360-degree view of the Salesforce platform and learn how to use it for sales, service, marketing, and automating business processes. Key Features Understand how to use core Salesforce objects for maximum

efficiency Build various dashboards and reports to analyze results and improve visibility in your business processes Learn the basics of Salesforce administration and mobile app set up Book Description Salesforce is the world's leading Customer Relationship Management (CRM) software, helping businesses connect with their constituents and partners. This book will give you a comprehensive introduction to managing sales, marketing, customer relationships, and overall administration for your organization. You'll learn how to configure and use Salesforce for maximum efficiency and return on investment. You'll start by learning how to create activities, manage leads, and develop your prospects and sales pipeline using opportunities and accounts, and then understand how you can enhance marketing activities using campaigns. Packed with real-world business use cases, this Salesforce book will show you how to analyze your business information accurately to make productive decisions. As you advance, you'll get to grips with building various reports and dashboards in Salesforce to derive valuable business insights. Finally, you'll explore tools such as process builder, approval processes, and assignment rules to achieve business process automation and set out on the path to becoming a successful Salesforce Administrator. By the end of the book, you'll have learned how to use Salesforce effectively to achieve your business goals. What you will learn Understand the difference between Salesforce Lightning and Salesforce Classic Create and manage leads in Salesforce Explore business development with accounts and contacts in Salesforce Find out how stages and sales processes help you manage your opportunity pipeline Achieve marketing goals using Salesforce campaigns Perform business analysis using reports and dashboards Gain a high-level overview of the items in the administration section Grasp the different aspects needed to build an effective and flexible Salesforce security model Who this book is for If you're new to Salesforce and want to learn it from scratch, this book is for you. No prior knowledge of Salesforce is required to get ~~Head First Java~~ **Head First Java** book.

- Kathy Sierra 2005-02-09

Learning a complex new language is no easy task especially when it's an object-oriented computer programming language like Java. You might think the problem is your brain. It seems to have a mind of its own, a mind that doesn't always want to take in the dry, technical stuff you're forced to study. The fact is your brain craves novelty. It's constantly searching, scanning, waiting for something unusual to happen. After all, that's the way it was built to help you stay alive. It takes all the routine, ordinary, dull stuff and filters it to the background so it won't interfere with your brain's real work-- recording things that matter. How does your brain know what matters? It's like the creators of the Head First approach say, suppose you're out for a hike and a tiger jumps in front of you, what happens in your brain? Neurons fire. Emotions crank up. Chemicals surge. That's how your brain knows. And that's how your brain will learn Java. Head First Java combines puzzles, strong visuals, mysteries, and soul-searching interviews with famous Java objects to engage you in many different ways. It's fast, it's fun, and it's effective. And, despite its playful appearance, Head First Java is serious stuff: a complete introduction to object-oriented programming and Java. You'll learn everything from the fundamentals to advanced topics, including threads, network sockets, and distributed programming with RMI. And the new second edition focuses on Java 5.0, the latest version of the Java language and development platform. Because Java 5.0 is a major update to the platform, with deep, code-level changes, even more careful study and implementation is required. So learning the Head First way is more important than ever. If you've read a Head First book, you know what to expect--a visually rich format designed for the way your brain works. If you haven't, you're in for a treat. You'll see why people say it's unlike any other Java book you've ever read. By exploiting how your brain works, Head First Java compresses the time it takes to learn and retain--complex information. Its unique approach not only shows you what you need to know about Java syntax, it teaches you to think like a Java programmer. If you want to be bored, buy some other book. But if you want to understand Java, this book's for you.