

Salesforce User Guide

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

If you want to use Salesforce CRM to automate your business requirements, or you have already adopted Salesforce CRM and want to streamline the sales process, this book is for you. Whether you are new to Salesforce or a seasoned expert, you will be able to master the basic functions as well as the advanced features of Salesforce.com. No previous experience in computer coding or programming is required.

Explore the suite of apps that enhance productivity and promote efficient collaboration in your business Key Features Set up your own project in Google Workspace and improve your ability to interact with different services Understand how a combination of options can help businesses audit their data to be highly secure Deploy Google Workspace, configure users, and migrate data using Google Workspace Book Description Google Workspace has evolved from individual Google services to a suite of apps that improve productivity and promote efficient collaboration in an enterprise organization. This book takes you through the evolution of Google Workspace, features included in each Workspace edition, and various core services, such as Cloud Identity, Gmail, and Calendar. You'll explore the functionality of each configuration, which will help you make informed decisions for your organization. Later chapters will show you how to implement security configurations that are available at different layers of Workspace and also how Workspace meets essential enterprise compliance needs. You'll gain a high-level overview of the core services available in Google Workspace, including Google Apps Script, AppSheet, and Google Cloud Platform. Finally, you'll explore the different tools Google offers when you're adopting Google Cloud and migrating your data from legacy mail servers or on-premises applications over to cloud servers. By the end of this Google Workspace book, you'll be able to successfully deploy Google Workspace, configure users, and migrate data, thereby helping with cloud adoption. What you will learn Manage and configure users in your organization's Workspace account Protect email messages from phishing attacks Explore how to restrict or allow certain Marketplace apps for your users Manage all endpoints connecting to Google Workspace Understand the differences between Marketplace apps and add-ons that access Drive data Manage devices to keep your organization's data secure Migrate to Google Workspace from existing enterprise collaboration tools Who this book is for This book is for admins as well as home users, business users, and power users looking to improve their efficiency while using Google Workspace. Basic knowledge of using Google Workspace services is assumed.

Salesforce Marketing Cloud: Take your digital marketing on a journey! Everything seems to be moving to the cloud these days—and digital marketing is no exception! Salesforce Marketing Cloud For Dummies guides you through the use of Salesforce's exciting suite of cloud-based digital marketing solutions, which have the power to help you plan, personalize, and optimize your customers' journey. Written by a leader of the Salesforce training and development team, Salesforce Marketing Cloud users will find essential information on using the suite of tools and tips and tricks that only an insider would be able to share. With easy-to-follow instructions, this guide helps you discover how to incorporate your data sets into the tools to create models, campaigns, and customer maps that enable you to create a positive experience for your customers. As Salesforce.com's multi-channel digital marketing platform, the Salesforce Marketing Cloud focuses on helping you manage one-on-one customer journeys. Leveraging a variety of features, this suite of tools offers email marketing, mobile marketing, social media marketing, content and messaging, predictive intelligence, and more. Your ability to navigate these features and functions will determine your digital marketing campaign's success, so it's critical that you make the most of this tool! Navigate and manage the Salesforce Marketing Cloud Define and understand your customers' journeys—and how you fit into them Engage your customers across devices, ensuring consistent communication Use predictive data to optimize engagement Salesforce Marketing Cloud For Dummies helps you make the most of your investment in the digital marketing world!

A practical guide to using Google Workspace apps efficiently while integrating them with your data

Salesforce B2C Solution Architect's Handbook

Salesforce For Dummies

Practical Guide to Salesforce Communities

Salesforce Platform Developer I Certification Guide

A beginner's guide to building apps on the Salesforce Platform and passing the Salesforce Platform App Builder exam

Learn how to successfully administer, build, and manage Salesforce CRM and Salesforce mobile solutions using real-world and best practice techniques About This Book See the latest best practice Salesforce administration principles, gain real-world advice, 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 of the features of Salesforce CRM platform and clear guidance on the customization and administration of the application Identify what is covered to create your own improved study guide for the certified administrator examination 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 administrator or a more experienced professional, this book will enhance your knowledge and understanding of the features of Salesforce CRM. 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 users, profiles, and permission sets 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 Apex and Visualforce coding can be used 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 offers a host of new features for CRM designed to transform your sales and marketing requirements. With this comprehensive guide to implementing Salesforce CRM, 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 the setting up of 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, and Salesforce Chatter. This book details Salesforce CRM system administration in a practical way and is an invaluable reference for both new administrators and experienced professionals. At the end of the book, techniques to further enhance the system and improve the return on investment Salesforce mobile apps and mobile administration are covered, along with Salesforce Adoption Manager. Every chapter is complete with a section containing example questions of the type that you might encounter in the certification examination. Style and approach This book takes a straightforward, no-nonsense approach to working with the Salesforce CRM platform. Filled with examples and use cases, the book presents the facts along with seasoned advice and real-world examples to ensure you have all the resources you need to become a more informed Salesforce Administrator.

Get up to speed with the essential concepts and techniques necessary to prepare for the Salesforce Platform App Builder certification exam Key Features Prepare for the Salesforce Platform App Builder certification exam by exploring important concepts and expert tips and techniques Design the data model, user interface, business logic, and security for custom apps Understand the key milestones and considerations when managing an application lifecycle Book Description Do you want to be able to confidently design and build apps that support business processes within the Lightning Platform? Salesforce Platform App Builder Certification Guide not only helps you to do this, but also prepares you for the certification exam. The book starts by describing the core capabilities of the Lightning Platform. You'll learn techniques for data modeling to design, build, and deploy apps without writing code and achieve rapid results with the declarative capabilities that the Lightning Platform provides. Next, you'll explore utilities for importing and exporting data and the features available in the Lightning Platform to restrict and extend access to objects, fields, and records. You'll also be able to customize the Salesforce Lightning Experience user interface (UI) and build functionality for custom buttons, links, and actions. Later, this certification study guide will take you through reporting and the social and mobile features of the Lightning Platform. Finally, you'll get to grips with Salesforce build environments and deployment options. By the end of this Salesforce book, you'll not only have learned how to build data models, enforce data security, and implement business logic and process automation, but also have gained the confidence to pass the Platform App Builder exam and achieve Salesforce certification. What you will learn Explore the core features of the Lightning Platform Design and build an appropriate data model for a given scenario Identify the Lightning Platform's features and capabilities Customize the Salesforce Lightning Experience UI Implement business logic and process automation Identify the capabilities of declarative customization Who this book is for This book is for beginners and aspiring developers who want to learn how to build apps on the Salesforce Platform or pass the Salesforce Platform App Builder certification exam. Salesforce administrators and existing Salesforce Lightning Platform developers looking to learn more about the declarative, non-programmatic app building capabilities of the Salesforce Lightning Platform will also find this book useful.

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.

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 for Beginners

Installation and Configuration Guide for MicroStrategy 9.2.1m

Building a Salesforce-Powered Front Office

Salesforce Simplified

Salesforce CRM

A Guide to Wave Platform, Builder, and Explorer

Whether you are brand new to the world of Salesforce communities or you are looking to take your Community Cloud knowledge to the next level, this detailed guide will help you to build and manage a Salesforce community by leveraging the declarative power of the platform with clicks, not code. Each Salesforce community is a part of a widespread ecosystem, with thousands of communities and millions of users active today on Community Cloud. Through valuable social and business tools, this online platform enables companies to empower and equip their customers, partners, and employees in new, powerful ways. In this book, Philip Weinmeister, a Salesforce MVP and the first-ever recipient of the "Community Cloud MVP" Trailblazer award, leads you through the ins and outs of Salesforce communities and provides you with an array of best practices to deliver top-notch business portals on the Salesforce platform.

Practical Guide to Salesforce Communities is the first book to comprehensively cover this next-generation offering from Salesforce, providing real, actionable guidance to help individuals build effective and engaging online communities. The book takes you through the entire process: from planning and designing a community to configuration/build, setup, and administration, all the way to deployment.

Detailed explanations are provided of key components, templates, and features such as Community

Builder, Audience Targeting, Lightning Bolts, and much more. Additionally, considerations and best

practices are covered, including valuable tips and insights. What You'll Learn Plan and design a

community Conceptualize how employees, partners, and customers use and benefit from communities

Assess available templates and make an informed selection decision Use Community Builder and

Lightning components within a Lightning community template Apply topics and knowledge articles to a

community to increase value and adoption Inject process automation into a community using Workflow,

Flow, and Process Builder Create dynamic and personalized user experiences with audience targeting

Build, export, and import unique templates with the Lightning Bolt solution framework Provide community

data for members or community managers Who This Book Is For Salesforce administrators, Salesforce

developers, Salesforce functional architects, Salesforce business analysts, and Salesforce community

managers

Learn to publish content online effectively with maximum ROI using this most definitive guide on

Captivate Prime from the author of bestselling Captivate books, Damien Bruyndonckx Key

Features Explore Captivate Prime to publish e-learning content such as videos, SCORM packages, and PPTs

online Discover best practices for creating, managing, and administering an online learning

platform Implement gamification, social learning, and AI-enabled recommendation for an immersive

learning experience Book Description Adobe Captivate Prime is an enterprise learning management

system (LMS) that enables organizations to deliver, manage, and track engaging learning experiences for

employees, partners, and customers. This book will help you unlock the full potential of this platform to

deliver world-class learning experiences. Complete with walkthroughs, examples, and strategies to fully

understand Captivate Prime, this book will set you on the path to becoming an administrator, author, or

teacher and see you experiment with Captivate Prime from different perspectives. You'll gain an in-depth

understanding of how the features relate to one another and to your business. After setting up the

platform, you'll learn how to push learning content online and arrange it to build an online course that

provides a blended learning experience. You'll be able to deploy your content to different devices and

explore Captivate Prime's features for monitoring your students' progress on a daily basis. Finally, you'll

see how to organize and maintain your course catalog and take the learner experience to the next level.

By the end of the book, you'll be able to implement your organization's training strategy and provide

engaging learning experiences while building meaningful reports to monitor their effectiveness. What you

will learn Configure and customize Captivate Prime LMS to fulfill your business training needs Integrate

Captivate Prime into your existing IT infrastructure Manage different types of users such as employees,

partners, and customers on your training platform Publish and organize your learning content to build

courses, learning programs, and certifications Track your students' progress and manage course instances

daily Organize your learning catalogs to meet the most demanding security and instructional

requirements Who this book is for This book is for learning and development professionals, HR managers,

corporate instructors, LMS admins, and team leaders looking to set up and manage training and

development programs for employees, partners, and customers using Adobe Captivate Prime LMS. The

book assumes working knowledge of operating systems and the common tools used by most L&D

professionals. A beginner-level understanding of online learning platforms will be beneficial.

Build interactive dashboards using Salesforce Einstein analytics. Explore all of your data quickly and easily

by providing AI-powered advanced analytics, right in Salesforce. You will manage datasets, query data

with Salesforce Analytics Query Language (SAQL), and customize dashboards. Because Einstein Analytics

is new, the curve to learn this technology can be difficult. This book guides you step-by-step in simple,

easy-to-understand terms to get data from the Salesforce platform to the Einstein Analytics platform and also shows you how to import external data (e.g., CSV files). Core chapters focus on understanding data sources, dataflow, dataset, and lens leading up to building dashboards from scratch. Advanced features such as data transformation using computeExpression and computeRelative as well as dataflow with a multi-value lookup are explored. What You Will Learn Use data from Salesforce and external sources Create a dataflow to build a flexible dataset Build dashboards using Einstein Analytics Explore and analyze data using Einstein Analytics Utilize SAQL and binding to create advance dashboards Who This Book Is For IT users getting started with Einstein Analytics, Salesforce consultants starting new Einstein Analytics projects, and power users familiar with Salesforce reporting and dashboards who want to get up to speed on new analytics features

Salesforce for Beginners A step-by-step guide to creating, managing, and automating sales and marketing processes Packt Publishing Ltd

Salesforce.com Customization Handbook

Learn Salesforce

Salesforce Career User Guide

Expert tips, techniques, and mock tests for the Platform Developer I (DEV501) certification exam

Design and develop world-class learning experiences for your employees, partners, and customers

Developing Data Migrations and Integrations with Salesforce

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 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

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

dashboards View Lightning on a mobile device Train other users on common day-to-day activities within Lightning What 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

Get up to lightning speed with this fully updated, bestselling guide to using Salesforce.com! Salesforce.com For Dummies, 4th 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,

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. 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

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. Any company needs to sell its products or services to customers on a regular basis in order to generate consistent

and to create profits. A marketing function in any organization creates and executes various types of marketing campaigns with an objective to build brand awareness about the company's products and services. Similarly, a sales function manages

the sales pipeline in order to create new business from new or existing customers for a company. A robust Customer Relationship Management (CRM) platform is pivotal for any company that wants to transform its marketing and sales

processes by focusing on improving efficiency and effectiveness. Salesforce is a CRM solution that brings companies and customers together. Salesforce is an integrated CRM platform that provides a holistic picture of every customer across

various departments such as marketing, sales and service. Salesforce is the best CRM solution in the world and more than 150,000 companies use this platform to increase team collaboration, customer loyalty and sales for their organizations

Salesforce Simplified is a simple and precise book which describes the various features and applications that are available in Salesforce CRM. The intended audience of this book are those business users who want to start from scratch in order to

understand the broad spectrum of capabilities offered by Salesforce. This book is for you if: You have never heard of Salesforce before and you want to understand the various features or applications that are available in Salesforce. You want

to optimize sales and marketing processes in your organization and hence you want to explore the feasibility of using Salesforce as one of the possible CRM solutions. You want to understand and apply the basic capabilities in Salesforce to

fulfilling your business requirements. Gain an initial understanding about Salesforce before exploring advanced concepts and functionalities that are available in the product. Following are some of the topics that would be covered in the book: My Settings and My Profile pages with relevant information. Add new users to Salesforce. Set up a role hierarchy for your

organization. Edit current user profile or create a new one. Create new leads in Salesforce. Edit current leads to change status or leadsource. Create activities that can describe interactions with leads. Send emails to leads. Transfer lead

different users. Import external lead data into Salesforce. Create custom lead fields and establish field level security a lead into accounts, contacts, opportunities and tasks. Create new accounts in Salesforce. Establish account hierar different accounts. Transfer accounts between different users. Import external accounts and contacts data into Sal Create new products and price books. Assign list prices for products that are included in price books. Create new c and opportunities. Assign price books and products to opportunities. Create new quotes for opportunities. Create ar campaigns. Establish campaign hierarchy. Add members to campaign. Assign opportunities to campaign. Use standar reports to view metrics related to a campaign. Create new cases and solutions. Update case status and close the c resolution. Assign solutions to cases. Use standard reports in Salesforce for obtaining insights about various Salesfo components such as leads or accounts. Create custom report as per your organization's unique reporting requireme The Express User Guide provides instructions to get started with MicroStrategy Express. It includes an introduction dashboard analysis, creation, sharing, and management, as well as creating and managing users and teams. Installation and Configuration Guide for MicroStrategy 9. 3. 1

A Quick-Start Guide

The Definitive Admin Handbook

Salesforce Process Builder Quick Start Guide

The Visual Guide to the Lightning UI

An Architectural and Practical Guide to IBM Hybrid Integration Platform

In this age of data economy, data analytics is recognized as a key differentiator for companies trying to gain a sustainable competitive advantage and outperform their peers. However, the complexity of establishing an analytical architecture due to a wide array of disparate technical capabilities offered by a plethora of vendors makes the deployment of an on-premise solution a daunting task. For this reason, the Salesforce Analytics Cloud has captured the imagination from of both IT and business communities. The Salesforce Analytics Cloud represents the rethinking of analytics for the business user. The Analytics Cloud is a cloud-based platform designed for the business user to have access to analytics "on the go," providing answers to questions instantly on any device. This mobile-ready capability of the Salesforce Analytics Cloud means users can immediately collaborate and share insights with team members right inside Salesforce. Pro Salesforce Analytics Cloud provides actionable guidance on creating analytical capabilities using Salesforce Analytics Cloud. The book offers:

- A practical guide to Salesforce Analytics Cloud, including Wave Platform, Builder, and Explorer.
- Detailed business analytics use cases in various industries (e.g., retail, healthcare, financial services, and telecommunications).
- Architecture and best practices for integration, security, hybrid cloud coexistence, and governance.

Pro Sal/p/em/pesforce Analytics Cloud /emis the first comprehensive book on Salesforce Analytics and provides a holistic architecture view of different analytical capabilities and how they fit into the overall information architecture. It features real-world industry use cases and demonstrates how Salesforce ' s Analytics Cloud solves business challenges and brings real value to the organization.

The System Administration Guide describes the concepts and high-level steps to implement, deploy, maintain, tune, and troubleshoot a MicroStrategy business intelligence system.

The MicroStrategy Analytics Desktop User Guide describes the steps for a business analyst to execute and analyze a Visual Insight dashboard in MicroStrategy Analytics Desktop. It provides the information necessary for a business analyst to import data from a data source, and use that data to create and modify dashboards.

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.

Pro Salesforce Analytics Cloud

QuoteWerks User Manual

A Step-by-step Guide to Getting Started and Progressing in Your Career on the World's Fastest-growing Technology Platform.

System Administration Guide for MicroStrategy 9.5

Build complex workflows by clicking, not coding

Salesforce.com Secrets of Success

Harness the power of Salesforce to manage and grow your business. This book shows you how to use the Salesforce CRM tool to consolidate consumer data into a single place to gain better insight into your business and more easily manage data. Data (such as email, spreadsheets, databases) is generated through the front office or face of your business, where your company interacts with customers and revenue is generated. In a hotel, for instance, the front office is the lobby where guests are greeted, their problems are handled, and room payments are made. Another example is a coffee shop, where the front office is an employee taking a customer's order or serving a drink. Salespeople connect to customers by selling your company's goods or services. Marketing team members connect with them through advertising and promotional activities. Service and support staff assist customers with problems and provide help with products. This book introduces the many ways Salesforce-based innovations are transforming the technology landscape and the strategies that may be used for designing and launching a digital front office. The book examines how organizations can launch and grow digital solutions and strategies for the governance of the platform and provides an overview of digital transformation across industries. What You Will Learn Understand basic Salesforce concepts, including the digital front office process tower, lead to cash journey, core CRM functions, best practices, and more Review data management concepts, integrated sales, customer service, marketing operations, and proposal and business development needs in a systematic way Use frameworks to build a business architecture and multi-year technology roadmap Get familiar with Salesforce business processes and concepts such as account, contact, lead, and opportunity management; marketing campaigns; master data management (MDM); and lead scoring, grading, and activity management across the front office Define and develop digital marketing challenges and strategy (people, process, brand, messaging, and ROI), measure campaign data, and create an end-to-end campaign in Salesforce Who This Book Is For Business executives, C-suites, IT management, and Salesforce managers and professionals working in IT, business development, sales operations, program management, marketing operations, and proposal development

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.

In order to remain competitive in today's world, companies need to be able to integrate internally and externally by connecting sensors, customers and partners with the information in their systems of record. In short, they need to integrate with everything. This IBM® Redbooks® publication describes how IBM Application Integration Suite and IBM Messaging portfolio can be used to satisfy the needs of core hybrid integration use cases, accelerating companies in their digital transformation journey. All concepts are explained within the context of these use cases: Joining the API economy Improving productivity Refactoring for innovation The target audience for this book is cloud and integration architects and specialists who are implementing hybrid integration solutions.

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

System Administration Guide for MicroStrategy 9. 3

Mastering Salesforce DevOps

Mastering Salesforce CRM Administration

A Beginner's Guide to Building Interactive Dashboards

Desktop User Guide for MicroStrategy 10

From Distributed Computing to Cloudware Applications

The ultimate handbook for new and seasoned Salesforce B2C Solution Architects who want to design seamless B2C solutions across the Salesforce Customer 360 ecosystem – including B2C Commerce, Service Cloud, and Marketing Cloud Key Features Give your customers a frictionless experience by creating a unified view of all their interactions Get your architectural design right the first time and avoid costly reworks Prepare for the B2C Solution Architect exam and Salesforce certification with practical scenarios following Salesforce best practices Book Description There's a huge demand on the market for Salesforce professionals who can create a single view of the customer across the Salesforce Customer

360 platform and leverage data into actionable insights. With *Salesforce B2C Solution Architect's Handbook*, you'll gain a deeper understanding of the integration options and products that help you deliver value for organizations. While this book will help you prepare for the B2C Solution Architect exam, its true value lies in setting you up for success afterwards. The first few chapters will help you develop a solid understanding of the capabilities of each component in the Customer 360 ecosystem, their data models, and governance. As you progress, you'll explore the role of a B2C solution architect in planning critical requirements and implementation sequences to avoid costly reworks and unnecessary delays. You'll learn about the available options for integrating products with the Salesforce ecosystem and demonstrate best practices for data modeling across Salesforce products and beyond. Once you've mastered the core knowledge, you'll also learn about tools, techniques, and certification scenarios in preparation for the B2C Solution Architect exam. By the end of this book, you'll have the skills to design scalable, secure, and future-proof solutions supporting critical business demands. What you will learn

Explore key Customer 360 products and their integration options
 Choose the optimum integration architecture to unify data and experiences
 Architect a single view of the customer to support service, marketing, and commerce
 Plan for critical requirements, design decisions, and implementation sequences to avoid sub-optimal solutions
 Integrate Customer 360 solutions into a single-source-of-truth solution such as a master data model
 Support business needs that require functionality from more than one component by orchestrating data and user flows

Who this book is for This book is for professionals in high-level job roles that heavily rely on Salesforce proficiency. It's primarily written for B2C commerce architects, application architects, integration architects, as well as system architects, enterprise architects, Salesforce architects, and CTO teams looking to benefit from a deeper understanding of this platform. Before you get started, you'll need a solid understanding of data integration, APIs, and connected systems, along with knowledge of the fundamentals of business-to-consumer (B2C) customer experiences.

Your all-access guide to reaping the benefits of Salesforce.com Salesforce.com has a rapidly expanding influence over the way companies across the globe interact with their clientele. Written by Salesforce.com insiders with years of experience in customer relationship management (CRM) solutions, *Salesforce.com For Dummies* gives you an edge in building relationships and managing your company's sales, marketing, customer service, and support operations. You'll discover how to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, create accurate projects based on past performance, and so much more. A customizable, on-demand CRM solution, Salesforce.com allows businesses to organize and manage all of their customer information—leads, opportunities, contacts, accounts, cases, and solutions—in one place. Whether you're a Windows or Mac user, this down-to-earth, friendly guide shows you how to maximize Salesforce.com's capabilities to close deals faster, gain real-time visibility into sales, and collaborate instantly. 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 If you're new to Salesforce.com or an existing user looking for the latest tips and tricks to maximize its potential, this friendly guide has you covered.

Salesforce is a user friendly and very adaptable platform that allows different departments to communicate and create internal entries for various difficulties. Salesforce also provides excellent traceability and history of various actions. This platform offers a large number of distinct modules that are ready to meet the needs of large corporations. It's worth noting that the highly optimized search engine is really useful for day-to-day tasks. Salesforce has been the world's leading CRM provider for six consecutive years, and its popularity as a sought-after skill has continued to grow. As a result, the number of job openings in every small and large enterprise in the world has increased significantly. For a company to be successful, Salesforce is a must-have tool. To make it even easier, we created a comprehensive study guide with everything you need to become successful on your Salesforce career. The *Salesforce Career* book will help you: To know the steps to take before beginning your salesforce career Benefit of salesforce Developing a salesforce market strategy that works for your business The salary and job market for salesforce How to Increase a Salesforce Developer's Salary Responsibilities of a Salesforce Administrator Resources to help you maintain your Salesforce proficiency This book should be required reading for anyone interested in starting or advancing their career in Salesforce. Download your copy of "Salesforce Career" by scrolling up and clicking "Buy Now With 1-Click" button.

Guide to Cloud Computing for Business and Technology Managers: From Distributed Computing to Cloudware Applications unravels the mystery of cloud computing and explains how it can transform the operating contexts of business enterprises. It provides a clear understanding of what cloud computing really means, what it can do, and when it is practical

Patterns and Best Practices

A step-by-step guide to creating, managing, and automating sales and marketing processes

Salesforce Advanced Administrator Certification Guide

Guide to Cloud Computing for Business and Technology Managers

Salesforce Handbook

Salesforce Marketing Cloud For Dummies

A guide to every aspect of Salesforce.com covers such topics as using the service cloud, promoting collaboration through Chatter, and establishing metrics for social CRM performance.

Salesforce Advanced Administrator Certification Guide is a complete resource that will help you gain the knowledge and master the skills required to earn the advanced administrator credentials. With plenty of questions and answers along with best practices, you will learn all the concepts asked in exams specially designed with this guide.

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 started with this book.

This book is not intended to be a deep-dive on security, programming, reporting, configuration, etc. but more of a high-level overview on salesforce.com, Force.com development, tools, methodology and other resources. We will not cover all aspects of salesforce.com. We wrote this book to (hopefully) become an invaluable resource for anyone new or inexperienced with the Force.com platform. For new administrators and developers coming on to the platform, we see a gaping hole in existing reference books. This book is not intended for end users or advanced developers. This book is for people somewhere in the middle; let's say a business analyst or a new Java or .NET developer. We would like this to be the first book you pick up after your boss walks in and says, "Let's take a look at salesforce.com and see if we can build some applications in the cloud." This book contains the information that we wish we had when we started developing applications on Force.com.

Enterprise LMS with Adobe Captivate Prime

MicroStrategy Analytics Desktop User Guide

Best Practices for Growth and Profitability

Salesforce Platform App Builder Certification Guide

Build, configure, and customize Salesforce CRM and mobile solutions, 5th Edition

Build and deploy scalable applications on the Salesforce Lightning Platform using the latest features of Spring '19 Key Features An end-practice tests to help you achieve the Salesforce Platform Developer certification Design data models, user interfaces, and business logic applications Understand the complete development life cycle from designing to testing Book Description Salesforce Lightning Platform, an enterprise apps, is being increasingly adopted by admins, business analysts, consultants, architects, and especially developers. With this certification, you'll be able to enhance your development skills and become a valuable member of your organization. This certification guide will be completely aligned with the official exam study guide for the latest Salesforce Certified Platform Developer I release and includes updates for Spring '19. Starting with Salesforce fundamentals and performing data modeling and management, you'll progress to automating logic and programming on user interfaces with Salesforce components. Finally, you'll learn how to work with testing frameworks, perform debugging, and deployment. You'll get to grips with useful tips and tricks. Each chapter concludes with sample questions that are commonly found in the exam, and the book includes 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 learn Solve sample questions and mock tests and work with exam patterns Gain a deep understanding of declarative Salesforce tools such as Process Builder, flows, and many more Code in Salesforce using the Developer Console Grasp the basics of object-oriented programming Write Apex classes, Visualforce pages, and Apex test classes with easy-to-follow step-by-step instructions Explore different deployment tools that you can use to push metadata to different environments Build custom declarative apps and programs on the Salesforce Platform Who this book is for The Salesforce Platform Developer I Certification Guide is for you if you want to learn how to develop applications on the Salesforce Platform using logic and user interfaces using the capabilities of the Lightning Platform. No prior knowledge of Apex programming is required.

Getting Started with Salesforce Einstein Analytics

Salesforce CRM - The Definitive Admin Handbook

Design scalable and cohesive business-to-consumer experiences with Salesforce Customer 360

Learn Salesforce Lightning

Building, Enhancing, and Managing an Online Community with Salesforce Community Cloud

A Simple and Precise Guide for Understanding and Using Salesforce