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Salesforce Platform Developer I Certification Guide

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

Packt Publishing Ltd *Build and deploy scalable applications on the Salesforce Lightning Platform using the latest features of Spring '19 Key Features An end-to end-guide with practice tests to help you achieve the Salesforce Platform Developer certification Design data models, user interfaces, and business logic for your custom applications Understand the complete development life cycle from designing to testing Book 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 learn Solve sample questions and mock tests and work with exam patterns Gain an understanding of declarative Salesforce tools such as Process Builder, flows, and many more Code in Salesforce using the Developer Console and IDEs Grasp the basics of object-oriented programming Write Apex classes, Visualforce pages, and Apex test classes with easy-to-follow steps Explore the different deployment tools that you can use to push metadata to different environments Build custom declarative apps and programs on Force.com platforms Who 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 Advanced Administrator Certification Guide

Become a Certified Advanced Salesforce Administrator with this exam guide

Packt Publishing Ltd *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.*

Practical Guide to Salesforce Communities

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

Apress 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

Salesforce Platform App Builder Certification Guide

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

Packt Publishing Ltd Get up to speed with the essential concepts and techniques necessary to prepare for the Salesforce Platform App Builder certification exam Key FeaturesPrepare for the Salesforce Platform App Builder certification exam by exploring important concepts and expert tips and techniquesDesign the data model, user interface, business logic, and security for custom appsUnderstand the key milestones and considerations when managing an application lifecycleBook 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 learnExplore the core features of the Lightning PlatformDesign and build an appropriate data model for a given scenarioIdentify the Lightning Platform's features and capabilitiesCustomize the Salesforce Lightning Experience UIImplement business logic and process automationIdentify the capabilities of declarative customizationWho 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.

Salesforce Process Builder Quick Start Guide

Build complex workflows by clicking, not coding

Packt Publishing Ltd *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

Packt Publishing Ltd *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.*

Salesforce Handbook

Lulu.com *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.*

Salesforce CRM - The Definitive Admin Handbook

Packt Publishing Ltd *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.

Salesforce

A Quickstudy Reference Guide

Quickstudy Reference Guides Increase customers and their satisfaction while growing your business with the world's #1 customer relationship management (CRM) software. This 6 page laminated guide breaks down options for data and resource transition, data migration and essential tools and their function. Written by our sales and Salesforce guru and Lynda.com author Christopher Matthew Spencer, this well rounded primer to this powerful tool will show you the ropes and get you up and running with a proven roadmap to customer satisfaction and success. 6 page laminated guide includes: Intro to Salesforce CRM Salesforce Clouds Salesforce CRM Editions Planning Transition Data Migration Initial Setup Permission Sets Profiles Users Groups Queues Roles Organization-Wide Default Sharing Settings Data Sharing Overview Health Check Tips for Data Importing Using Salesforce Objects Apps Lightning Pages Page Layouts Tabs Files A Typical Salesforce Team's Workflow Reports Dashboards

Learning Force.com Application Development

Packt Publishing Ltd If you are a developer who wants to learn how to develop and deploy applications from the Salesforce.com platform, then this book is for you. No prior knowledge of Salesforce is necessary.

Salesforce Platform App Builder Certification Handbook

Packt Publishing Ltd 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.

Development with the Force.com Platform

Building Business Applications in the Cloud

Pearson Education Provides information on building applications and solving enterprise challenges using Force.com.

Salesforce.com Lightning Process Builder and Visual Workflow

A Practical Guide to Model-Driven Development on the Force.com Platform

Apress 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.

Salesforce CRM

The Definitive Admin Handbook

Packt Publishing Ltd 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.

Mastering Salesforce CRM Administration

Packt Publishing Ltd 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.

Visualforce Development Cookbook

Packt Publishing Ltd Discover over 70 real-world examples to overcome the most complex concepts you will face developing with Visualforce About This Book This book provides an enhanced user experience with dynamically-generated, reactive pages Access data over additional channels via public web sites and mobile pages Packed with easy-to-follow recipes, including step-by-step instructions and Apex/Visualforce code downloads this title is the all in one package you need to get more from Visualforce. Who This Book Is For This book will be beneficial to developers who are already well-versed with the basics of Visualforce. An awareness of the standard component library and the purpose of controllers is expected. What You Will Learn Pass parameters between Visualforce pages Update attributes in component controllers Avoid validation errors with action regions Refresh record details from embedded Visualforce Create and develop a website template from scratch Get to know about the Salesforce Lightning Design system and use Visualforce in Salesforce1 Effectively tackle frequently-faced problems while developing Visualforce pages In Detail Visualforce is a framework that allows developers to build sophisticated, custom user interfaces that can be hosted natively on the Force.com platform. The Visualforce framework includes a tag-based markup language, similar to HTML that is used to write the Visualforce pages and a set of controllers that are used to write business logic to the Visualforce pages. Visualforce Development Cookbook provides solutions to a variety of challenges faced by Salesforce developers and demonstrates how easy it is to build rich, interactive pages using Visualforce. Whether you are looking to make a minor addition to the standard page functionality or override it completely, this book will provide you with the help you require throughout. You will start by learning about the simple utilities and will build up to more advanced techniques for data visualization and to reuse functionality. You will learn how to perform various tasks such as creating multiple records from a single page, visualizing data as charts, using JavaScript to enhance client-side functionality, building a public website, and making data available to a mobile device. With an interesting chapter on tackling common issues faced while developing Visualforce pages, the book provides lots of practical examples to enhance and extend your Salesforce user interface. Style and approach Following a cookbook structure, the book provides recipes on some essential technical scenarios and a few that focus on real-world development problems. This book is packed with illustrations and contains lots of code samples to improve your understanding.

Salesforce Lightning Platform Enterprise Architecture

Architect and deliver packaged applications that cater to enterprise business needs, 3rd Edition

Packt Publishing Ltd A comprehensive guide filled with best practices and tailor-made examples - a must-read for all Lightning Platform architects! Key Features Use the Lightning Platform to build integrated, scalable, and robust apps focused on enterprise-level customer demands Use the Lightning Component framework to deliver modern and responsive user experiences targeting multiple devices through Lightning Experience and Salesforce Mobile Extend your application with access to external services and AI Book Description Salesforce Lightning provides a secure and scalable platform to build, deploy, customize, and upgrade applications. This book will take you through the architecture of building an application on the Lightning platform to help you understand its features and best practices, and ensure that your app keeps up with your customers' increasing needs as well as the innovations on the platform. This book guides you in working with the popular aPaaS offering from Salesforce, the Lightning Platform. You'll see how to build and ship enterprise-grade apps that not only leverage the platform's many productivity features, but also prepare your app to harness its extensibility and customization capabilities. You'll even get to grips with advanced application architectural design patterns such as Separation of Concerns, Unit Testing and Dependency Integration. You will learn to use Apex and JavaScript with Lightning Web Components, Platform Events, among others, with the help of a sample app illustrating patterns that will ensure your own applications endure and evolve with the platform. Finally, you will become familiar with using Salesforce DX to develop, publish, and monitor a sample app and experience standard application life cycle processes along with tools such as Jenkins to implement CI/CD. By the end of this book, you will have learned how to develop effective business apps and be ready to explore innovative ways to meet customer demands. What you will learn Create and deploy AppExchange packages and manage upgrades Understand Enterprise Application Architecture patterns Customize mobile and desktop user experience with Lightning Web Components Manage large data volumes with asynchronous processing and big data strategies Implement Source Control and Continuous Integration Add AI to your application with Einstein Use Lightning External Services to

integrate external code and data with your Lightning ApplicationWho this book is for This book is for Lightning platform developers who want to discover the true potential of the platform to develop complex scalable applications for use in enterprise businesses.

Beginning Salesforce Developer

Apress 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.

Practical Salesforce Development Without Code

Building Declarative Solutions on the Salesforce Platform

Apress Use this hands-on guide to build powerful solutions on the Salesforce platform without using a single line of code. This revised and expanded second edition includes *Process Builder*, *Flow Builder*, *Lightning App Builder*, *Lightning Bolt Solutions*, and more. *Practical Salesforce Development Without Code* shows you how to unlock the power of the Salesforce platform to solve real business problems. Adhering to Salesforce's "clicks, not code" mantra, Salesforce expert Phil Weinmeister walks Salesforce newcomers and veterans through different business problems and identifies effective—and proven—approaches to solutions using the platform's declarative framework. By adopting this book as your guide, you will learn how to deliver business solutions within Salesforce by combining analysis, creativity, and logic with core elements such as validation rules, workflow rules, processes, flows, formula fields, and Lightning apps. In addition, Weinmeister dissects and explains the most useful functions and features for declarative developers and shows you how to use them. Best of all, Weinmeister uses real-life business scenarios and visuals. Applying the lessons learned from this how-to guide will ultimately save you time and ensure that your clients or internal customers are enabled, equipped, and empowered. What You'll Learn Build objects, fields, and relationships to establish a sensible data model Automate business processes by using Workflow, Process Builder, and Flow Utilize functions and develop formulas effectively for a variety of business needs Develop approval processes to handle exception scenarios Employ actions to easily create efficient and relevant user experiences Manage your environments and deploy your solutions Who This Book Is for Business analysts, Salesforce administrators, and Salesforce developers

Salesforce Platform App Builder Certification

A Practical Study Guide

Apress 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

Force.com Enterprise Architecture

Packt Publishing Ltd Architect and deliver packaged Force.com applications that cater to enterprise business needs About This Book Explore the lightning framework, advanced application life cycle processes, and testing Use the Force.com platform to build truly integrated, scalable, and robustly engineered applications focused on enterprise-level customer demands Using the Lightning technology to deliver modern and responsive user experiences targeting multiple devices through Lightning Experience and Salesforce1 Mobile. Step-by-step, work on examples to get you building your own ready-to-install packaged application Who This Book Is For This book is for advanced Force.com developers and architects who need to understand the Salesforce platform from the perspective of enterprise-level requirements. A prior understanding of Apex and Visualforce is a must. Those familiar with other enterprise software ecosystems will also find this book ideal as they adopt Force.com. What You Will Learn Package, install, test, and upgrade an application Define architecture-aligning data storage and functional requirements Develop Apex code that is easy to navigate, self-documenting, testable, robust, and organic Leverage your application's clientagnostic Service layer backbone to support numerous platform areas Get the most from hosting your application within the Lightning Experience and Salesforce1 Mobile clients Apply querying, indexing, and asynchronous best practices Leverage mocking and dependency injection in your Apex tests Explore tips for developing advanced applications In Detail Companies of all sizes have seen the need for Force.com's architectural strategy focused on enabling their business objectives. Successful enterprise applications require planning, commitment, and investment in the best tools, processes, and features available. This book will teach you how to architect and support enduring applications for enterprise clients with Salesforce by exploring how to identify architecture needs and design solutions based on industry standard patterns. There are several ways to build solutions on Force.com, and this book will guide you through a logical path and show you the steps and considerations required to build packaged solutions from start to finish. It covers all aspects, from engineering to getting your application into the hands of your customers, and ensuring that they get the best value possible from your Force.com application. You will get acquainted with extending tools such as Lightning App Builder, Process Builder, and Flow with your own application logic. In addition to building your own application API, you will learn the techniques required to leverage the latest Lightning technologies on desktop and mobile platforms. Style and approach The book takes a straightforward approach, taking apart the Force.com architecture for you to gain a deep understanding of how you can implement the Salesforce platform based on enterprise-level requirements.

Learning Apex Programming

Packt Publishing Ltd If you are a developer who has some object-oriented programming experience, Learning Apex Programming is the perfect book for you. This book is most appropriate for developers who wish to gain an understanding of the Force.com platform and how to use Apex to create business applications.

Cloud Computing Using Salesforce

Build and Customize Applications for your business using the Salesforce Platform (English Edition)

BPB Publications 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

Salesforce Data Architecture and Management

A pragmatic guide for aspiring Salesforce architects and developers to manage, govern, and secure their data effectively

Packt Publishing Ltd Learn everything you need to become a successful data architect on the Salesforce platform Key Features Adopt best practices relating to data governance and learn how to implement them Learn how to work with data in Salesforce while maintaining scalability and security of an instance Gain insights into managing large data volumes in Salesforce Book Description As Salesforce orgs mature over time, data management and integrations are becoming more challenging than ever. Salesforce Data Architecture and Management follows a hands-on approach to managing data and tracking the performance of your Salesforce org. You'll start by understanding the role and skills required to become a successful data architect. The book focuses on data modeling concepts, how to apply them in Salesforce, and how they relate to objects and fields in Salesforce. You'll learn the intricacies of managing data in Salesforce, starting from understanding why Salesforce has chosen to optimize for read rather than write operations. After developing a solid foundation, you'll explore examples and best practices for managing your data. You'll understand how to manage your master data and discover what the Golden Record is and why it is important for organizations. Next, you'll learn how to align your MDM and CRM strategy with a discussion on Salesforce's Customer 360 and its key components. You'll also cover data governance, its multiple facets, and how GDPR compliance can be achieved with Salesforce. Finally, you'll discover Large Data Volumes (LDVs) and best practices for migrating data using APIs. By the end of this book, you'll be well-versed with data management, data backup, storage, and archiving in Salesforce. What you will learn Understand the Salesforce data architecture Explore various data backup and archival strategies Understand how the Salesforce platform is designed and how it is different from other relational databases Uncover tools that can help in data management that minimize data trust issues in your Salesforce org Focus on the Salesforce Customer 360 platform, its key components, and how it can help organizations in connecting with customers Discover how Salesforce can be used for GDPR compliance Measure and monitor the performance of your Salesforce org Who this book is for This book is for aspiring architects, Salesforce admins, and developers. You will also find the book useful if you're preparing for the Salesforce Data Architecture and Management exam. A basic understanding of Salesforce is assumed.

Mastering Salesforce DevOps

A Practical Guide to Building Trust While Delivering Innovation

Apress 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

Salesforce Developer All In One (Salesforce Platform Developer I And II Certification Guide, Marketing Cloud, Lightning Aura Component and Lightning Component, Scenario Based)

Learn Salesforce And Become A Ninja

Salesforce Developer All In One Details Of This Book: Learn Salesforce And Become A Ninja This book content all the details related Salesforce that you have to know for study & crack the Salesforce job interviews along with two very important certification guides. Likes, Salesforce Scenario based questions and answers, Salesforce lightning components, lightning aura components, Salesforce marketing clouds along with codes that's helps you to clear the each and every thing from the beginning to advance. Also this books contents two important Salesforce certification guide, you can get mostly commons questions that maybe come in the exam. Read all the questions and answers of this books carefully and then take some free and paid mock test for the exam (Exam links are in last page of this book), be confidence and you will definitely clear the exam. Topics-Salesforce Scenario Based Interview Questions And Answers-Lightning Aura Component and Lightning Component-Salesforce Marketing Cloud-Salesforce Platform Developer I Certification Guide -Salesforce Platform Developer II Certification Guide

Learn Salesforce Lightning

The Visual Guide to the Lightning UI

Apress 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.

Learning Salesforce Visual Workflow and Process Builder - Second Edition

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

Learning Salesforce Visual Workflow and Process Builder

Packt Publishing Ltd *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

John Wiley & Sons *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.*

Mastering Apex Programming

A developer's guide to learning advanced techniques and best practices for building robust Salesforce applications

Packt Publishing Ltd Get to grips with the advanced features of Apex programming for Salesforce developers using this comprehensive guide **Key Features** Discover how to build reliable applications with Apex by avoiding common mistakes and pitfalls Learn how to use the different asynchronous programming tools in Apex Profile and improve the performance of your Apex code **Book Description** As applications built on the Salesforce platform are now a key part of many organizations, developers are shifting focus to Apex, Salesforce's proprietary programming language. As a Salesforce developer, it is important to understand the range of tools at your disposal, how and when to use them, and best practices for working with Apex. Mastering Apex Programming will help you explore the advanced features of Apex programming and guide you in delivering robust solutions that scale. This book starts by taking you through common Apex mistakes, debugging, exception handling, and testing. You'll then discover different asynchronous Apex programming options and develop custom Apex REST web services. The book shows you how to define and utilize Batch Apex, Queueable Apex, and Scheduled Apex using common scenarios before teaching you how to define, publish, and consume platform events and RESTful endpoints with Apex. Finally, you'll learn how to profile and improve the performance of your Apex application, including architecture trade-offs. With code examples used to facilitate discussion throughout, by the end of the book, you'll have developed the skills needed to build robust and scalable applications in Apex. What you will learn **Understand** common coding mistakes in Apex and how to avoid them using best practices **Find out** how to debug a Salesforce Apex application effectively **Explore** different asynchronous Apex options and their common use cases **Discover** tips to work effectively with platform events **Develop** custom Apex REST services to allow inbound integrations **Build** complex logic and processes on the Salesforce platform **Who this book is for** This book is for Salesforce developers who are interested in mastering Apex programming skills. You'll also find this book helpful if you're an experienced Java or C# developer looking to switch to Apex programming for developing apps on the Salesforce platform. Basic Apex programming knowledge is essential to understand the concepts covered.

Getting Started with Salesforce Einstein Analytics

A Beginner's Guide to Building Interactive Dashboards

Apress 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 Process Builder Quick Start Guide

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 Certification Guide

Learn Salesforce And Become A Ninja

This book content Salesforce Platform Developer I and Developer II questions and answers, which help you prepare for the exam, IF you start preparing yourself for the content Salesforce Platform Developer I and Developer II exam then this book is best for you, here you can get mostly commons questions that maybe comes in the exam. Read all the questions and answers of this book carefully and then take all free and paid mock tests for the content Salesforce Platform Developer I and Developer II exam (Exam links are on the last page of this book be confident and you will definitely clear the exam.

Salesforce Certification Guide All In One(Salesforce CPQ, Salesforce Platform Developer I AND II, Salesforce Certified B2C Commerce Architect)

Learn Salesforce And Become A Ninja

Independently Published *Salesforce Certification Guide All In One*Details Of This Book: Learn Salesforce And Become A NinjaThis book content all the details related Salesforce that you have to know for study for crack, which help you prepare for the exam, IF you start preparing yourself for Salesforce certification exams then this books is best for you, here you can get mostly commons questions that maybe comes in the exam. Read all the questions and answers of this books carefully and then take all free and paid mock test for the content (Exam links are in last page of each chapter of this book, be confidence and you will definitely clear the exam).Chapters-Salesforce Certification Guide -Salesforce Platform Developer I Certification Guide -Salesforce Platform Developer II Certification Guide- Salesforce Certified B2C Commerce Architect Certification Guide

Salesforce Certified Admin

A Practical Test Guide

"Manage and Understand the way your users communicate with customers with Activity Management If you're only taught how to add 1+1 and you're asked to add 2+2 on the test, you may not necessarily know how to. But if you're taught how to add any numbers together, the test will suddenly appear much easier! And of course, he wants to make sure you get value out of this course! So, what are you waiting?! Get the course NOW and become a Salesforce Certified Admin!"--Resource description page.

Visualforce Workbook

Learning Salesforce Visual Workflow

Packt Publishing Ltd *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.*

Visualforce Development Cookbook

Packt Pub Limited *Visualforce Development Cookbook is written in such a way that even complex concepts are explained in an easy-to-understand manner. Following a Cookbook structure, the book covers some essential technical scenarios and includes over 75 recipes focusing on real-world development problems. This book is packed with illustrations and also contains lots of code samples for the better understanding of the reader."Visualforce Development Cookbook" is aimed at developers who have already grasped the basics of Visualforce. Awareness of the standard component library and the purpose of controllers is expected.*

Salesforce Simplified

A Simple and Precise Guide for Understanding and Using Salesforce

Any company needs to sell its products or services to customers on a regular basis in order to generate consistent revenues 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 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 for 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. Update My Settings and My Profile pages with relevant information. Add new users to Salesforce. Set up a role hierarchy for our organization. Edit current user profile or create a new one. Create new leads in Salesforce. Edit current leads to change lead status or lead source. Create activities that can describe interactions with leads. Send emails to leads. Transfer leads between different users. Import external lead data into Salesforce. Create custom lead fields and establish field level security. Convert a lead into accounts, contacts, opportunities and tasks. Create new accounts in Salesforce. Establish account hierarchy. Merge different accounts. Transfer accounts between different users. Import external accounts and contacts data into Salesforce. Create new products and price books. Assign list prices for products that are included in price books. Create new contacts and opportunities. Assign price books and products to opportunities. Create new quotes for opportunities. Create and edit campaigns. Establish campaign hierarchy. Add members to campaign. Assign opportunities to campaign. Use standard reports to view metrics related to a campaign. Create new cases and solutions. Update case status and close the case upon resolution. Assign solutions to cases. Use standard reports in Salesforce for obtaining insights about various Salesforce components such as leads or accounts. Create custom report as per your organization's unique reporting requirement.