

➤ **Lightning Platform (Salesforce Platform)**

The **Lightning Platform** is a cloud-based development platform by Salesforce that allows developers to build and deploy custom business apps quickly and easily.

The Lightning Platform helps businesses build modern, secure, and scalable apps quickly — all within the Salesforce ecosystem

➤ **What is Salesforce?**

Salesforce is a **cloud-based Customer Relationship Management (CRM) platform** that helps businesses manage their sales, customer service, marketing, and more — all in one place.

➤ **Key Points:**

CRM System:

Salesforce is mainly used to store and manage customer information like contacts, leads, opportunities, and support cases.

Cloud-Based:

It runs completely online — no software installation needed.

Customizable:

Businesses can customize it using tools like **Apex**, **Visualforce**, and **Lightning Platform** to fit their needs.

Automation:

Salesforce automates tasks like sending emails, updating records, and assigning leads.

App Development:

Developers can build custom apps on Salesforce using the **Lightning Platform**.

Integration:

Easily connects with other tools like email, social media, or ERP systems.

❖ **In Simple Words:**

Salesforce is a platform that helps businesses grow and manage relationships with customers by organizing data, automating work, and offering smart tools — all in the cloud.