

**eCommerce** is related to buying and selling products and services online. This type of transaction follows some different kinds of business models like B2C(Business to Consumer), B2B(Business to Business), and D2C(Direct to Consumer). The market of e-commerce is growing exponentially nowadays and hence the demand for data and storage increased in a vast manner. Therefore here cloud plays an important role. Cloud outsourcing is a remote network for storing and processing data.

**Salesforce** is a top-ranking e-commerce CRM system that supports marketing, sales, customer service, communities, and more. It is a **cloud-based** service that unifies how companies interact with customers across all channels and devices. Salesforce is a group of programs and services created for various tasks. The platform allows businesses to integrate process **automation** into their operations and design streamlined workflows.

Salesforce is an on-demand **CRM** i.e. cloud-based. It is intended for customer service use and increases the sales team's productivity. In addition, it is also focused on the end customer and helps them to acquire something they desire or need. It is highly customizable and industry independent.

Salesforce follows a **multitenant** architecture with three major components. First Enterprise Application which is used by organizations like SAP and PeopleSoft. CRM is also capable of integrating a variety of databases, including Oracle, Sybase, and DB2. The files and papers of the organizations make up the third crucial part of the Salesforce CRM architecture.

CRM enables you to manage interactions with your clients and prospects and to keep track of data associated with the bulk of your contacts. Additionally, it enables teams to collaborate internally and remotely, gather knowledge from online networking, keep tabs on crucial metrics, and communicate via email, phone, social media, and other channels. Based on their prior demands and preferences, it aids businesses in foreseeing customer wants.