



Government of Tamil Nadu

Naan Muthalvan - Project-Based Experiential Learning

M.V.MUTHIAH GOVERNMENT ARTS COLLEGE FOR WOMEN
(Affiliated to Mother Teresa Women's University, Kodaikanal)
Reaccredited with "A" Grade by NAAC
Dindigul-624001



PG DEPARTMENT OF PHYSICS
BONAFIDE CERTIFICATE

This is to certify that this is a bonafide record of the project entitled, "**BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE**" .done by Ms S.Mahema (20322ER013), Ms S. Vaishnavi(20322ER031), Ms P. Divya Dharshini(20322ER003) Ms J. Jaya Livi Sona(20322ER008).This is submitted in partial fulfillment for the award of the degree of Bachelor of Science in Physics in M.V.MUTHIAH GOVERNMENT ARTS COLLEGE FOR WOMEN,DINDIGUL during the period of December 2022 to April 2023.

S. Prabakaran

Project Mentor(s)

Submitted for viva-voce Examination held on 12/04/2023

R. Me

Head of the Department

BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

Project Based Experiential Learning Program

BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

Submitted by

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PG DEPARTMENT OF PHYSICS

M.V.MUTHIAH GOVERNMENT ARTS COLLEGE FOR WOMEN

DINDIGUL - 624001

APRIL 2023

1.INTRODUCTION

Salesforce is the customer company. We make cloud-based software designed to help businesses connect to their customers in a whole new way, so they can find more prospects, close more deals, and wow customers with amazing service.

1.1 Overview

These platforms work together to create a holistic view of an event and constituent data, using intuitive event-planning features such as streamlined guest management, comprehensive analytics, and personalised marketing.

1.2 Purpose

Event management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing. At the start, an event manager makes planning decisions, such as the time, location, and theme of their event. With customer expectations at an all-time high, plus a challenging economy, you need to be as efficient and effective as possible. Salesforce's customer relationship management (CRM) software breaks down the technology silos between departments.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP

You've reached the maximum number of murals. Upgrade your free plan for unlimited murals. [Upgrade](#)

Untitled mural

S.MAHEMA

Move mode

44%

15:02
11-04-2023

Windows Type here to search

My Drive - Google Drive | Untitled presentation | Untitled document - C | What Does Salesforce | (2) WhatsApp | Untitled mural • sales | + | - | X

YouTube | Maps | Gmail | News | Translate | Running Windows...

2.2 IDEATION AND BRAINSTORMING MAP

Brianstorm and Ideation Personalization

You've reached the maximum number of murals. Upgrade your free plan for unlimited murals. Upgrade

MAHEMA

- Having wonderful marketing tools
- Theme for templates is awesome
- We can make our own tools

Divya Dharshini

- The ideation of templates is awesome
- It can be taken to reach all the public

Vaishnavi

- Doing cloud business saves our time

Jaya Livi Sona

- Marketing can be done world wide
- This might be easy in accessing

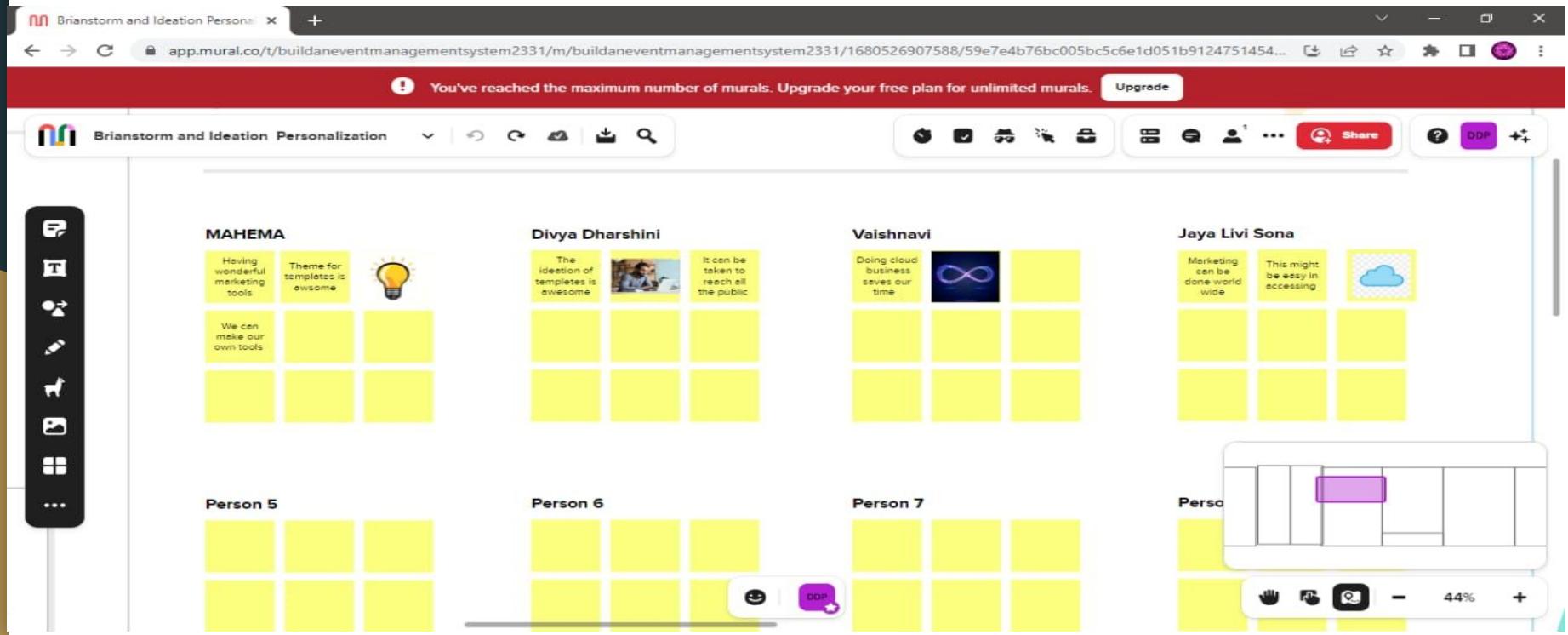
Person 5

Person 6

Person 7

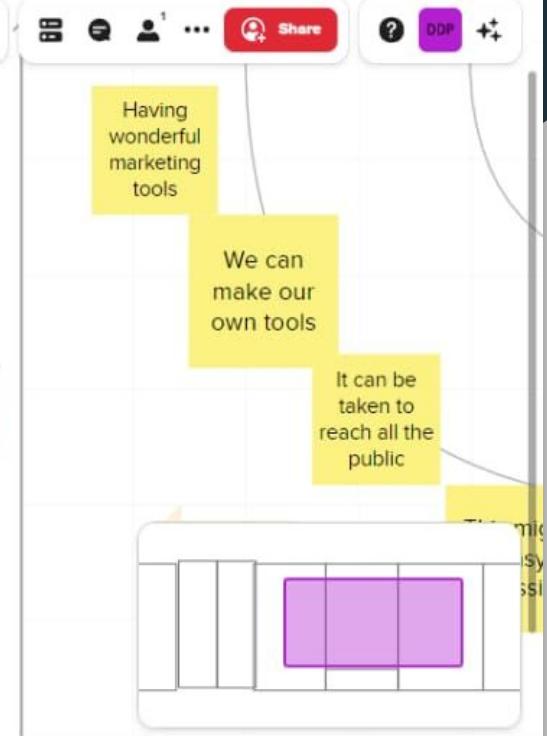
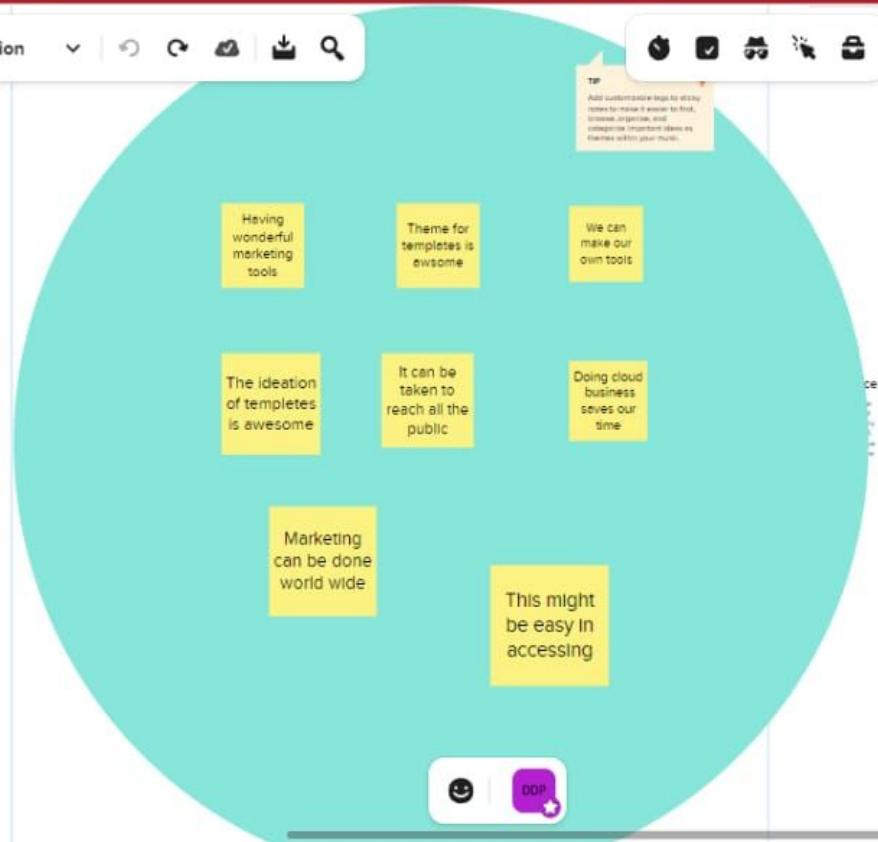
Person 8

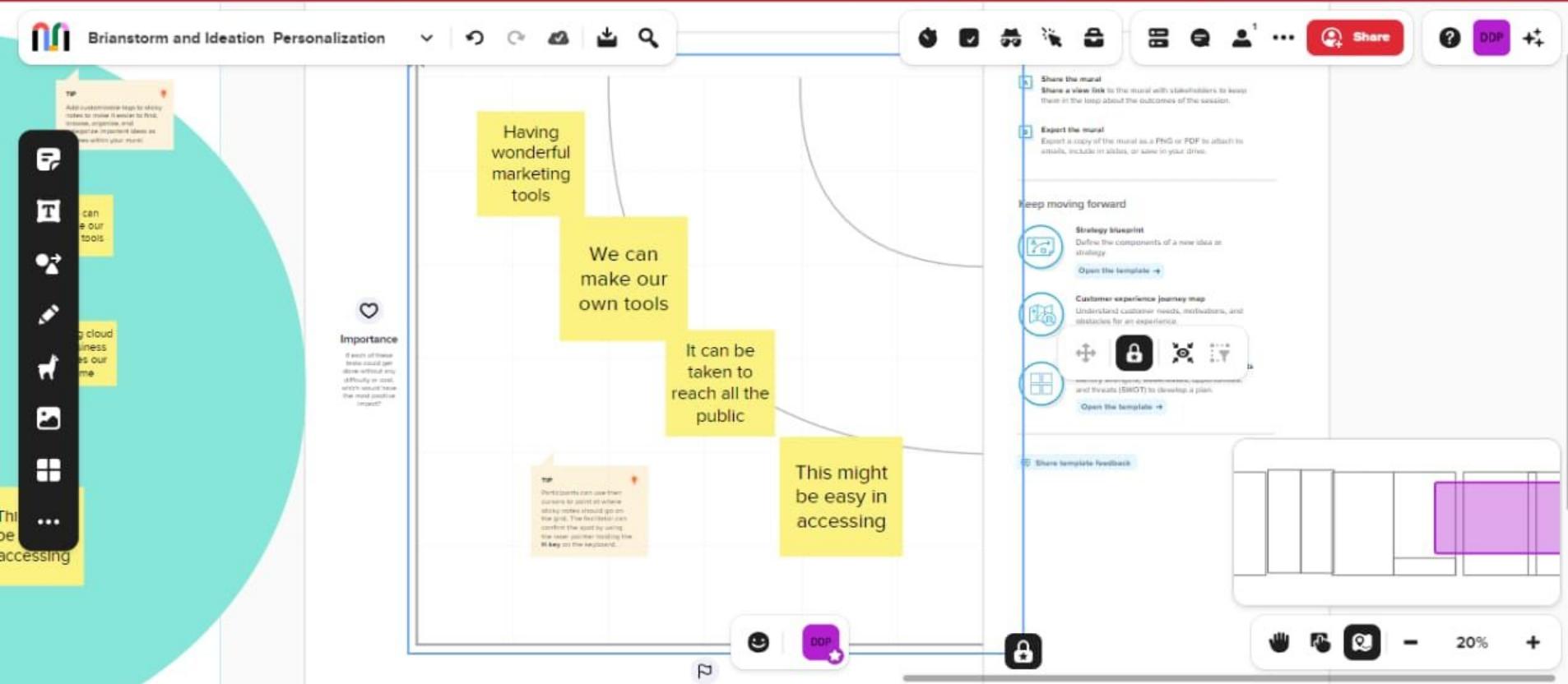
44%



! You've reached the maximum number of murals. Upgrade your free plan for unlimited murals. [Upgrade](#)

Brianstorm and Ideation Personalization





3. RESULT

3.1 DATA MODEL

OBJECT NAME	FIELDS IN THE OBJECT	
	FIELD LABEL	DATA TYPE
EVENT	CITY	TEXT
	START DATE	DATE/TIME
	END DATE	DATE/TIME

OBJECT NAME	FIELDS IN THE OBJECT													
ATTENDEES	<table border="1"> <thead> <tr> <th data-bbox="577 246 1186 303">FIELD LABEL</th><th data-bbox="1186 246 1820 303">DATA TYPE</th></tr> </thead> <tbody> <tr> <td data-bbox="577 303 1186 371">ID</td><td data-bbox="1186 303 1820 371">AUTO NUMBER</td></tr> <tr> <td data-bbox="577 371 1186 454">PHONE</td><td data-bbox="1186 371 1820 454">PHONE</td></tr> <tr> <td data-bbox="577 454 1186 522">E-MAIL</td><td data-bbox="1186 454 1820 522">E-MAIL</td></tr> <tr> <td data-bbox="577 522 1186 590">TICKETS</td><td data-bbox="1186 522 1820 590">PICKLIST</td></tr> <tr> <td data-bbox="577 590 1186 670"></td><td data-bbox="1186 590 1820 670"></td></tr> </tbody> </table>		FIELD LABEL	DATA TYPE	ID	AUTO NUMBER	PHONE	PHONE	E-MAIL	E-MAIL	TICKETS	PICKLIST		
FIELD LABEL	DATA TYPE													
ID	AUTO NUMBER													
PHONE	PHONE													
E-MAIL	E-MAIL													
TICKETS	PICKLIST													
SPEAKER	FIELD LABEL	DATA TYPE												
	BIO	TEXT AREA												
	E-MAIL	e-mail												

OBJECT NAME	FIELD IN THE OBJECT	
VENDORS	Field Label	Data Type
	E-MAIL	e-mail
	PHONE	PHONE
	SERVICE PROVIDER	TEXT

3.2 Activity and Screenshot

Milestone 1 :

Activity:

Creating a Salesforce Developer Org:

1. Go to : <http://developer.salesforce.com/>
2. Click on sign up.
3. On the sign up form, enter the following details :
 - a. First name & Last name
 - b. Email
 - c. Role : Developer
 - d. Company : College Name
 - e. County : India
 - f. Postal Code : pin code
 - g. Username : should be a combination of your name and company This need not be an actual email id, you can give anything in the format : username@organization.com

click on sign up after filling these.

The screenshot shows a web browser window with three tabs open:

- Brianstorm and Ideation Persona
- Developer Portal | Salesforce Dev
- Developer Edition Signup | Salesfo... (active tab)

The URL in the address bar is developer.salesforce.com/signup?d=70130000000td6N

The main content area features a large blue background with white text and graphics. On the left, there's a graphic of a computer monitor displaying a complex network diagram with nodes and connections. Below it, the text reads:

Build enterprise-quality apps fast to bring your ideas to life

• Build apps fast with drag and drop tools
• Customize your data model with clicks
• Go further with Apex code
• Integrate with anything using powerful APIs
• Stay protected with enterprise-grade security
• Customize UI with clicks or any leading-edge web framework

On the right, the Salesforce logo (a blue cloud with the word "salesforce" in white) is displayed above the heading "Sign up for your Salesforce Developer Edition". Below the heading, the text says "A full-featured copy of the Platform, for free". A call-to-action button is partially visible at the bottom of the form.

Form fields include:

- First Name* (text input: Your first name)
- Last Name* (text input: Your last name)
- Email* (text input: Your email address)
- Role* (dropdown menu: Your job role)
- Company* (text input: Company Name)

Account Activation

Go to the inbox of the email that you used while signing up. Click on the verify account to activate your account. The email may take 5-10mins, as

The screenshot shows a web browser window with multiple tabs open. The active tab is 'Welcome to Salesforce: Verify' from developer@salesforce.com. The browser's address bar shows 'mail.google.com/mail/u/0/#inbox/...'. The sidebar on the left indicates there are 2,343 emails in the inbox. The main content area displays an email from developer@salesforce.com with the subject 'Welcome to Salesforce: Verify your account'. The email body contains a large blue 'salesforce' logo and the text 'Thanks for signing up with Salesforce!'. Below this is an image of a computer monitor and a smartphone displaying a user interface.

Login To Your Salesforce Account

1. Go to salesforce.com and click on login.
2. Enter the username and password that you just created.
3. After login this is the home page which you will see.

The screenshot shows the Salesforce Setup Home page. At the top, there are three tabs: "Brainstorm and Ideation Personal", "Developer Portal | Salesforce Dev", and "Home | Salesforce". The "Home | Salesforce" tab is active. Below the tabs is a navigation bar with icons for Home, Object Manager, and Setup. The "Setup" icon is highlighted. On the left, a sidebar menu includes "Setup Home", "Service Setup Assistant", "Multi-Factor Authentication Assistant", "Release Updates", "Lightning Experience Transition Assistant", "Salesforce Mobile App", "Lightning Usage", and "Optimizer". Under "ADMINISTRATION", there are links for "Users", "Data", "Email", and "Subscription Management". Under "PLATFORM TOOLS", there is a link for "Apps". The main content area features a "SETUP Home" section with three cards: "Get Started with Einstein Bots" (Launch an AI-powered bot to automate your digital connections), "Mobile Publisher" (Use the Mobile Publisher to create your own branded mobile app), and "Real-time Collaborative Docs" (Transform productivity with collaborative docs, spreadsheets, and slides inside Salesforce). Below these cards is a "Most Recently Used" section showing "10 items" with columns for "NAME" and "TYPE".

Salesforce Login

<http://login.Salesforce.com>

The image shows two browser tabs. The active tab is 'Login | Salesforce' at login.salesforce.com, displaying the standard Salesforce login interface with fields for Username and Password, a 'Log In' button, and links for 'Forgot Your Password?' and 'Use Custom Domain'. Below the form are links for 'Not a customer?' and 'Try for Free'. The background features a large blue cloud icon with the word 'salesforce' on it.

The second tab is 'Developer Portal | Salesforce Dev', which is currently inactive.

To the right of the browser is a promotional graphic for the Salesforce Customer Success Platform. It features a smiling man named Jay Sharma, identified as a 'Loyalty Member'. The graphic highlights the platform's capabilities: 'Sell, market, and service with the world's #1 CRM.' It includes calls to action for 'WATCH DEMOS' and 'FREE TRIAL'. Various icons represent different features like Marketing, Service, and Sales, along with a 20% off offer for loyal customers.

Sell, market, and service with the world's #1 CRM.

Welcome to the Salesforce Customer Success Platform. Our new Lightning Platform gives you the fastest, most complete way to put your customers at the centre of everything you do.

WATCH DEMOS **FREE TRIAL**

Is this warm enough to ski in? Yes, it's good down to -10 F

Marketing Service Sales

Jay Sharma
Loyalty Member

20 % OFF sitewide for loyal customers

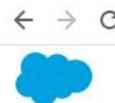
MILESTONE -2: OBJECT

ACTIVITY -1: Creation of Event Object

1. Click on the gear icon and then the select setup.
2. Click on the object manager tab just beside the home tab .
3. After the above steps, have a look on the extreme right you will

find a Create Dropdown click on that and select Custom object.

- On the Custom object definition page , create the object as follows:
- Label: Event
- Plural label: Events
- Record name: Event name
- Check the Allow Reports check box
- Check the Allow Search check box
- Click save.



Search Setup



Setup

Home

Object Manager



SETUP > OBJECT MANAGER

Event**Details**

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Details

Description

API Name

Event_c

Custom



Singular Label

Event

Plural Label

Events

[Edit](#)[Delete](#)

Enable Reports

Track Activities

Track Field History

Deployment Status

Deployed

Help Settings

Standard salesforce.com Help Window

Now create a custom tab. Click the Home tab, enter Tabs in Quick Find and select Tabs. Under Custom Object Tabs, click New.

1. For Object, select Event.
2. For Tab Style, select any icon.
3. Leave all defaults as is. Click Next, Next, and Save.

The screenshot shows the Salesforce Setup interface with the following details:

- Page Header:** Brianstorm and Ideation Personal, Developer Portal | Salesforce Dev, Tabs | Salesforce
- Search Bar:** Search Setup
- Left Navigation:** Setup, Home, Object Manager, tabs (selected), User Interface, Rename Tabs and Labels, Tabs.
- Middle Content:** A search bar with 'tabs' typed in. Below it, a section titled 'Custom Object Tab Events' displays the information for a newly created tab:
 - Custom Tab Definition Detail:** Tab Label: Events, Object: Event, Description: Created By: Divya Dharshini, 29/03/2023, 2:03 pm.
 - Tab Style:** Flag (highlighted in blue).
 - Buttons:** Edit, Delete, Splash Page, Custom Link.
 - Modified By:** Divya Dharshini, 29/03/2023, 2:03 pm.
- Bottom:** Help for this Page and a feedback icon.

In the same way create other objects such as attendees, speakers and vendors

Activity 2: Create attendees object

1. Click on the gear icon and then select Setup.
2. Click on the object manager tab just beside the home tab.
3. After the above steps, have a look on the extreme right you will find a Create Dropdown click on that

and select Custom Object.

- On the Custom Object Definition page, create the object as follows:
 - Label: Attendee
 - Plural Label:Attendees
 - Record Name: Attendee Name
 - Check the Allow Reports checkbox
 - Check the Allow Search checkbox
 - Click save.



Search Setup



Setup

Home

Object Manager



SETUP > OBJECT MANAGER

Attendee

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Details

Description

API Name

Attendee_c

Custom



Singular Label

Attendee

Plural Label

Attendees

[Edit](#) [Delete](#)

Enable Reports

Track Activities

Track Field History

Deployment Status

Deployed

Help Settings

Standard salesforce.com Help Window

Now create a custom tab. Click the Home tab, enter Tabs in Quick Find and select Tabs. Under Custom Object Tabs, click New.

1. For Object, select Attendees.
2. For Tab Style, select any icon.
3. Leave all defaults as is. Click Next, Next, and Save.

The screenshot shows the Salesforce Setup interface with the following details:

- Header:** The title bar includes tabs for "Brainstorm and Ideation Persona", "Developer Portal | Salesforce Dev", and "Tabs | Salesforce".
- Left Sidebar:** The "Setup" icon is selected. A search bar at the top says "Search Setup". Below it, under "User Interface", the "Tabs" section is highlighted. A note says "Didn't find what you're looking for? Try using Global Search."
- Central Content:** The main area has a blue header with a gear icon and the word "SETUP". Below it, a sub-header says "Custom Object Tab" followed by the name "Attendees". A note below says "Below is the information for the custom tab. Click Edit to change the custom tab." There are "Edit" and "Delete" buttons at the top of the definition detail table.
- Table:** The "Custom Tab Definition Detail" table contains the following data:

Tab Label	Attendees	Tab Style
Object	<u>Attendee</u>	Splash Page Custom Link
Description		Moon
Created By	<u>Divya Dharshini</u> , 29/03/2023, 2:02 pm	Modified By
		<u>Divya Dharshini</u> , 29/03/2023, 2:02 pm
- Right Sidebar:** A "Help for this Page" link with a question mark icon is visible.

Activity 3: Create Speaker object

1. Click on the gear icon and then select Setup.
2. Click on the object manager tab just beside the home tab.
3. After the above steps, have a look on the extreme right you will find a Create Dropdown click on that and select Custom Object.

- On the Custom Object Definition page, create the object as follows:
 - Label: Speaker
 - Plural Label:Speakers
 - Record Name: Speaker Name
 - Check the Allow Reports checkbox
 - Check the Allow Search checkbox
 - Click Save.

The screenshot shows the Salesforce Setup interface with the following details:

- Header:** Includes the Salesforce logo, a search bar labeled "Search Setup", and various global navigation icons.
- Breadcrumbs:** "SETUP > OBJECT MANAGER".
- Page Title:** "Speaker".
- Left Sidebar (Details tab):** A list of configuration items:
 - Fields & Relationships
 - Page Layouts
 - Lightning Record Pages
 - Buttons, Links, and Actions
 - Compact Layouts
 - Field Sets
 - Object Limits
 - Record Types
 - Related Lookup Filters
 - Search Layouts
- Main Content Area (Details Tab):**

Details	
Description	
API Name	Speaker_c
Custom	<input checked="" type="checkbox"/>
Singular Label	Speaker
Plural Label	Speakers
Enable Reports	<input checked="" type="checkbox"/>
Track Activities	
Track Field History	
Deployment Status	Deployed
Help Settings	
Standard salesforce.com Help Window	
- Actions:** "Edit" and "Delete" buttons.

Now create a custom tab. Click the Home tab, enter Tabs in Quick Find and select Tabs.

Under Custom Object Tabs, click New.

1. For Object, select Speakers.
2. For Tab Style, select any icon.
3. Leave all defaults as is. Click Next, Next, and Save.

The screenshot shows the Salesforce Setup interface with the following details:

- Tab Label:** Speakers
- Object:** Speaker
- Description:** (empty)
- Created By:** Divya Dharshini, 29/03/2023, 2:04 pm
- Tab Style:** Train
- Splash Page Custom Link:** (empty)
- Modified By:** Divya Dharshini, 29/03/2023, 2:04 pm

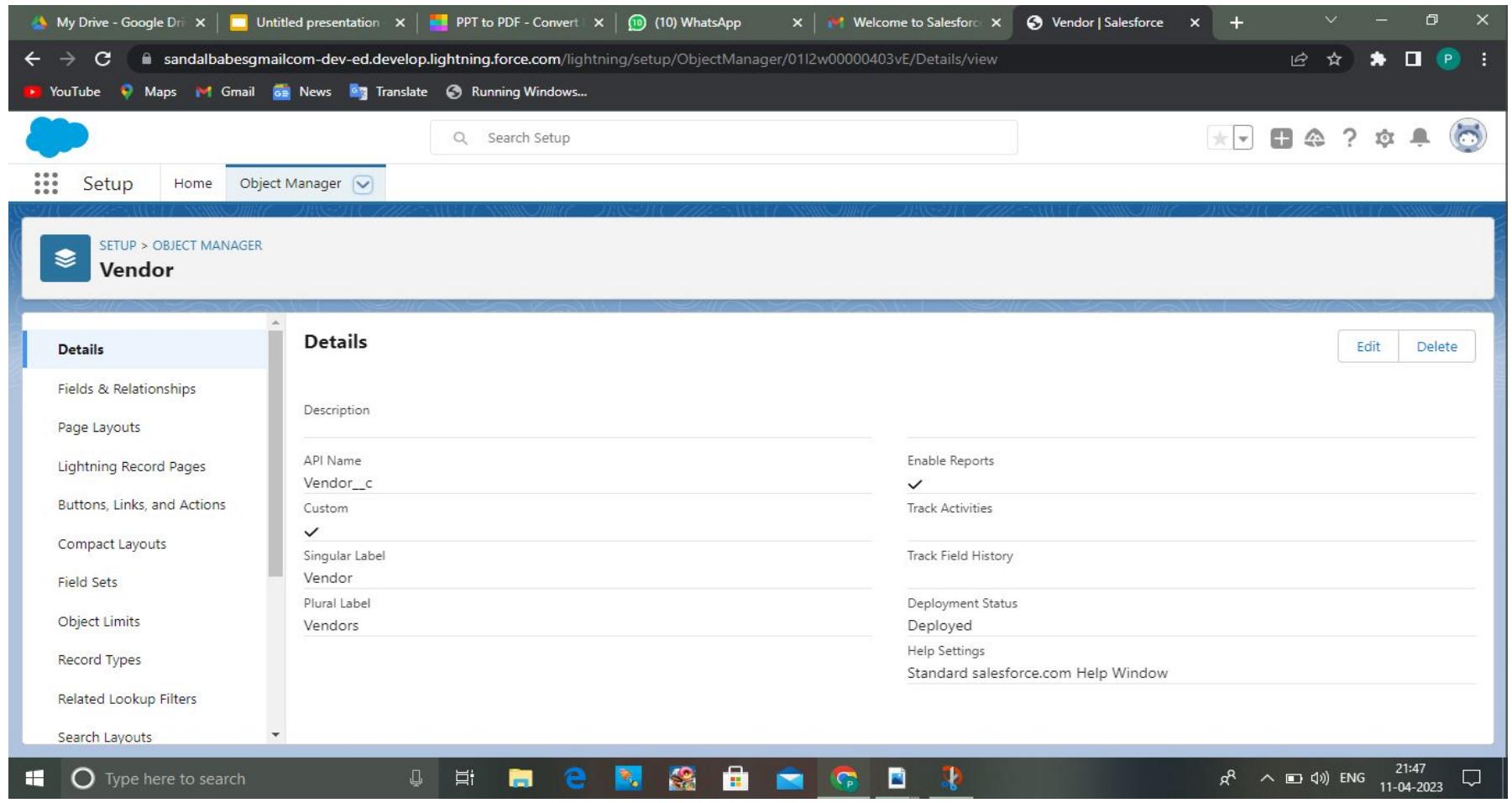
Activity 4: Create Vendor object

1. Click on the gear icon and then select Setup.

2. Click on the object manager tab just beside the home tab.

3. After the above steps, have a look on the extreme right you will find a Create Dropdown click on that and select Custom Object.

- On the Custom Object Definition page, create the object as follows:
- Label: Vendor
- Plural Label: Vendors
- Record Name: Vendor Name
- Check the Allow Reports checkbox
- Check the Allow Search checkbox
- Click Save.



Now create a custom tab. Click the Home tab, enter Tabs in Quick Find and select Tabs.

Under Custom Object Tabs, click New.

1. For Object, select Speakers.
2. For Tab Style, select any icon.
3. Leave all defaults as is. Click Next, Next, and Save.

The screenshot shows the Salesforce Setup interface with the following details:

- Tab Label:** Vendors
- Object:** Vendor
- Description:** Didn't find what you're looking for? Try using Global Search.
- Created By:** Divya Dharshini, 29/03/2023, 2:04 pm
- Modified By:** Divya Dharshini, 29/03/2023, 2:04 pm
- Tab Style:** Guitar (represented by a red guitar icon)
- Splash Page Custom Link:** (This field is empty.)

Milestone-3: Lightning App

Apps in Salesforce are a group of tabs that help the application function by working together as a unit. It has a name, a logo, and a particular set of tabs. The simplest app usually has just two tabs

Activity : Create the Event Management app

The screenshot shows a browser window with multiple tabs open, including "My Drive - Google Drive", "Untitled presentation - Google Slides", "(10) WhatsApp", and "App Manager | Salesforce". The main content is the "Lightning Experience App Manager" setup page. On the left, a sidebar menu is visible with sections like "Salesforce Mobile App", "Data", "Apps" (which is currently selected), "App Manager" (highlighted in blue), "AppExchange Marketplace", "Connected Apps", "Lightning Bolt", "Mobile Apps", and "Salesforce". The "App Manager" section contains links for "Clone Apps(Beta)", "Enable App Cloning" (with a toggle switch set to "Disabled"), and "Manage Connected Apps". The main area displays a table titled "Clone Apps(Beta)" with the following data:

App Name ↑	Developer Name	Description	Last Modified ...	Ap... ↴	Vi... ↴
1 All Tabs	AllTabSet	Build CRM Analytics dashboards and apps	27/03/2023, 3:27 pm	Classic	✓
2 Analytics Studio	Insights	Build CRM Analytics dashboards and apps	27/03/2023, 3:27 pm	Classic	✓
3 App Launcher	AppLauncher	App Launcher tabs	27/03/2023, 3:27 pm	Classic	✓
4 Bolt Solutions	LightningBolt	Discover and manage business solutions d...	27/03/2023, 3:29 pm	Lightning	✓

At the bottom of the screen, the Windows taskbar is visible with icons for File Explorer, Edge, Mail, and others, along with system status indicators.

- Click New Lightning App. Enter School Management as the App Name, then click Next

- Under App Options, leave the default selections and click Next.
- Under Utility Items, leave as is and click Next.
 - From Available Items, select Events, attendees, speakers, vendors, Reports, and Dashboards and move them to Selected Items. Click Next.
 - From Available Profiles, select System Administrator and move it to Selected Profiles. Click Save & Finish.
 - To verify your changes, click the App Launcher, type Event Management and select the Event Management app.

App Settings

App Details & Branding

App Options

Utility Items (Desktop Only)

Navigation Items

User Profiles

App Details & Branding

Give your Lightning app a name and description. Upload an image and choose the highlight color for its navigation bar.

App Details

* App Name

Event Management

* Developer Name

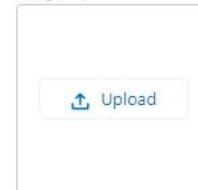
Event Management

Description

Enter a description..

App Branding

Image



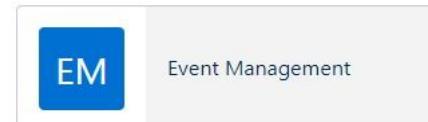
Primary Color Hex Value [i](#)

#0070D2

Org Theme Options

Use the app's image and color instead of the org's custom theme

App Launcher Preview





Search Setup



New Lightning App

Navigation Items

Choose the items to include in the app, and arrange the order in which they appear. Users can personalize the navigation to add or move items, but users can't remove or rename the items that you add. Some navigation items are available only for phone or only for desktop. These items are dropped from the navigation bar when the app is viewed in a format that the item doesn't support.

Available Items

[Create](#) [Create](#)

- Type to filter list...
- Accounts
- Alert Settings
- All Sites
- Alternative Payment Methods
- App Launcher

Selected Items

- Events
- Attendees
- Speakers
- Vendors
- Reports
- Dashboards

[Back](#)[Next](#)

App Component	App Label	Description	Created Date	Lightning	Action
4	Bolt Solutions	LightningBolt	Discover and manage business solutions designed for your i...	29/03/2023, 11:31 am	Lightning
5	Community	Community	Salesforce CRM Communities	29/03/2023, 11:29 am	Classic



Apps

Didn't find what you're looking for?
Try using the search bar above.

Search Setup

New Lightning App

User Profiles

Choose the user profiles that can access this app.

Available Profiles

 Type to filter list...

Analytics Cloud Integration User

Analytics Cloud Security User

Authenticated Website

Authenticated Website

Selected Profiles

System Administrator

Back



Save & Finish

4	Bolt Solutions	LightningBolt	Discover and manage business solutions designed for your i...	29/03/2023, 11:31 am	Lightning	<input checked="" type="checkbox"/>
5	Community	Community	Salesforce CRM Communities	29/03/2023, 11:29 am	Classic	<input checked="" type="checkbox"/>

Milestone -4: Fields and Relationship

An object relationship in Salesforce is a two-way association between two objects. Relationships are created by creating custom relationship fields on an object. This is done so that when users view records, they can also see and access related data.

Activity-1: Creation of fields for the Event objects:

1. click the gear icon and select Setup. This launches Setup in a new tab.
2. Click the Object Manager tab next to Home.
3. Select Event .
4. Select Fields & Relationships from the left navigation, and click New

My Drive - Google Drive X | Untitled presentation - Goog X | (4) WhatsApp X | Object Manager | Salesforce X | New Tab X | +

← → C sandalbabes@gmail.com-dev-ed.lightning.force.com/lightning/setup/ObjectManager/home

YouTube Maps Gmail News Translate Running Windows...

Setup Home Object Manager ▾

Cloud icon Search Setup

SETUP Object Manager

51+ Items, Sorted by Label

Quick Find Schema Builder Create ▾

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Account	Account	Standard Object			
Activity	Activity	Standard Object			
Alternative Payment Method	AlternativePaymentMethod	Standard Object			
API Anomaly Event Store	ApiAnomalyEventStore	Standard Object			
Appointment Invitation	AppointmentInvitation	Standard Object			
Appointment Invitee	AppointmentInvitee	Standard Object			
Appointment Topic Time Slot	AppointmentTopicTimeSlot	Standard Object			
Asset	Asset	Standard Object			
Asset Action	AssetAction	Standard Object			
Asset Action Source	AssetActionSource	Standard Object			

Type here to search

Windows Start button

System tray icons: Volume, Network, Battery, Language (ENG), Date (05:05 12-04-2023)

Developer Portal | Salesforce Dev Event | Salesforce

mvmuthiahgovernmentartsc99-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01I2w000003Rh7l/FieldsAndRelationships/view

Setup Home Object Manager

SETUP > OBJECT MANAGER Event

Details Fields & Relationships

8 Items, Sorted by Field Label

Quick Find New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Attendee	Attendee_c	Master-Detail(Attendee)		✓
City	City_c	Text(4)		▼
Created By	CreatedById	Lookup(User)		▼
End Date	End_Date_c	Date/Time		▼
Event Name	Name	Text(80)		▼
Last Modified By	LastModifiedById	Lookup(User)		▼
Speaker	Speaker_c	Lookup(Speaker)		▼
Start Date	Start_Date_c	Date/Time		▼

Now we're ready to make a custom field. Let's do this!

1. Select the Text as the Data Type, then click Next.
2. For Field Label, enter City.
3. Click Next, Next, then Save & New.

4. Follow steps 1 through 3 and create two Date/Time as data type with Start date and end date as field label

Activity-2: Creation of fields for the Attendee objects:

1. Select the Auto number as the Data Type, then click Next.
2. For Field Label, enter ID.
3. Click Next, Next, then Save & New

Let's create a master-detail relationship with Attendee object

1. Select Master-Detail Relationship as the Data Type and click Next.
2. For Related to, enter School.
3. Click Next.
4. For Field Label, enter Attendee.
5. Click Next, Next, Next and Save.

Lets create a Pick-List field:

1. From Setup, click Object Manager and select Attendee
2. Click Fields & Relationships, then New.
3. Select Pick-list as the Data Type and click Next.
4. For Field Label enter Tickets
5. Select Enter values, with each value separated by a new line and enter these values:
 6. PREMIUM
 7. GOLD
 8. SILVER
9. Click Next, Next, then Save & New

Activity-3: Creation of fields for the Speaker objects:

1. Select the Text Area as the Data Type, then click Next.
2. For Field Label, enter Bio.
3. Click Next, Next, then Save & New.
4. Select the E -mail as the Data Type, then click Next.
5. For Field Label, enter e-mail
6. Click Next, Next, then Save & New

The screenshot shows the Salesforce Setup interface with the following details:

- Developer Portal | Salesforce Dev** and **Speaker | Salesforce** are open in separate tabs.
- The URL is mvmuthiahgovernmentartsc99-dev-ed.lightning.force.com/lightning/setup/ObjectManager/01I2w000003RiB/FieldsAndRelationships/view.
- The top navigation bar includes icons for Home, Object Manager, and various setup tools.
- The main area shows the **SETUP > OBJECT MANAGER** for the **Speaker** object.
- The left sidebar lists other configuration options: Details, Fields & Relationships (selected), Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, List View, Button Layout, and Layout.
- The **Fields & Relationships** table displays the following fields:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Bio	Bio_c	Text Area(255)		
Created By	CreatedById	Lookup(User)		
e-mail	e_email_c	Email		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Speaker Name	Name	Text(80)		✓

Activity-3: Creation of fields for the Vendor objects:

1. Select the Phone as the Data Type, then click Next.
2. For Field Label, enter phone.
3. Click Next, Next, then Save & New.
4. Select the Text as the Data Type, then click Next.
5. For Field Label, enter Service Provider
6. Click Next, Next, then Save & New

The screenshot shows the Salesforce Developer Portal interface for the 'Vendor' object. The left sidebar lists various setup options: Details, Fields & Relationships (selected), Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, and List View Button Layout. The main content area is titled 'Fields & Relationships' and shows a table with 8 items, sorted by Field Label. The table columns are: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The data in the table is as follows:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
e-mail	e_mail__c	Email		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		
Phone	Phone__c	Phone		
Service Provider	Service_Provider__c	Text(16)		
Vendor	Vendor__c	Lookup(Vendor)	✓	
Vendor Name	Name	Text(80)	✓	

Milestone-5: Profile

A profile is a group/collection of settings and permissions that define what a user can do in Salesforce . A profile controls “Object permissions, Field permissions, User permissions, Tab settings, App settings, Apex class access, Visualforce page access, Page layouts, Record Types, Login hours & Login IP ranges

Activity : Creation on profile:

From Setup enter Profiles in the Quick Find box, and select Profiles.

1. From the list of profiles, find Standard User.
2. Click Clone.

The screenshot shows the Salesforce Profiles page. At the top, there are three tabs: 'Brianstorm and Ideation Personal' (closed), 'Developer Portal | Salesforce Dev' (closed), and 'Profiles | Salesforce'. Below the tabs is a navigation bar with icons for Home, Object Manager, and a search bar labeled 'Search Setup'. On the left, a sidebar shows 'profiles' under 'Users' and 'Profiles' (which is selected). A message at the bottom left says 'Didn't find what you're looking for? Try using Global Search.' The main content area is titled 'Profiles' and shows a table with columns for 'Action', 'Profile Name', and 'User License'. The table lists various profiles, including 'Analytics Cloud Integration User', 'Authenticated Website', 'Chatter External', 'Chatter Free', 'Salesforce', and several custom profiles like 'Custom: Marketing Profile' and 'Custom: Sales Profile'. Some profiles have checkboxes in the 'Action' column, and some have checkmarks in the 'User License' column. The bottom of the page includes pagination controls and a page number 'Page 1 of 2'.

Action	Profile Name	User License
<input type="checkbox"/>	Analytics Cloud Integration User	Analytics Cloud Integration User
<input type="checkbox"/>	Analytics Cloud Security User	Analytics Cloud Integration User
<input type="checkbox"/>	Authenticated Website	Authenticated Website
<input type="checkbox"/>	Authenticated Website	Authenticated Website
<input type="checkbox"/>	Chatter External User	Chatter External
<input type="checkbox"/>	Chatter Free User	Chatter Free
<input type="checkbox"/>	Chatter Moderator User	Chatter Free
<input type="checkbox"/>	Contract Manager	Salesforce
<input type="checkbox"/>	Cross Org Data Proxy User	XOrg Proxy User
<input type="checkbox"/>	Custom: Marketing Profile	Salesforce
<input type="checkbox"/>	Custom: Sales Profile	Salesforce

3. For Profile Name, enter Event user profile.
4. Click Save.
5. While still on the Event user profile page, then click Edit.
6. Scroll down to Custom Object Permissions and Give view all access permissions and assign to the Event vendors profile

The screenshot shows the Salesforce Profiles setup page for the 'Standard User' profile. The URL in the browser is <https://mvmuthiahgovernmentarts99-dev-ed.develop.lightning.force.com/lightning/setup/EnhancedProfiles/page?address=%2F00e2w000005j7CT>. The page title is 'Profiles | Salesforce'. The top navigation bar includes links for Brianstorm and Ideation Persona, Developer Portal | Salesforce Dev, and Profiles | Salesforce. The main menu has options for Setup, Home, and Object Manager. A search bar at the top right says 'Search Setup'. On the left, there's a sidebar with a 'profiles' search field, a 'Users' section, and a 'Profiles' section which is currently selected. The main content area displays the 'Profile Detail' for the 'Standard User'. It shows the Name as 'Standard User', User License as 'Salesforce', and Created By as 'Divya Dharshini, 29/03/2023, 11:29 am'. There are buttons for 'Edit', 'Clone', and 'View Users'. Below this, the 'Page Layouts' section is shown, listing various layouts for different objects like Global, Email Application, Home Page Layout, Account, Object Milestone, Operating Hours, Opportunity, and Opportunity Product. Each layout entry includes a link to 'View Assignment'.

Milestone-6: Users

A user is anyone who logs in to Salesforce. Users are employees at your company, such as sales reps, managers, and IT specialists, who need access to the company's records. Every user in Salesforce has a user account.

Activity : Creating a Users:

1. From Setup, in the Quick Find box, enter Users, and then select Users.
2. Click New User.

The screenshot shows the Salesforce Developer Portal interface. The top navigation bar includes 'Developer Portal | Salesforce Dev', 'Users | Salesforce', and a search bar labeled 'Search Setup'. Below the header is a toolbar with various icons. The main content area is titled 'SETUP' and 'Users'. A sidebar on the left lists categories like 'Users', 'Feature Settings', and 'Data.com'. The main page displays a table of users with columns for 'Action', 'Full Name', 'Alias', 'Username', 'Role', 'Active', and 'Profile'. The table lists several users, each with an edit link and a checkbox for selecting multiple users. At the bottom of the table are buttons for 'New User', 'Reset Password(s)', and 'Add Multiple Users'.

Action	Full Name	Alias	Username	Role	Active	Profile
<input type="checkbox"/>	Chatter_Expert	Chatter	chatty.00d2w0000rra6zeaf4wouuvr7n9mh@chatter.salesforce.com		<input checked="" type="checkbox"/>	Chatter Free User
<input type="checkbox"/>	Dharshini_Divya	DDhar	divya26dharshini@gmail.com		<input checked="" type="checkbox"/>	System Administrator
<input type="checkbox"/>	Gupta_Sanjay	sanj	sanjaygupta@thesmartbridge.com		<input checked="" type="checkbox"/>	Cross Org Data Proxy User
<input type="checkbox"/>	Sharma_Rahul	Rahus	rahulshama@thesmartbridge.com		<input checked="" type="checkbox"/>	Event vendors profile
<input type="checkbox"/>	User_Integration	integ	integration@00d2w0000rra6zeaf.com		<input checked="" type="checkbox"/>	Analytics Cloud Integration User
<input type="checkbox"/>	User_Security	sec	insightssecurity@00d2w0000rra6zeaf.com		<input checked="" type="checkbox"/>	Analytics Cloud Security User

3. Enter the user's name Sanjay and (Your) email address and a unique username in the form of an email address. By default, the username is the same as the email address.
4. Select a User License As Salesforce .
5. Select a profile as a Event profile.
6. Check Generate new password and notify the user immediately to have the user's login name and a temporary password emailed to your email.

The screenshot shows the Salesforce Developer Portal interface. The top navigation bar includes tabs for 'Brianstorm and Ideation Personal', 'Developer Portal | Salesforce Dev', and 'Users | Salesforce'. The main content area is titled 'SETUP' and 'Users'. A sub-header for 'Sanjay Gupta' lists various tabs: 'Permission Set Assignments [2]', 'Permission Set Assignments: Activation Required [0]', 'Permission Set Group Assignments [0]', 'Permission Set License Assignments [0]', 'Personal Groups [0]', 'Public Group Membership [0]', 'Queue Membership [0]', 'Team [0]', 'Managers in the Role Hierarchy [0]', 'OAuth Connected Apps [0]', 'Third-Party Account Links [0]', 'Installed Mobile Apps [0]', 'Authentication Settings for External Systems [0]', 'Login History [0]', and 'User Provisioning Accounts [0]'. Below this is the 'User Detail' section, which includes fields for Name (Sanjay Gupta), Alias (sanj), Email (divya26harshini@gmail.com), Username (sanjaygupa@thesmartbridge.com), Nickname (Sanju), Title, Company, Department, Division, Address, Time Zone ((GMT+05:30) India Standard Time (Asia/Kolkata)), Locale (English (India)), Language (English), and Delegated Approver. To the right of these fields is a 'Role' section containing several checkboxes: 'User License Profile Active' (checked), 'Cross Org Data Proxy', 'Marketing User' (unchecked), 'Offline User' (unchecked), 'Knowledge User' (unchecked), 'Flow User' (unchecked), 'Service Cloud User' (unchecked), 'Site.com Contributor User' (unchecked), 'Site.com Publisher User' (unchecked), 'WDC User' (unchecked), 'Mobile Push Registrations' (View), and 'Data.com User Type' (checkbox). The left sidebar contains sections for 'Setup' (Home, Object Manager), 'Users' (Permission Set Groups, Permission Sets, Profiles, Public Groups, Queues, Roles, User Management Settings, Users - selected), 'Feature Settings', 'Data.com' (Prospector Users), and a search bar for 'users'. A message at the bottom left says 'Didn't find what you're looking for? Try using Global Search.'

7. Similarly,

The screenshot shows the Salesforce Setup interface with the following details:

Setup Home: The current page is the User Detail page for 'Rahul Sharma'.

User Detail Section:

User Detail		Edit Sharing Reset Password Freeze	
Name	Rahul Sharma	User License	Salesforce
Alias	Rahu	Profile	Event vendors.profile
Email	divya26dharshini@gmail.com	Active	<input checked="" type="checkbox"/>
Username	rahulshama@thesmartbridge.com	Marketing User	<input type="checkbox"/>
Nickname	Rahu i	Offline User	<input type="checkbox"/>
Title		Knowledge User	<input type="checkbox"/>
Company		Flow User	<input type="checkbox"/>
Department		Service Cloud User	<input type="checkbox"/>
Division		Site.com Contributor User	<input type="checkbox"/>
Address		Site.com Publisher User	<input type="checkbox"/>
Time Zone	(GMT+05:30) India Standard Time (Asia/Kolkata)	WDC User	<input type="checkbox"/>
Locale	English (India)	Mobile Push Registrations	View
Language	English	Data.com User Type	i
Delegated Approver			

Left Navigation Bar (under 'Users'):

- Permission Set Groups
- Permission Sets
- Profiles
- Public Groups
- Queues
- Roles
- User Management Settings
- Users** (selected)
- Feature Settings
- Data.com
- Prospector Users

Search Bar: Search Setup

Header Tabs: Brianstorm and Ideation Persona, Developer Portal | Salesforce Dev, Users | Salesforce

Milestone-7: Permission sets

A permission set is a collection of settings and permissions that give users access to various tools and functions. Permission sets extend users' functional access without changing their profiles.

Activity-1:

Permission sets 1:

1. From Setup, enter Permission Sets in the Quick Find box, then select Permission Sets.
2. Click New.

The screenshot shows the Salesforce Developer Portal interface. The browser title bar reads "Brianstorm and Ideation Persona | Developer Portal | Salesforce Dev | Permission Sets | Salesforce". The left sidebar has "Setup" selected under "Users" and "Permission Sets" is highlighted. The main content area is titled "Permission Sets" and contains a table of existing permission sets. The table columns are "Action", "Permission Set Label", "Description", and "License". The "Description" column provides a brief overview of each permission set's functionality, and the "License" column indicates the specific license required for each. At the bottom of the table, there are navigation links for "Previous" and "Next".

Action	Permission Set Label	Description	License
<input type="checkbox"/>	Clone	Allows access to the store. Lets users see products and c...	B2B Buyer Permission Set One Seat
<input type="checkbox"/>	Clone	Includes all Buyer capabilities, and allows access to mana...	B2B Buyer Manager Permission Set One Seat
<input type="checkbox"/>	Clone	Denotes that the user is a Sales Cloud or Service Cloud u...	CRM User
<input type="checkbox"/>	Clone	Allow access to commerce admin features.	Commerce Admin Permission Set License Seat
<input type="checkbox"/>	Clone	Manage Service Cloud Voice contact centers that use Am...	Service Cloud Voice User
<input type="checkbox"/>	Clone	Access agent features in Service Cloud Voice contact cen...	Service Cloud Voice User
<input type="checkbox"/>	Clone	Access supervisor features in Service Cloud Voice contact...	Service Cloud Voice User
<input type="checkbox"/>	Del Clone	Event Permits	Salesforce
<input type="checkbox"/>	Del Clone	Experience Profile Manager	



Search Setup



Setup

Home

Object Manager

permission sets

Users

Permission Sets

Didn't find what you're looking for?

Try using Global Search.



SETUP

Permission Sets

Permission Set
Create

Help for this Page

[Save](#) [Cancel](#)

Enter permission set information

= Required Information

Label

API Name

Description

Session Activation Required

Select the type of users who will use this permission set

Who will use this permission set?

- Choose '--None--' if you plan to assign this permission set to multiple users with different user and permission set licenses.
- Choose a specific user license if you want users with only one license type to use this permission set.
- Choose a specific permission set license if you want this permission set license auto-assigned with the permission set.

Not sure what a permission set license is? [Learn more here.](#)License

3. Give the name of the Permission set name as Event permits and then under the object settings give the view create and edit permissions to all custom objects and assign to the Event user.

The screenshot shows the Salesforce Developer Portal interface. The top navigation bar includes tabs for 'Brianstorm and Ideation Persona', 'Developer Portal | Salesforce Dev', and 'Permission Sets | Salesforce'. The URL in the address bar is mvmuthiahgovernmentartsc99-dev-ed.develop.lightning.force.com/lightning/setup/PermSets/page?address=%2F0PS2w000009OoAV. The page title is 'Permission Sets' under the 'SETUP' tab. On the left sidebar, under 'Users', the 'Permission Sets' tab is selected. A search bar at the top left contains the text 'permission sets'. Below the sidebar, a message says 'Didn't find what you're looking for? Try using Global Search.' The main content area displays a permission set named 'Event Permits'. The 'Permission Set Overview' section shows the API Name as 'Event_Permits', the Namespace Prefix as 'Divya_Dharshini', and the Created By field as 'Divya Dharshini, 29/03/2023, 4:36 pm'. The 'Description' field is empty, 'License' is not specified, 'Session Activation Required' is unchecked, and 'Last Modified By' is listed as 'Divya Dharshini, 29/03/2023, 4:36 pm'. Below this, there is a section titled 'Apps' which lists several settings: 'Assigned Apps' (Settings that specify which apps are visible in the app menu), 'Assigned Connected Apps' (Settings that specify which connected apps are visible in the app menu), 'Object Settings' (Permissions to access objects and fields, and settings such as tab availability), 'App Permissions' (Permissions to perform app-specific actions, such as "Manage Call Centers"), and 'Apex Class Access' (Permissions to execute Apex classes).

Similarly follow the above steps for the permission set 2.

Activity-2:

Permission sets 2:

1. From Setup, enter Permission Sets in the Quick Find box, then select Permission Sets.
2. Click New.
3. Give the name of the Permission set name as Vendor permits and then under the object settings give all permissions for the custom objects and assign them to the Vendor user

The screenshot shows the Salesforce Developer Portal interface. The browser address bar displays the URL: `mvmuthiahgovernmentarts99-dev-ed.develop.lightning.force.com/lightning/setup/PermSets/page?address=%2F0PS2w000009OoBE`. The page title is "Permission Sets". On the left sidebar, under the "Users" section, the "Permission Sets" tab is selected. The main content area shows a "Permission Set Overview" for a record named "Vendor Permits". The API Name is listed as "Vendor_Permits". The "Assigned Apps" section is expanded, showing options like "Assigned Apps", "Assigned Connected Apps", "Object Settings", "App Permissions", and "Apex Class Access". The "Last Modified By" field shows "Divya Dharshini, 29/03/2023, 4:39 pm". The status bar at the bottom right indicates "Video Tutorial | Help for this Page".

Milestone-8: Reports

A report is a list of records that meet the criteria you define. It's displayed in Salesforce in rows and columns, and can be filtered, grouped, or displayed in a graphical chart. Every report is stored in a folder. Folders can be public, hidden, or shared, and can be set to read-only or read/write.

Activity : Reports :

1. From the Reports tab, click New Report.

The screenshot shows the Salesforce Lightning interface with the Reports tab selected. The top navigation bar includes links for Developer Portal, Reports, Event Management, Events, Attendees, Speakers, Vendors, Students, Reports, Dashboards, and a search bar. The main content area displays a table of recent reports. The table has columns for Report Name, Description, Folder, Created By, Created On, and Subscribed. One report is listed: "Attendees with events" in the "Private Reports" folder, created by Divya Dharshini on 29/3/2023, 4:59 pm. A sidebar on the left lists categories like Recent, Reports, Folders, and Favorites.

REPORTS	Report Name	Description	Folder	Created By	Created On	Subscribed
Recent	Attendees with events		Private Reports	Divya Dharshini	29/3/2023, 4:59 pm	

Recent

Reports

1 item

REPORTS

Recent

Attendees with events

Private Reports

Divya Dharshini

Created On

29/3/2023, 4:59 pm

Subscribed

Created by Me

Private Reports

Public Reports

All Reports

FOLDERS

All Folders

Created by Me

Shared with Me

FAVORITES

All Favorites

2. Select the report type as Attendees with events for the report, and click Create.

The screenshot shows a browser window with multiple tabs open, including 'My Drive - Google Drive', 'Untitled presentation - Google Slides', '(5) WhatsApp', 'Report Builder | Salesforce', and 'New Tab'. The main content is the 'Report Builder' interface within Salesforce.

The top navigation bar includes links for Event Management, Events, Attendees, Speakers, Vendors, Reports (which is currently selected), Dashboards, Students, and a search bar.

A modal dialog titled 'Create Report' is open. On the left, a sidebar under 'Category' shows 'Recently Used' and a list of categories: All, Accounts & Contacts, Opportunities, Customer Support Reports, Leads, Campaigns, and Activities. The 'All' category is currently selected.

The central area is titled 'Select a Report Type' and contains a search bar with the query 'att'. Below it is a table with columns 'Report Type Name' and 'Category'. The table lists four report types: 'Attendees' (Standard), 'Attendees with Events' (Standard), 'Attendees with Events and Speaker' (Standard), and 'Attendees with Events and Vendors' (Standard).

On the right, the 'Details' panel is expanded, showing the selected report type: 'Attendees with Events' (Standard Report Type). It includes a 'Start Report' button, a 'Details' section (which is currently active), and a list of fields (31). Below this, another section titled 'Created By You' shows a recent report: 'New Attendees with Events Report' last used on 3/29/2023.

The bottom of the screen shows the Windows taskbar with various pinned icons and system status indicators.

3. Customize your report, then save or run it.

The screenshot shows a web browser window with multiple tabs open. The active tab is 'Report Builder | Salesforce' at the URL <https://sandalbabes@gmail.com-dev-ed.lightning.force.com/one/one.app#eyJjb21wb25lbnREZWYiOiJyZXVcnRzOnJlcG9ydEJ1aWxkZXliLCJhdHRyaWJ1dGVzJp7InJl...>. The browser's address bar also shows other tabs like 'My Drive - Google Drive', 'Untitled presentation - Google Slides', and '(5) WhatsApp'.

The main content area is the 'Event Management' section of the Report Builder. The top navigation bar includes links for Event Management, Events, Attendees, Speakers, Vendors, Reports (selected), Dashboards, and Students. A search bar and various configuration icons are also present.

The report itself is titled 'Attendees with Events'. It displays a message stating 'No records returned. Try editing report filters:' followed by two bullet points:

- Show [All attendees](#).
- Edit other filters in the filter panel.

The left sidebar contains sections for 'Groups' (with 'GROUP ROWS' and 'Add group...') and 'Columns' (with 'Add column...', 'Attendee: Attendee Name', and 'Event: Event Name').

At the bottom of the screen, the Windows taskbar is visible with icons for File Explorer, Edge, File, Mail, and Google Chrome. The system tray shows the date and time as 06:56 12-04-2023, along with battery and network status.

5. ADVANTAGES AND DISADVANTAGES

ADVANTAGES-

- A single view of the customer for cross-functional insight and reporting.
- Dashboards that visually showcase data in action.
- Customer-centric automation.
- Proactive service
- Optimized processes.
- Simplified collaboration.

DISADVANTAGES-

- Expensive
- You have to pay for add-ons to get the most out of the software
- Configuration and setup is complex and time-consuming
- Cluttered interface makes navigation and simple tasks unnecessarily complex
- The learning curve never seems to end
- Customer support has a poor reputation

APPLICATIONS

- Customer Service: Salesforce provides excellent customer service from anywhere in the world. It helps in resolving customer issues faster and improves support agent response time. Salesforce allows you to unify email, social, phone, and chat support and helps manage every channel from one view.
- Customize Data: Salesforce allows you to handle and customize different types of data. It helps you track real-time analytics and enhance the customer experience.
- Flexible Data Reporting and Analysis: Salesforce allows flexible data reporting and analysis. Here, sales representatives can create their reports to check the accounts they haven't worked on for a while.
- Understand Customer Data: The Salesforce tool makes you understand customer data, identify their interests and perception. You can locate and re-engage inactive customers and increase sales by tracking customer interaction.

CONCLUSION:

Salesforce is a great platform and, easy to use, powerful, quick as well as have good community. This project showed in the above text, what concept of cloud computing and Salesforce is all about. After reading this paper you easily know, that Salesforce offers a conclusive concept to deliver an easy to use CRM Software as a service using a dynamic scale free cloud computing approach and also how to make college management system using sales force. So Salesforce.com is an excellent example for an e-Commerce company, management of information in college, universities, with mobile friendly Salesforce application, these reports would be accessible anywhere, anytime.

FUTURE SCOPE

In the longer term, we expect Salesforce to integrate data science and big data capabilities to its Service Cloud and Marketing Cloud. This would result in automated customer service tasks (via Service Cloud) and would let marketers leverage data for predictive and targeted marketing (via Marketing Cloud).



Thank
You!