**SALESFORCE**

* [Salesforce](https://www.salesforce.com/in/), Inc. is a famous American cloud-based software company that provides CRM services. Salesforce is a popular CRM tool for support, sales, and marketing teams worldwide
* Salesforce services allow businesses to use cloud technology to better connect with partners, customers, and potential customers
* A CRM platform helps you go deeper with all your metrics and data; you could also set up a dashboard that showcases your data visually.
* **Worldwide software sales: $17.1 billion**

## Salesforce Services

* SAAS (Software As A Service): Here, you can directly obtain the built-in software and make use of it.
* PAAS (Platform As A Service): PAAS offers you the framework and platform to build your websites and apps.
* IAAS (Infrastructure As A Service): IAAS plays a vital role in Salesforce development, although not very widely used.

## Salesforce Architecture

1.Multi-tenant

2.Metadata:

3.API

Salesforce Cloud Services

1. Sales Cloud:
2. Marketing Cloud:.
3. Analytics Cloud:

## 

## Salesforce Applications

* Customer Service: Salesforce provides excellent customer service from anywhere in the world.
* 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.
* Understand Customer Data: The Salesforce tool makes you understand customer data, identify their interests and perception.

| **Website** | [Salesforce.com](http://salesforce.com/) |
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**INTUIT**

* Intuit is a global technology firm that creates financial software for consumers including those who are self-employed and own small businesses
* Intuit was founded in 1983 by Scott Cook (“Cook”) and Tom Proulx (“Proulx”)
* Its products include QuickBooks, TurboTax and Lacerte, among others, as well as personal finance apps Mint and Credit Karma.
* Intuit is a developer of tax preparation and accounting software aimed at small businesses, accountants and individual users.
* Intuit has lobbied extensively against the [IRS](https://en.m.wikipedia.org/wiki/Internal_Revenue_Service) providing taxpayers with free pre-filled forms, as is the norm in other developed countries
* The company is headquartered in [Mountain View, California](https://en.m.wikipedia.org/wiki/Mountain_View,_California), and the CEO is Sasan Goodarzi.
* In August 2020, Intuit QuickBooks Canada was expected to reveal intentions to partner with Digital Main Street, as the company aims to help digitally turn Canadian small businesses.[[](https://en.wikipedia.org/wiki/Intuit#cite_note-33)

| **Headquarters** | [Mountain View, California](https://en.wikipedia.org/wiki/Mountain_View,_California), |
| --- | --- |

| **Founder** | * [Scott Cook](https://en.m.wikipedia.org/wiki/Scott_Cook) * [Tom Proulx](https://en.m.wikipedia.org/wiki/Tom_Proulx) |
| --- | --- |

| **Revenue** | Increase [US$](https://en.wikipedia.org/wiki/United_States_dollar)9.633 billion (2021) |
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| **Website** | [Intuit.com](https://www.intuit.com/) |
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SAP

* SAP is the market leader in enterprise application software, helping companies of all sizes and in all industries run at their best:
* **SAP for Retailing** is a comprehensive set of offerings for various retail processes including [demand management](https://en.wikipedia.org/wiki/Demand_management)/[forecasting](https://en.wikipedia.org/wiki/Forecasting) and [supply chain](https://en.wikipedia.org/wiki/Supply_chain) at a high level, and specific areas such as [contracting](https://en.wikipedia.org/wiki/Contracting), [purchasing](https://en.wikipedia.org/wiki/Purchasing), goods receipts, invoice verification, accounts payable, [pricing](https://en.wikipedia.org/wiki/Pricing), billing, [Point-of-Sale](https://en.wikipedia.org/wiki/Point-of-Sale) and [business analytics](https://en.wikipedia.org/wiki/Business_analytics).
* **SAP User Groups** are independent, nonprofit organizations of SAP customers and SAP partners. They serve as communications channel for their members towards SAP and for SAP towards the markets.
* **SAP Labs** are R&D locations that develop and improve SAP core products. SAP Labs are strategically located in high-tech clusters around the globe
* SAP helps customers seamlessly link operational data on business processes with experience data on emotional factors such as purchase experience and customer feedback.
* **Main types of software offered:**
* Enterprise software,
* Software as a Service
* Founded in 1972, the company was initially called System Analysis Program Development (Systemanalyse Programmentwicklung), later abbreviated to SAP
* SAP **helps companies and organizations of all sizes and industries run their businesses profitably, adapt continuously, and grow sustainably**
* This helps companies better manage complex business processes by giving employees of different departments easy access to real-time insights across the enterprise.
* SAP is best known for **producing enterprise resource planning software (ERP**); this allows organisations to manage business operations across procurement, manufacturing, service, sales, finance, and HR.
* **Worldwide software sales: $32.3 billion**

| **Website** | [www.sap.com](https://www.sap.com/) |
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IBM

* IBM **produces and sells computer hardware, middleware and software, and provides hosting and consulting services in areas ranging from mainframe computers to nanotechnology**.
* **IBM**, in full **International Business Machines Corporation**, leading American computer manufacturer, with a major share of the market both in the [United States](https://www.britannica.com/place/United-States) and abroad. Its headquarters are in Armonk, [New York](https://www.britannica.com/place/New-York-state).
* IBM’s specialty was [mainframe](https://www.britannica.com/technology/mainframe) computers—i.e., expensive medium- to large-scale computers that could process numerical data at great speeds
* It was incorporated in 1911 as the Computing-Tabulating-Recording Company in a consolidation of three smaller companies that made punch-card tabulators and other office products.
* **Founded in:** 1911
* **Headquarters:** Armonk, New York, USA
* **Worldwide software sales: $23.4 billion**

| **Website** | [ibm.com](https://www.ibm.com/) |
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* **Main types of software offered:**
* Cognition software,
* Cloud software

SERVICE NOW

* **ServiceNow** is an American software company based in [Santa Clara, California](https://en.m.wikipedia.org/wiki/Santa_Clara,_California) that develops a [cloud computing](https://en.m.wikipedia.org/wiki/Cloud_computing) platform to help companies manage digital workflows for enterprise operations.
* Founded in 2003 by [Fred Luddy](https://en.m.wikipedia.org/wiki/Fred_Luddy),

| **Revenue** | Increase [US$](https://en.m.wikipedia.org/wiki/United_States_dollar)5.9 billion (2021)[[1]](https://en.m.wikipedia.org/wiki/ServiceNow#cite_note-financials-1) |
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* ServiceNow is listed on the [New York Stock Exchange](https://en.m.wikipedia.org/wiki/New_York_Stock_Exchange) and is a constituent of the [Russell 1000 Index](https://en.m.wikipedia.org/wiki/Russell_1000_Index) and [S&P 500 Index](https://en.m.wikipedia.org/wiki/S%26P_500_Index)
* n 2018, [Forbes](https://en.m.wikipedia.org/wiki/Forbes) magazine named it number one on its list of the world's most innovative companies.
* ServiceNow is a [platform-as-a-service](https://en.m.wikipedia.org/wiki/Platform_as_a_service) provider, providing technical management support, such as [IT service management](https://en.m.wikipedia.org/wiki/IT_service_management), to the IT operations of large corporations, including providing [help desk](https://en.m.wikipedia.org/wiki/Help_desk) functionality.
* The company's core business revolves around management of "incident, problem, and change" IT operational events.
* In March 2020, ServiceNow released "Orlando", a version of its cloud software paired with artificial intelligence technology aimed at fixing practical problems
* ServiceNow products offer a service model based on what can help users identify the root cause of the issues they encounter, as well as helps them to correct issues with self-service.
* The service model appears as tasks, activities and processes from ServiceNow products, separated by cloud services.

| **Website** | [servicenow.com](http://servicenow.com/) |
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