



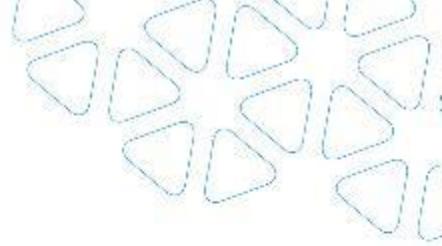
TEKsystems Global Services

Topic of Presentation
Salesforce Functionality

Presented by: Kishore B T

Date of Presentation: 18/09/2020

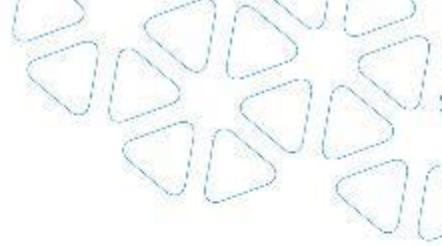




Agenda

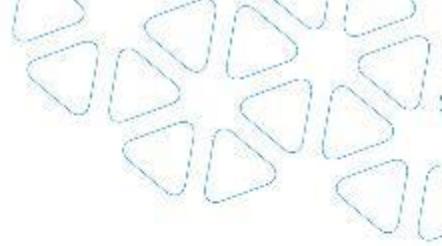
- Cloud Computing ?
- Cloud Computing Services ?
- CRM?
- About Salesforce
- Salesforce Architecture
- Roles in Salesforce
- Certification in Salesforce





Cloud Computing?

- Cloud computing is a general term for the delivery of “hosted services over the internet”
- Cloud computing enables companies to consume a compute resource, such as a virtual machine (VMs), storage or an application, as a utility -- just like electricity -- rather than having to build and maintain computing infrastructures in house.
- Cloud computing boasts several attractive benefits for businesses and end users. Three of the main benefits of cloud computing are:



Cloud Computing Services

- These services are broadly divided into three categories:
- Infrastructure-as-a-Service (IaaS): Amazon.com (AMZN) - Cloud storage, Google (GOOG) - Managed hosting, development environment
- Platform-as-a-Service (PaaS) : Force.com , IBM Cloud - Lotus Live
- Software-as-a-Service (SaaS): Salesforce
- The name cloud computing was inspired by the cloud symbol that's often used to represent the Internet in flowcharts and diagrams.

Cloud computing refers to Internet-based computing

1

Offsite

Accessing offsite IT resources in a data centre that's not your own. You don't buy the servers and storage, someone else does

2

Virtual

You assemble software stacks of databases, web servers, operating systems, storage, and networking, then manage them as virtual servers

3

On Demand

Use when needed, including processors, memory, network, bandwidth, storage

4

Subscription Style

These tend to be month-to-month or pay-per-use

5

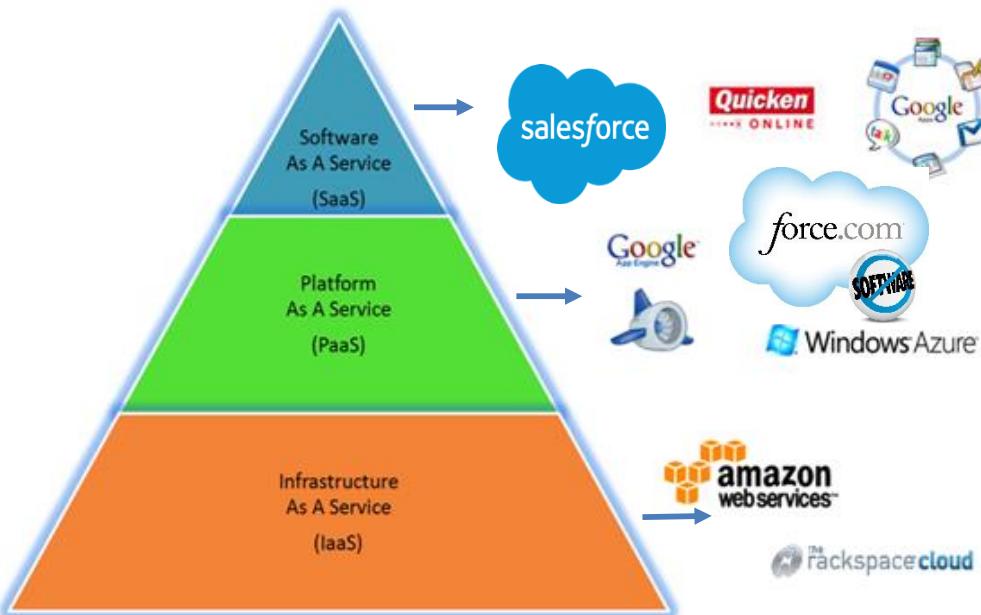
Simple

Configure resources extremely quickly

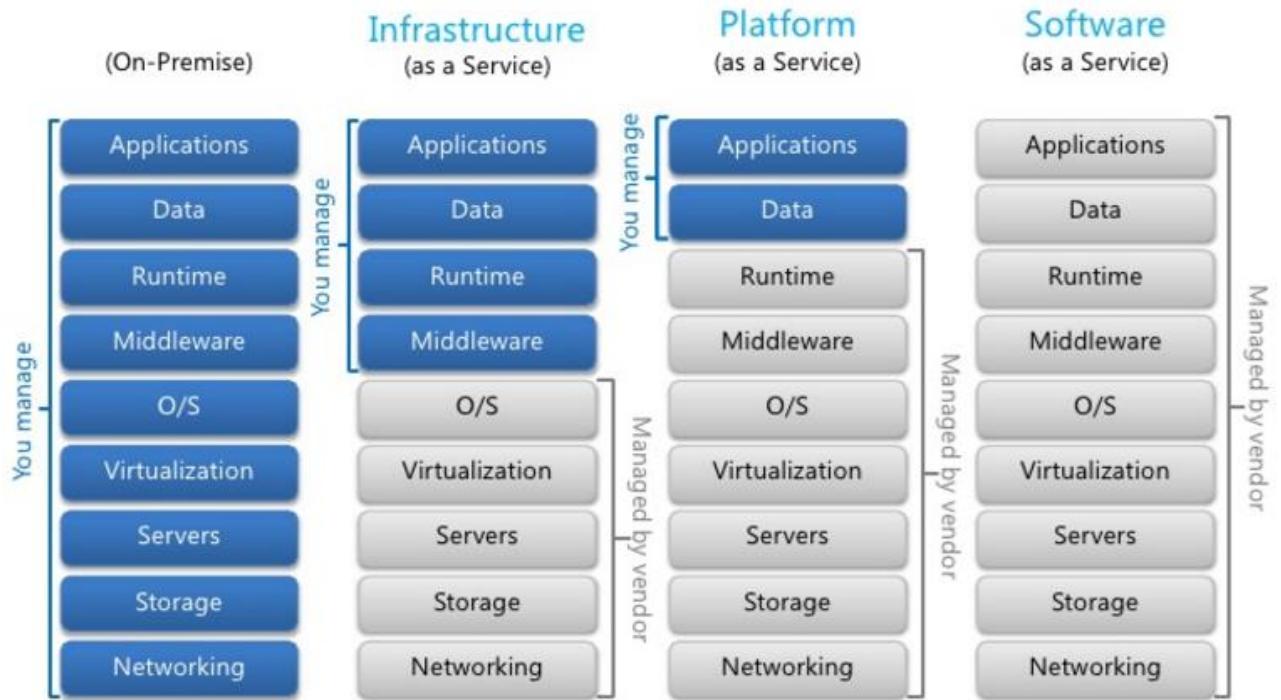
6

Web Based

Cloud computing involves browser access to hosted data and resources

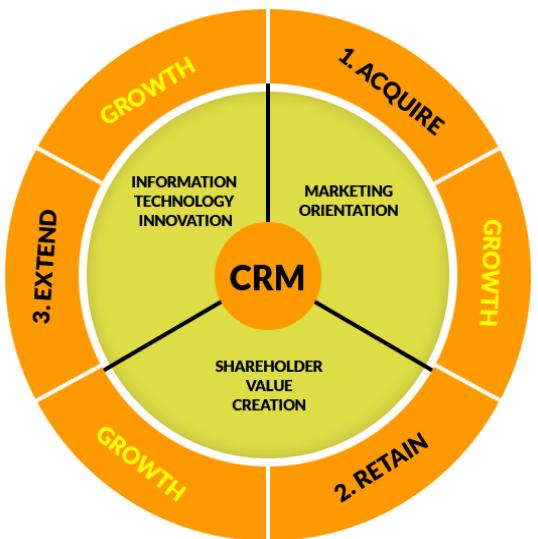


Cloud Computing Services



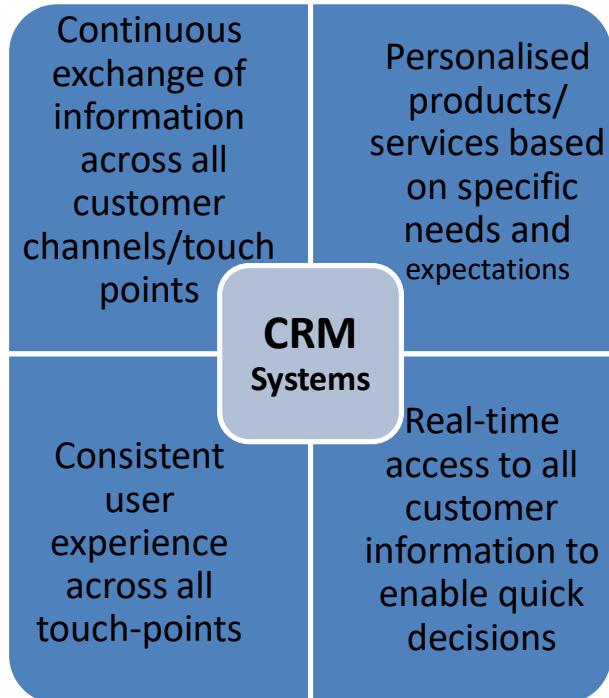
CRM | Customer Relation Management

CRM is a strategy for managing a company's interactions with clients and sales prospects and ensuring the 'Connect' sustains throughout the relation.

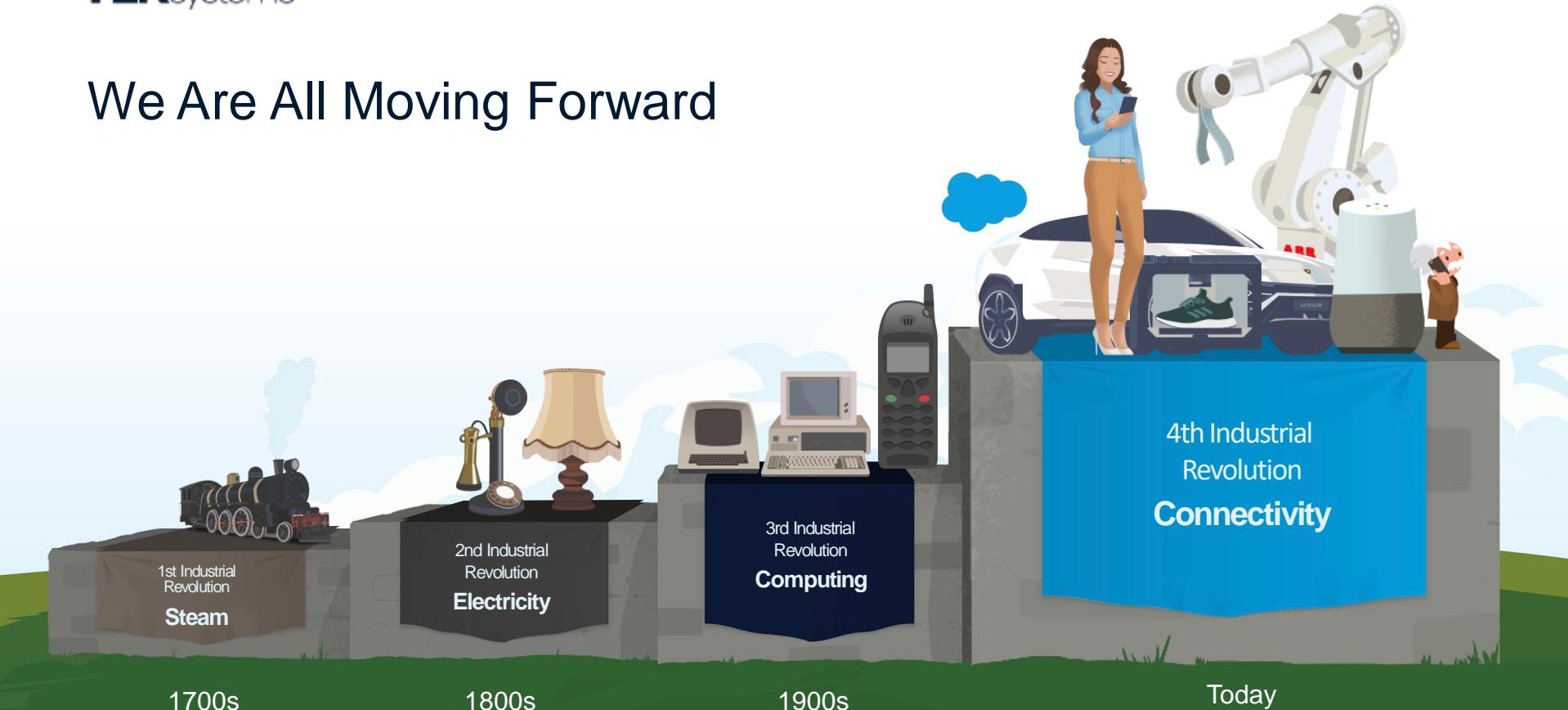


Benefits

- Quick and specific response
- Flexible resolutions
- No rigidity
- Less Bureaucracy
- Easy information availability
- Higher revenues through lesser personnel
- Reduced maintenance (cost & time)
- Activities targeted at revenue generation

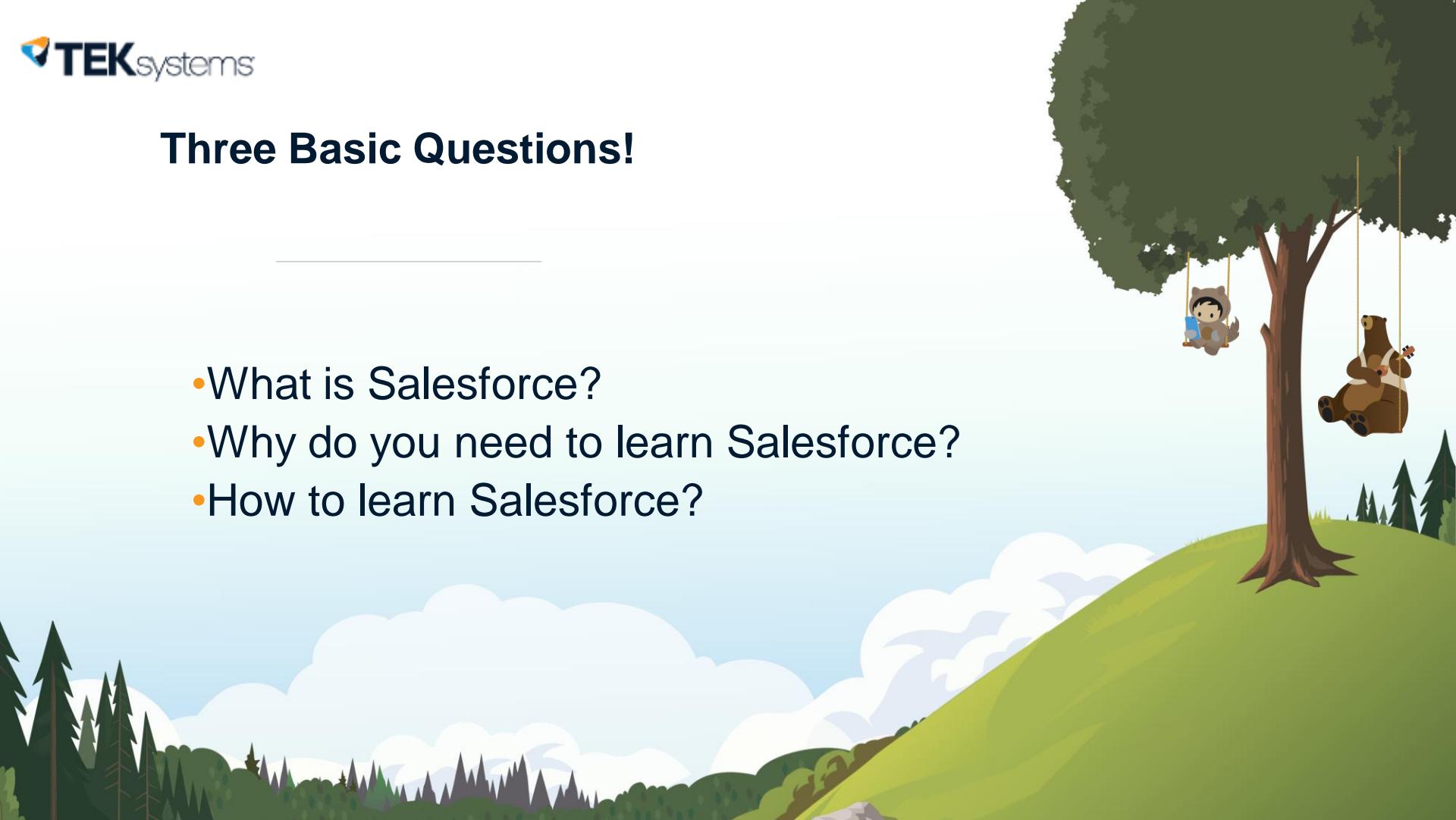


We Are All Moving Forward



Three Basic Questions!

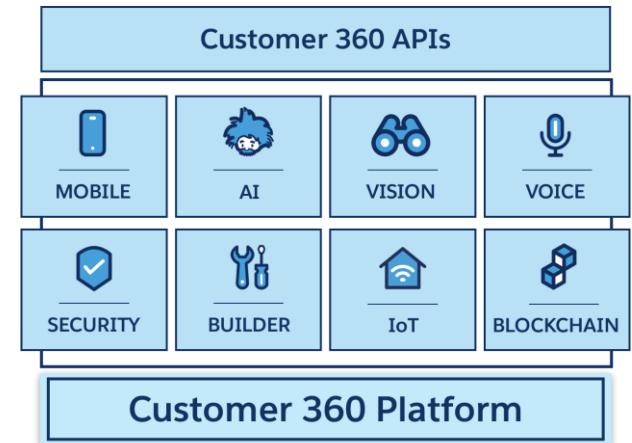
- What is Salesforce?
- Why do you need to learn Salesforce?
- How to learn Salesforce?



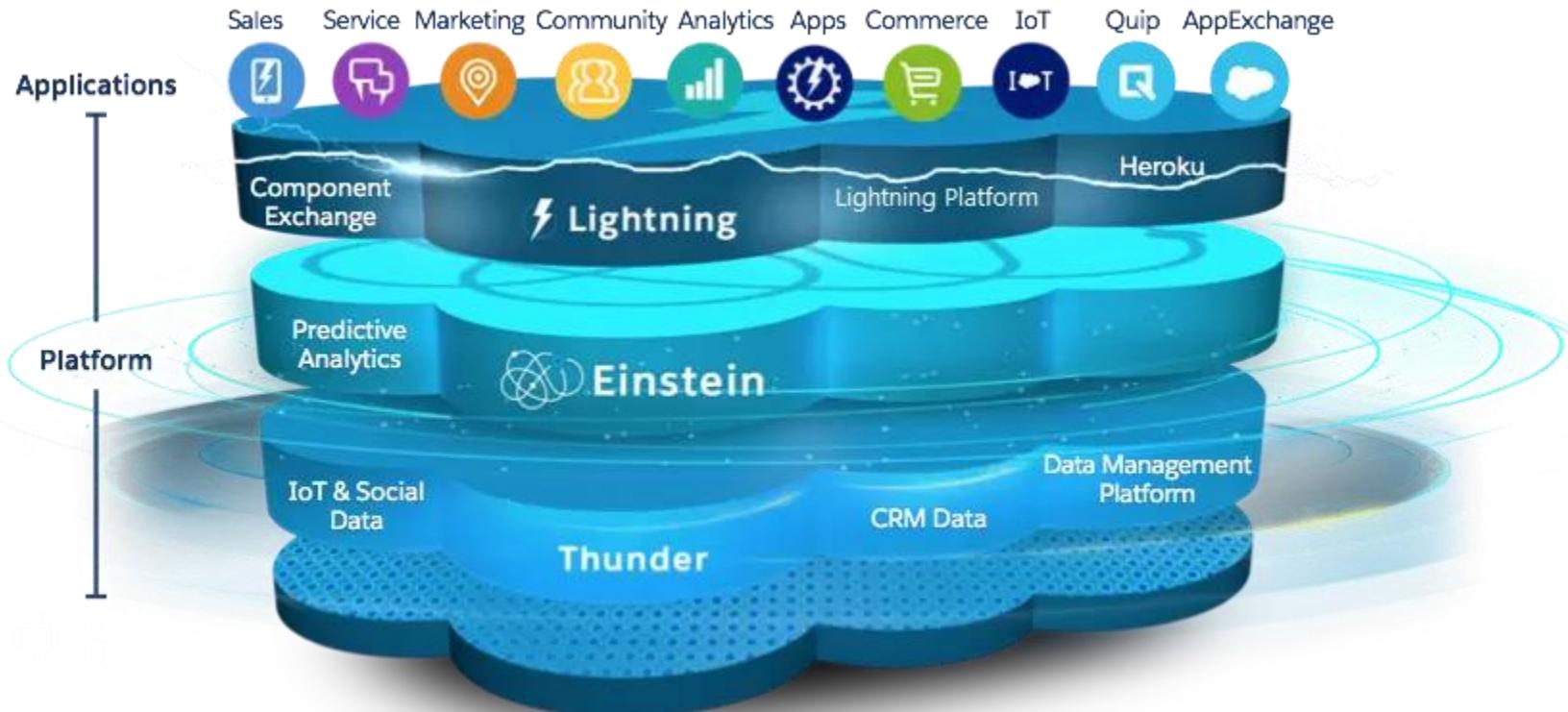
“What is Salesforce?



Salesforce Customer 360

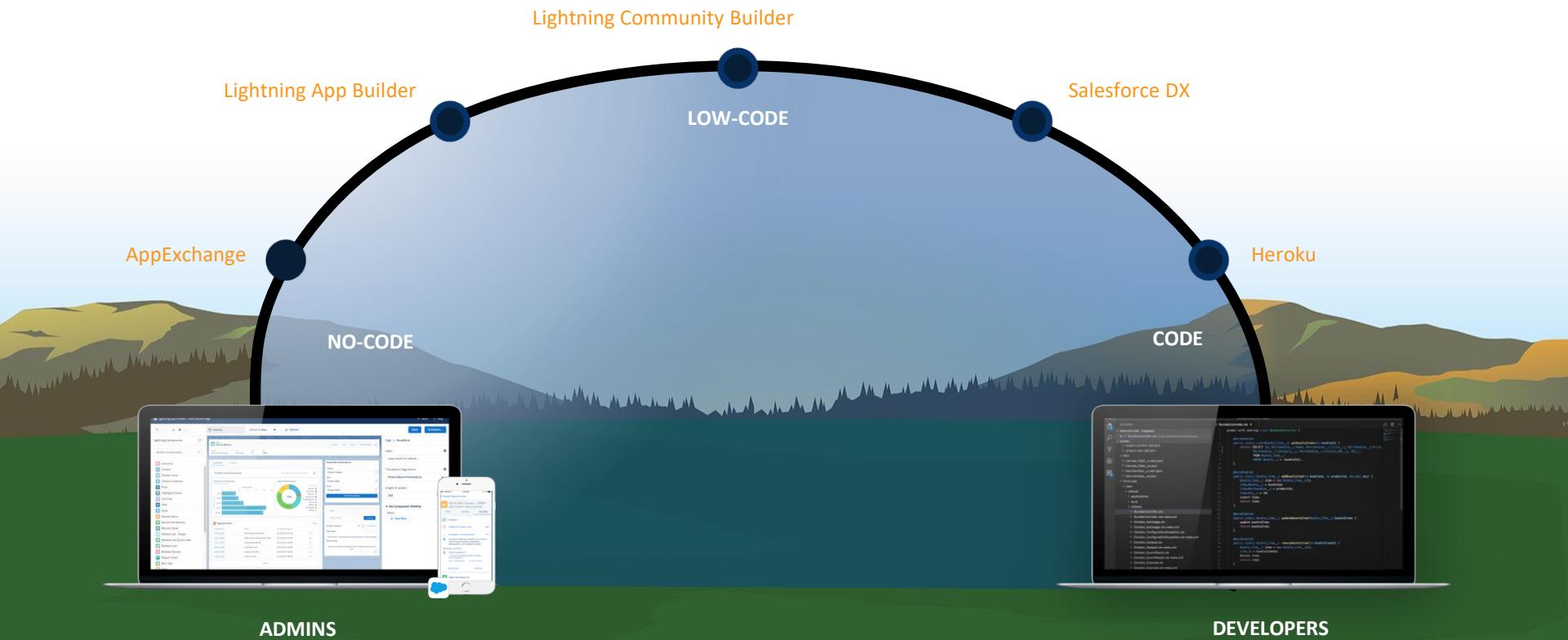


Salesforce.com: Customer Company Architecture



Empower Everyone to Build Apps and Experiences

One platform for your customers, partners and employees



What if you Wanted to Build an App?

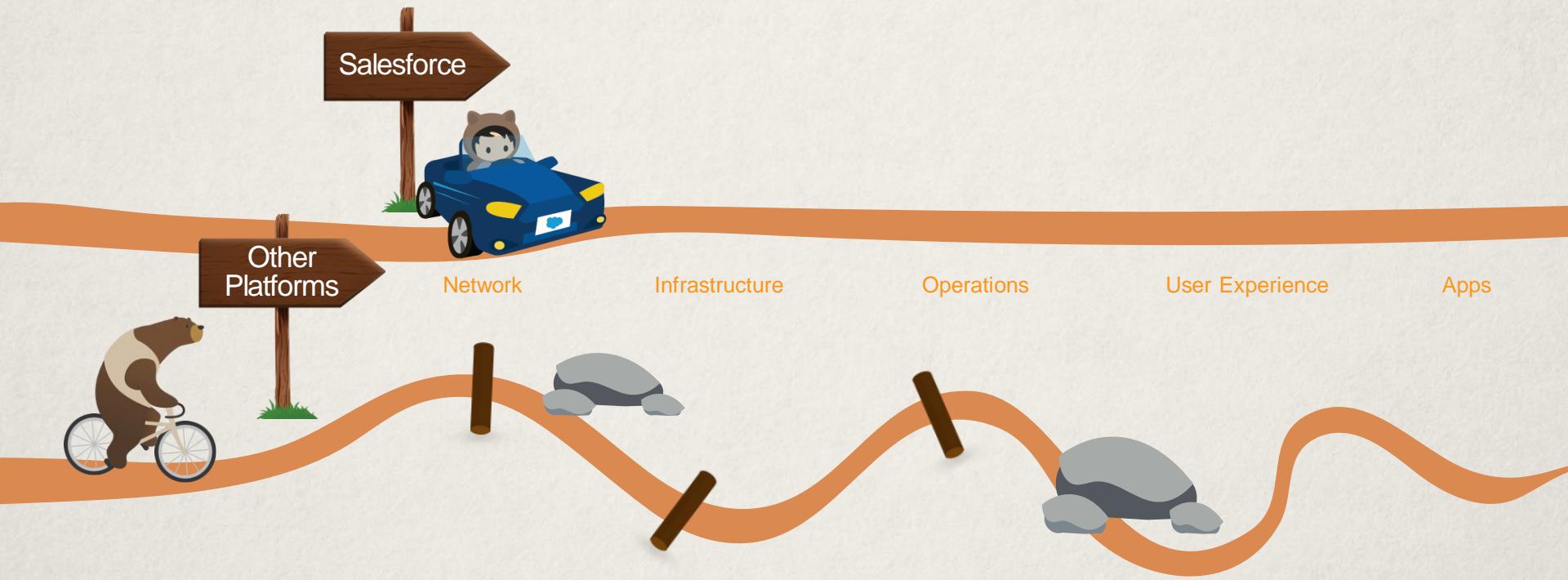
- Traditional platforms aren't designed to empower anyone



Salesforce is the Fastest Path from Idea to App

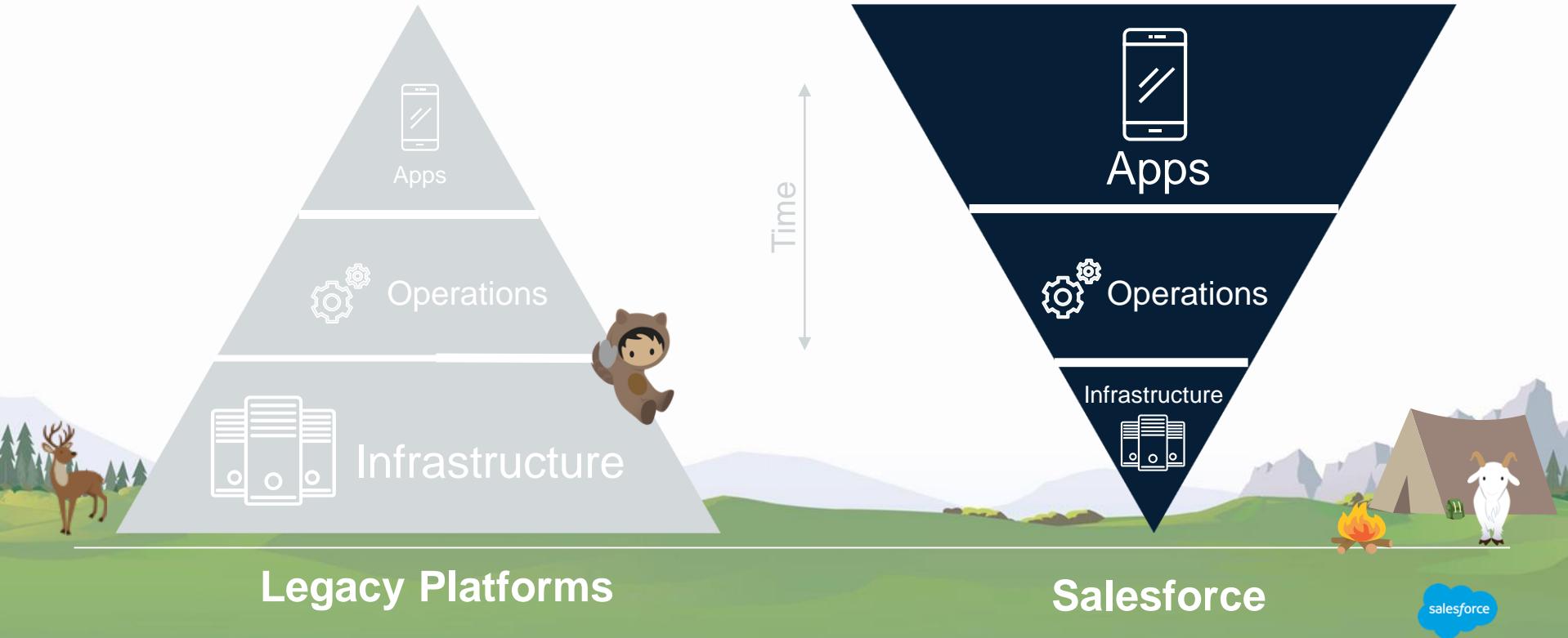


- So you can focus on building experiences people love



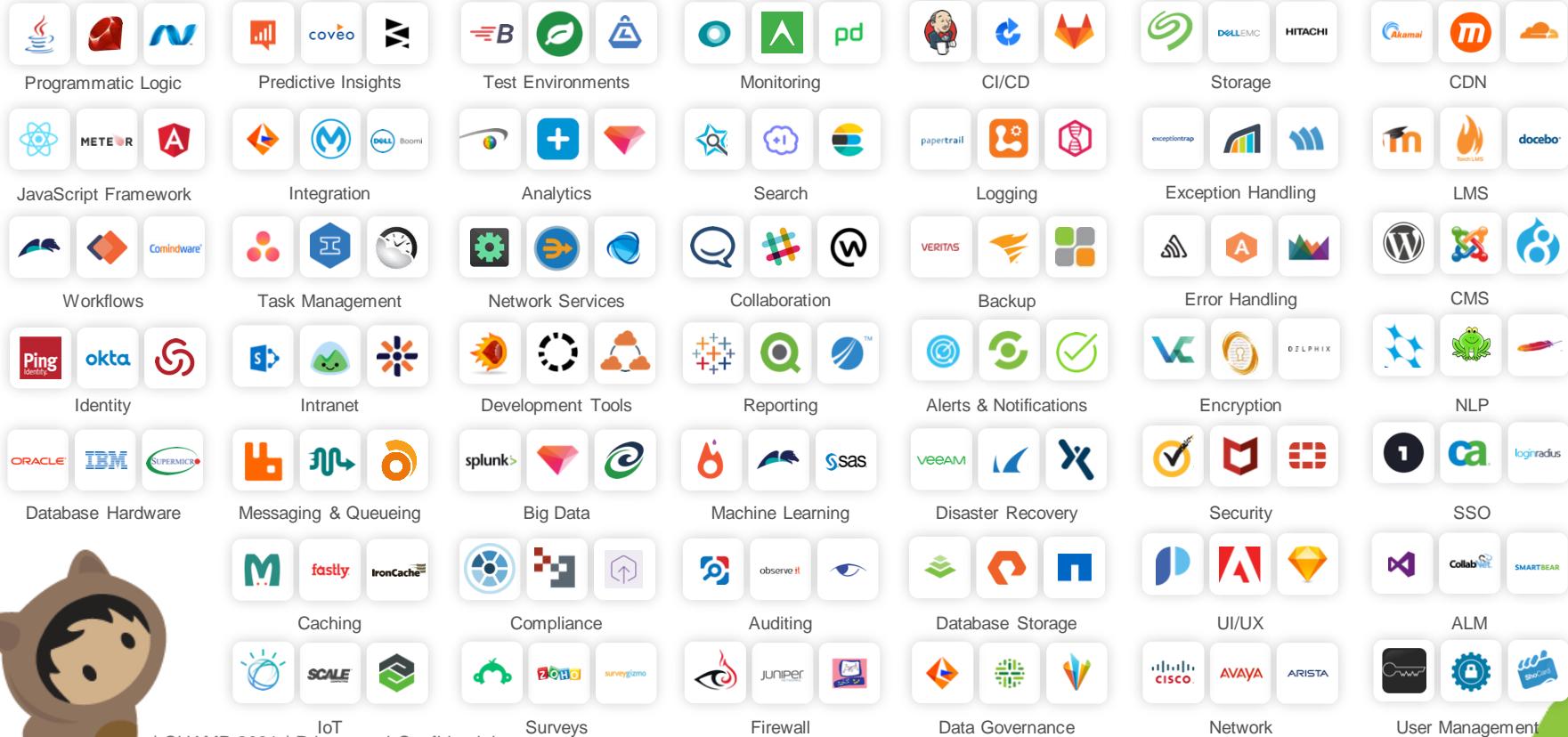
Salesforce Changes How You Approach App Development

- Where do you want to spend your time?

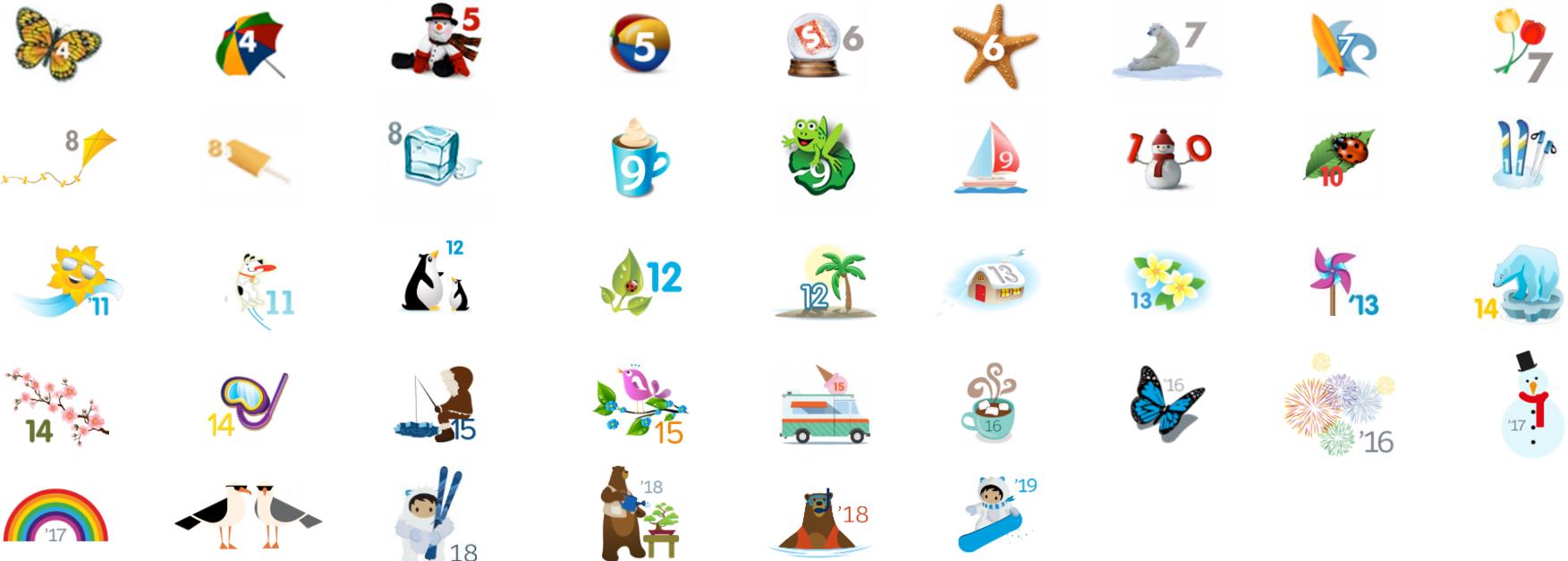




What Would it Take to Recreate our Platform?



Salesforce Delivers Three Major Releases a Year



50+
Major releases delivered

Automatic updates
Customization and integration

Features sourced
by customer community



The Power of the Lightning Platform

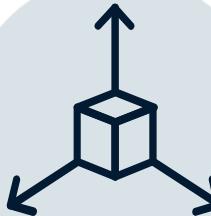
Multi-Tenant Infrastructure

Metadata-based
Single Code Base and
Shared Infrastructure



Unbreakable Customizations

Integrations and
customizations
auto-upgraded



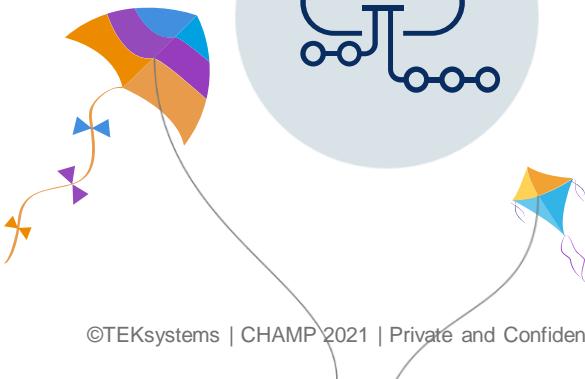
Automatic Upgrades

50+ Major Releases
(3x per year)



Open & Extensible

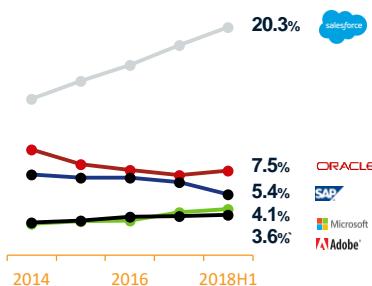
API-First Architecture
2700+ AppExchange Apps



Salesforce Market Leadership

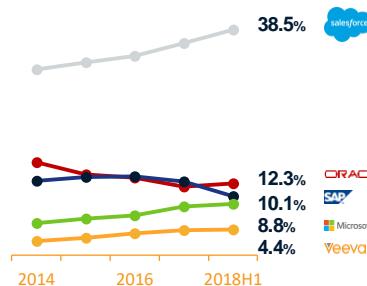
#1 in CRM

Worldwide CRM applications 2018H1 revenue market share by IDC



#1 in Sales

Worldwide sales force productivity and management applications 2018H1 revenue market share by IDC



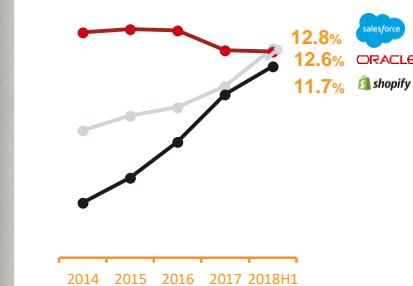
#1 in Customer Service

Worldwide customer service applications 2018H1 revenue market share by IDC



#1 in Digital Commerce

Worldwide digital commerce applications 2018H1 revenue market share by IDC



Source: IDC, Worldwide Semiannual Software Tracker, October 2018

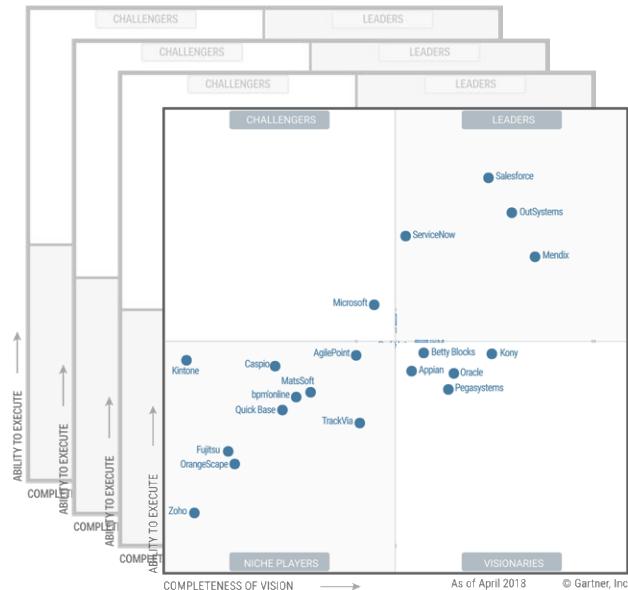
CRM market includes the following IDC-defined functional markets: Sales Force Productivity and Management, Marketing Campaign Management, Customer Service, Contact Center, and Digital Commerce Applications. IDC declares a statistical tie in the worldwide software market when there is a difference of 0.5 percentage-point or less in rounded revenue market share among two or more vendors.

“Why do you need to learn Salesforce?



Lightning Platform is an Industry Leader in App Dev

- Application platform and mobile application development platforms



Magic Quadrant for High Productivity Application Platform as a Service, Worldwide April, 2018
Analysts: Paul Vincent, Van L. Baker, Yefim V. Natis, et al.



Magic Quadrant for Mobile Application Development Platforms, Worldwide June 12, 2017
Analysts: Jason Wong, Van L. Baker

“How to learn Salesforce?



“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn. ”

— Alvin Toffler.



Have you played?



Brick Game



Super Mario



Tekken 3



Play Station



Virtual Reality

Are you learning the right skills?

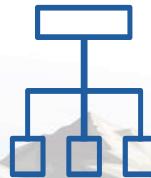
Mainframes



Personal Computer



Arpanet



Internet



Cloud Computing



- Why isn't learning as fun
- and easy as playing a game?



Trailhead: The Fun Way to Learn

Learn all the skills you need

Business, tech & soft skills

On-demand & expert-led courses

Earn skill-based credentials

400+ badges

33 credentials

Connect with fellow Trailblazers

1 Million learners

Trailblazer Community



8M+
Badges Earned

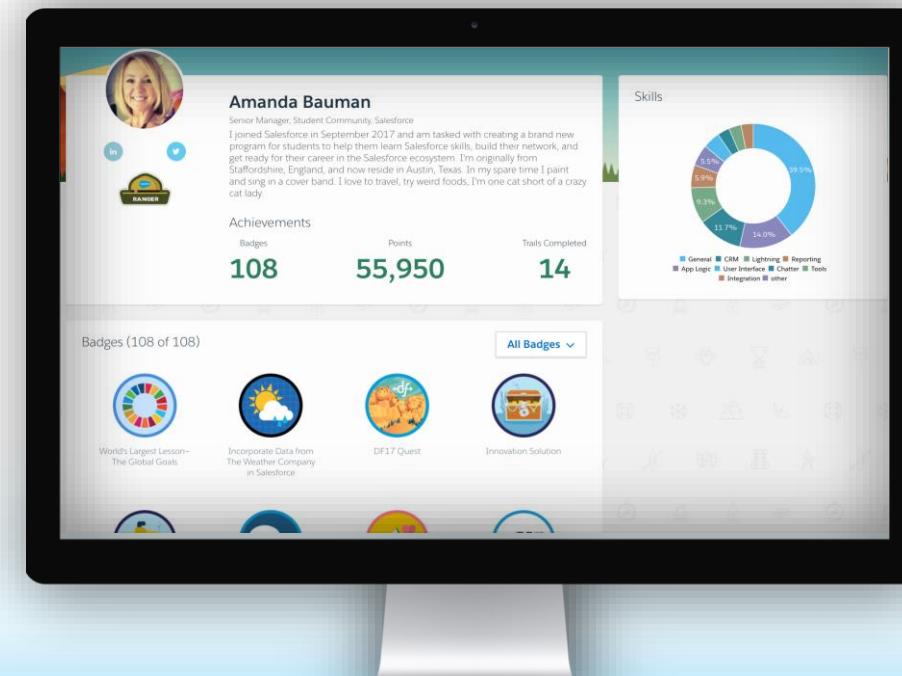
The image displays the Trailhead learning platform. On the left, a smartphone shows the mobile version of the Trailhead website, which features a "WELCOME TO TRAILHEAD" section with a "Start learning for free" button and a "SKILL UP FOR THE FUTURE" section. On the right, a laptop shows the desktop version of the Trailhead website, featuring a similar layout with sections for "WELCOME TO TRAILHEAD" and "SKILL UP FOR THE FUTURE". A large green circle on the right side of the laptop screen contains the text "8M+" above a blue banner that says "Badges Earned". To the far right, a cartoon tiger wearing glasses and a scarf, holding a laptop, stands next to the devices.

Trailhead Reinvents the Résumé

- Skills-based view
- Points, badges, ranks
- Link social profiles
- Custom branded URL

- Example:

<https://trailhead.com/me/kishore>



Roles in Salesforce



Administrator

User Management

Security

Workflow

Process Builder

Roles

Many more...



Developer/ Architect

Apex

Visualforce

Lightning

Triggers

Heroku

JavaScript

Many more...



Consultant/ Analyst

Functional

Use cases

Requirement
Gathering

Analysis

Documentation

Many more...

CERTIFICATION TRACKS

ADMINISTRATORS

Administrator
Advanced Administrator

APP BUILDERS

Platform App Builder

CONSULTANTS

Community Cloud Consultant
Field Service Lightning Consultant
Marketing Cloud Consultant
Pardot Consultant
Sales Cloud Consultant
Service Cloud Consultant

DEVELOPERS

Commerce Cloud Digital Developer
Platform Developer I
Platform Developer II

ARCHITECTS

Application Architect
Data Architecture and Management Designer
Development Lifecycle and Deployment Designer
Identity and Access Management Designer
Integration Architecture Designer
Mobile Solutions Architecture Designer
Sharing and Visibility Designer
System Architect
Technical Architect

SPECIALISTS

CPQ Specialist
Marketing Cloud Email Specialist
Marketing Cloud Social Specialist
Pardot Specialist

A wide-angle photograph of a majestic mountain range under a vast, clear blue sky. The mountains are rugged, with sharp peaks and deep valleys filled with green forests. In the foreground, the rocky slopes of the mountains are visible. The sky above is a vibrant blue, dotted with large, white, fluffy clouds that are illuminated by the warm light of either sunrise or sunset, giving them a golden glow.

Welcome to a new generation of developers

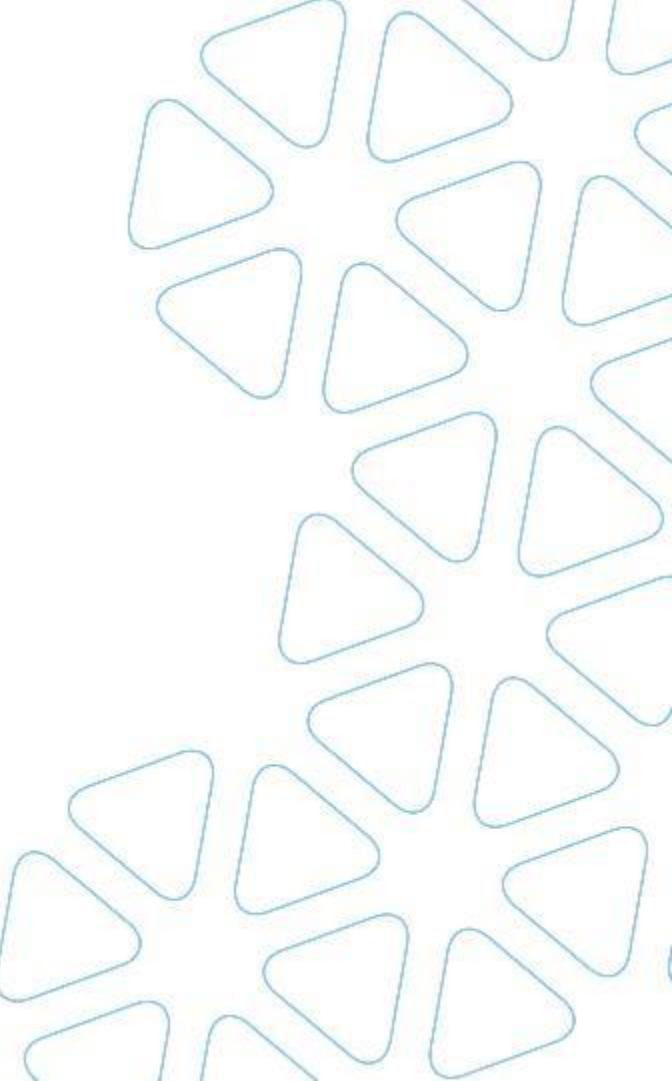
salesforce



Are you ready to learn new skills?



DEMO





THANK YOU

