

Sales force Development

salesforce

global strategic
consulting partner

Lesson 2: Introduction to Force.com

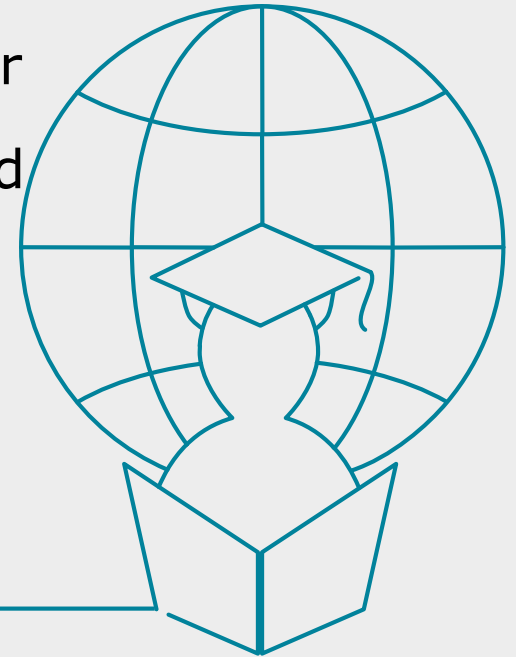


Lesson Objectives

In this lesson, you will learn about:

- Cloud computing and how it changes application development
- Tools for managing the development lifecycle
- How upgrades and maintenance are handled on Force.com
- The impact of multi-tenant architecture on your organization's application and data
- The roles that might be involved in building and deploying a Force.com application

IaaS
PaaS
SaaS



2.1: What is Force.com?

Force.com

- Force.com is a platform for creating and deploying applications for the social enterprise
- There are no servers or software to buy or manage
- You can focus solely on building apps that include built-in social and mobile functionality, business processes, reporting, and search
- Your apps run on a secure, proven service that scales, tunes, and backs up data automatically

2.1: What is Force.com? Welcome to Cloud2



2.1: What is Force.com?

Force.com

- Salesforce Platform includes Force.com, Heroku, Database.com, Site.com, Chatter, and ISVforce in a unified environment designed to let you build transformative apps for the Social Enterprise.
- Force.com - Build and deploy employee apps
- Heroku - Build and deploy customer apps
- Touch Platform - Build and deploy mobile apps
- Identity - Deliver trusted identity management
- Database.com - Share and store data securely
- Chatter - Make your business social
- Site.com - Build sites at the speed of social
- AppExchange - Get pre-built, third-party apps

2.2: Development Lifecycle Development Lifecycle

How is it different from traditional software?

Process is the same

Tools are different

Force.com tools for managing the development lifecycle include:

Real-Time Sandbox Environments

Force.com IDE

Metadata API

2.2: Development Lifecycle

Force.com Tools for Your Development Teams

Metadata and Metadata API

- Easy Access to Code and Schema

An Eclipse-based IDE

- Eclipse-based IDE for creating, modifying, testing, and deploying Force.com applications

Force.com Sandbox

- Instantly Set Up Development Environment

Developer.force.com

- Easy to Collaborate on Projects



2.2: Development Lifecycle

Force.com Metadata

Provides definitions of the customizations you make

Is defined as XML and can be extracted and imported

Changes to metadata are tracked

Metadata API

Metadata API provides access to:

- Your data model (including database schema)
- Business logic (including apex code)
- User interface (including Visualforce pages)

Modify metadata in test organizations on Developer Edition or Sandbox
Deploy tested changes to production organizations on Enterprise Edition
or Unlimited Editions.

2.2: Development Lifecycle

Eclipse Force.com IDE



Force.com IDE

- Is an Eclipse plug-in
- Includes a schema browser and query generator
- Works directly with your on demand organization

2.2: Development Lifecycle Sandboxes

Eliminate Risk in Deployment

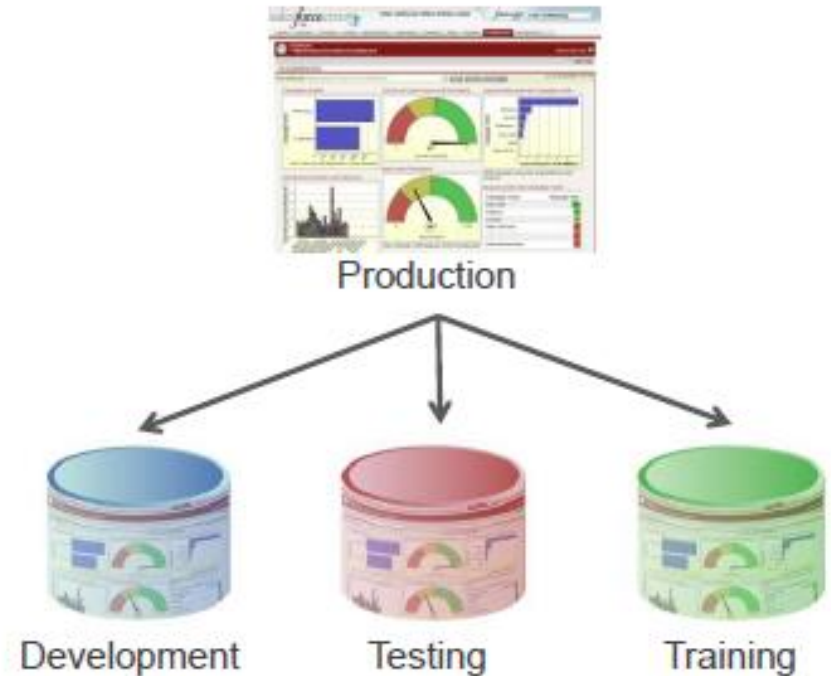
Fully Replicated Development Environments

Support any IT Governance Strategy

Production-class Infrastructure

One Click Import/Refresh of Your Production Data

Refresh Anytime



2.2: Salesforce1

Salesforce1



Salesforce1 hooks into your Salesforce organization and presents all your customizations and data in a mobile-friendly user interface

Anything you do in the full site will be reflected automatically in this mobile app,

Users will have access to the information they need, from anywhere

2.2: Development Lifecycle

<http://developer.force.com>



Provides

- Documentation
- Forum
- Code share

Sign up for free developer edition:

- Gives you an account
- Gets you additional access to tools and resources

We do Infrastructure Services



Network
Storage
Operating System
Database
App Server
Web Server
Data Center

We do Application Services



Security
Sharing
Integration
Customization
Web Services
API
Multi-Language

We do Operations Services



Authentication
Availability
Monitoring
Patch Mgmt
Upgrades
Backup
NOC

YOU get to focus on innovation



Build your data model
Build your business logic
Build your user interface

2.3: Cloud Computing infrastructure

Cloud Computing Model

- Multi-tenant
- Automatic upgrades
- Subscription
- No large start up fees
- Fixed, Predictable cost
- Scales with your business

2.3: Cloud Computing Infrastructure

Force.com Advantages

FASTER



No buying, installing, maintaining and configuring hardware or software
Start customizing as soon as you buy
Rapidly build and customize applications

EASIER



Simplified development model
Instant scalability
Our quarterly upgrades require almost no maintenance from you
Multiple applications on single platform

LOWER RISK



No large upfront investment
Proven platform for business critical app
More secure and reliable

Upgrades and Maintenance

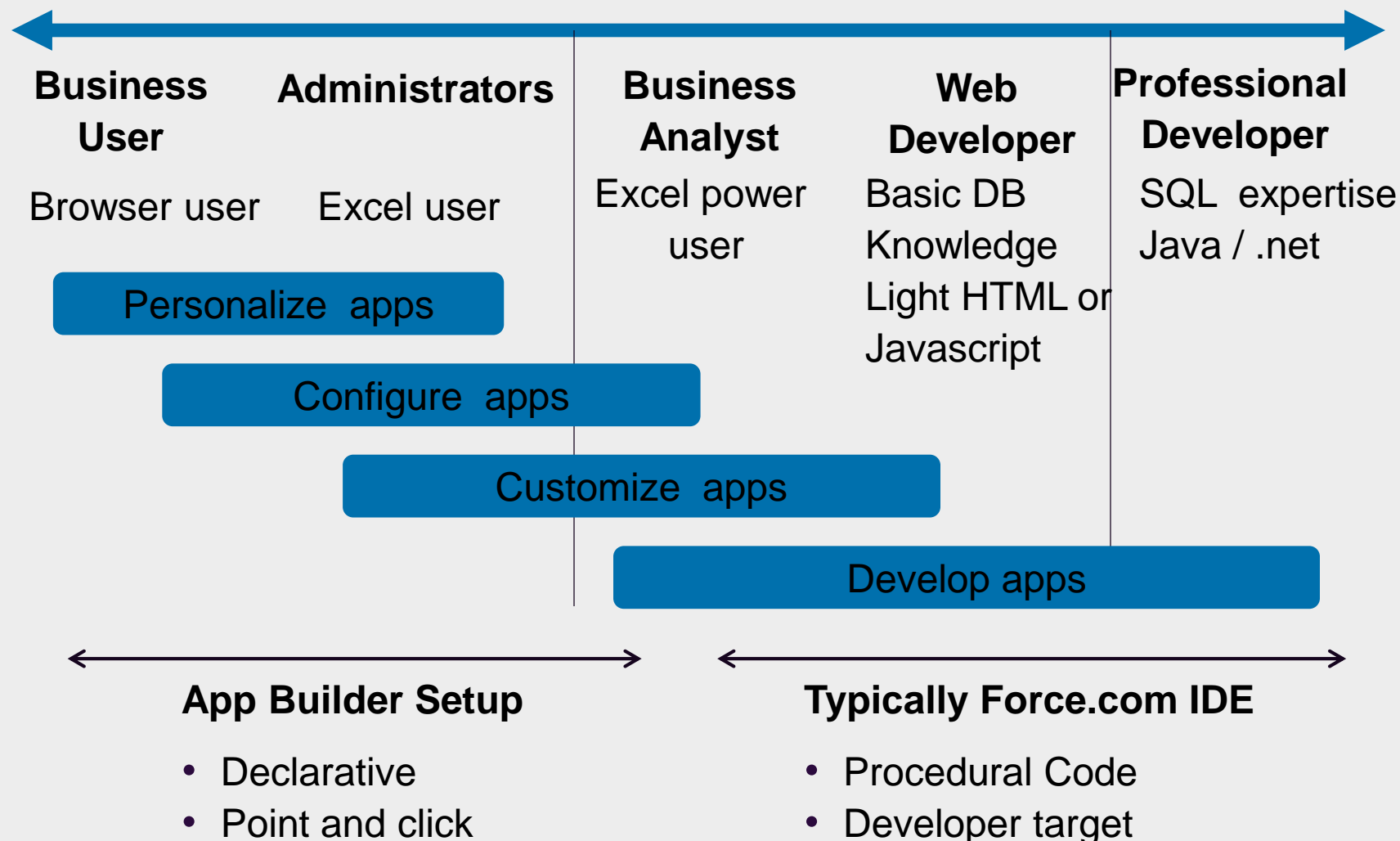
Upgrades

- Three product releases
- Upgrade all customers for free
- Ensure backward compatibility for API and any customizations you make will work with new versions
- Takes care of upgrades so that you don't worry about upgrading hardware, software, or middleware

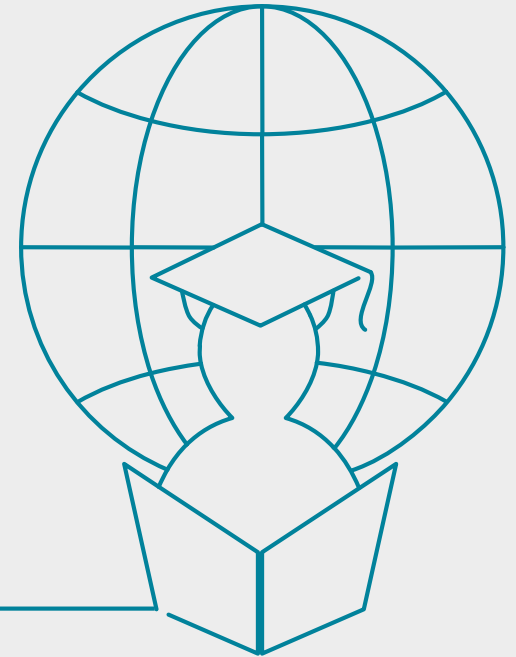
Maintenance

- Benefit from running the latest and greatest
- Early access to new features on sandbox
- Re-run all code tests with the click of a button

Force.com development model



In this lesson, you have learnt:
What is Force.com?
Force.com Tools for Your Development Teams
Sandbox
Advantages of Force.com
Force.com development model





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