

# Salesforce1 Lightning Components

Leveraging Salesforce's User-Base To Deliver  
Enterprise-Level, Mobile-Friendly Applications

# > whoami

- Nathan Pepper, @sforcebewithyou
  - Senior Software Engineer, FinancialForce.com
  - Organizer, Los Angeles Salesforce Developer Group
  - Experience with Salesforce since 2010



= = =



YouTube?? [youtube.com/MayTheSForceBWithYou](https://youtube.com/MayTheSForceBWithYou)

# Safe Harbor Statement

“Safe harbor” statement under the Private Securities Litigation Reform Act of 1995:

This website and other items we publish, including through social media outlets, may contain forward-looking statements, the achievement or success of which involves risks, uncertainties, and assumptions. If any such risks or uncertainties materialize or if any of the assumptions proves incorrect, the results of salesforce.com, inc. could differ materially from the results expressed or implied by the forward-looking statements we make.

The risks and uncertainties referred to above include – but are not limited to – risks associated with possible fluctuations in our financial and operating results; our rate of growth and anticipated revenue run rate, including our ability to convert deferred revenue and unbilled deferred revenue into revenue and, as appropriate, cash flow, and our ability to grow deferred revenue and unbilled deferred revenue; errors, interruptions or delays in our service or Web hosting; breaches of our security measures; the financial impact of any previous and future acquisitions; the nature of our business model; our ability to continue to release, and gain customer acceptance of, new and improved versions of our service; successful customer deployment and utilization of our existing and future services; changes in our sales cycle; competition; various financial aspects of our subscription model; unexpected increases in attrition or decreases in new business; our ability to realize benefits from strategic partnerships; reliance on third-party computer hardware and software; the emerging markets in which we operate; unique aspects of entering or expanding in international markets; our ability to hire, retain and motivate employees and manage our growth; changes in our customer base; technological developments; regulatory developments; litigation related to intellectual property and other matters, and any related claims, negotiations and settlements; unanticipated changes in our effective tax rate; factors affecting our outstanding convertible notes and credit facility; fluctuations in the number of shares we have outstanding and the price of such shares; foreign currency exchange rates; collection of receivables; interest rates; factors affecting our deferred tax assets and ability to value and utilize them, including the timing of achieving profitability on a pre-tax basis; the potential negative impact of indirect tax exposure; the risks and expenses associated with our real estate and office facilities space; and general developments in the economy, financial markets, and credit markets.

Further information on these and other factors that could affect the financial results of salesforce.com, inc. is included in the reports on Forms 10-K, 10-Q and 8-K and in other filings we make with the Securities and Exchange Commission from time to time, including our most recent Form 10-K. These documents are available on the SEC Filings section of the Investor Information section of our website at [www.salesforce.com/investor](http://www.salesforce.com/investor).

Any unreleased services or features referenced in this or other presentations, press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase our services should make their purchase decisions based upon features that are currently available.

# What is Salesforce?

- Founded in by 2 people in 1999 – San Francisco
  - Marc Benioff
  - Parker Harris
- Employs ~12,000 people in 2015 – Global
  - US, Canada, Mexico, Brazil, Switzerland, France, U.K., Ireland, Italy, Finland, The Netherlands, Sweden, Denmark, Belgium, Spain, Germany, Israel, Australia, Singapore, Japan, Korea, Hong Kong, China, India (24)
- Forbes Most Innovative Company since 2011

# What is Salesforce, really?

- Multi-tenant MVC architecture initially targeting the CRM/Sales product space
- Java and Oracle web product tracked in Perforce
- ~2007-2008: SaaS → PaaS with Force.com
  - Apex (subset-of-Java-esque)
  - VisualForce (XML markup that transforms into HTML/CSS/JS)
  - Force.com Sites (available to people outside the company)
- It is SO much more today, just for the core product

# Where In The Universe Are We?



ExactTarget®

You are here.

# How It Used To Be...

The screenshot shows a Salesforce interface from October 2006. The top navigation bar includes links for Setup, Help, Logout, AppExchange (Sales), Leads, Contacts, Accounts, Opportunities, Forecasts, Contracts, Products, Reports, Documents, Dashboards, and a search bar.

**Home Page:** Displays the user's name, Tony Stubblebine at Independent, and the date, Wednesday October 25, 2006. A "Get Ready for" button is visible in the top right.

**Calendar:** Shows the date Today 10/25/2006 and a message stating You have no events scheduled for the next 7 days. A calendar for October 2006 is displayed, with the 25th highlighted. Navigation buttons for previous and next months, and links for 1, 7, 31, and a month view are also present.

**Tasks:** Shows a list of tasks under the heading My Tasks. The columns are Complete, Date, Subject, Name, and Related To. Two tasks are listed:

- Complete: X, Date: [unspecified], Subject: Download your IDE toolkit
- Complete: X, Date: [unspecified], Subject: Visit the sfSalesforce Developer Forum

# How It Is Today...

Salesforce 15

Search... Search Nathan Pepper ▾ Setup Help Sales

Home Chatter Campaigns Leads Accounts Contacts Opportunities Forecasts Contracts Orders Cases Solutions Products Reports + ▾

Create New... Spring '15 for Developers

Recent Items

- Nathan Pepper
- Dinner
- Lunch
- George McKinney

Recycle Bin

Nathan Pepper Saturday January 31, 2015

Hide Feed Post File New Event More ▾ Share What are you working on?

Sort By Post Date

Nathan Pepper changed E-mail from [MayTheSForceBeWithYou@gmail.com](mailto:MayTheSForceBeWithYou@gmail.com) to [maythesforcebewithyou@gmail.com](mailto:maythesforcebewithyou@gmail.com).

Comment · Like · Two days ago at 9:45 AM

Recommendations More

Get The Salesforce1 App

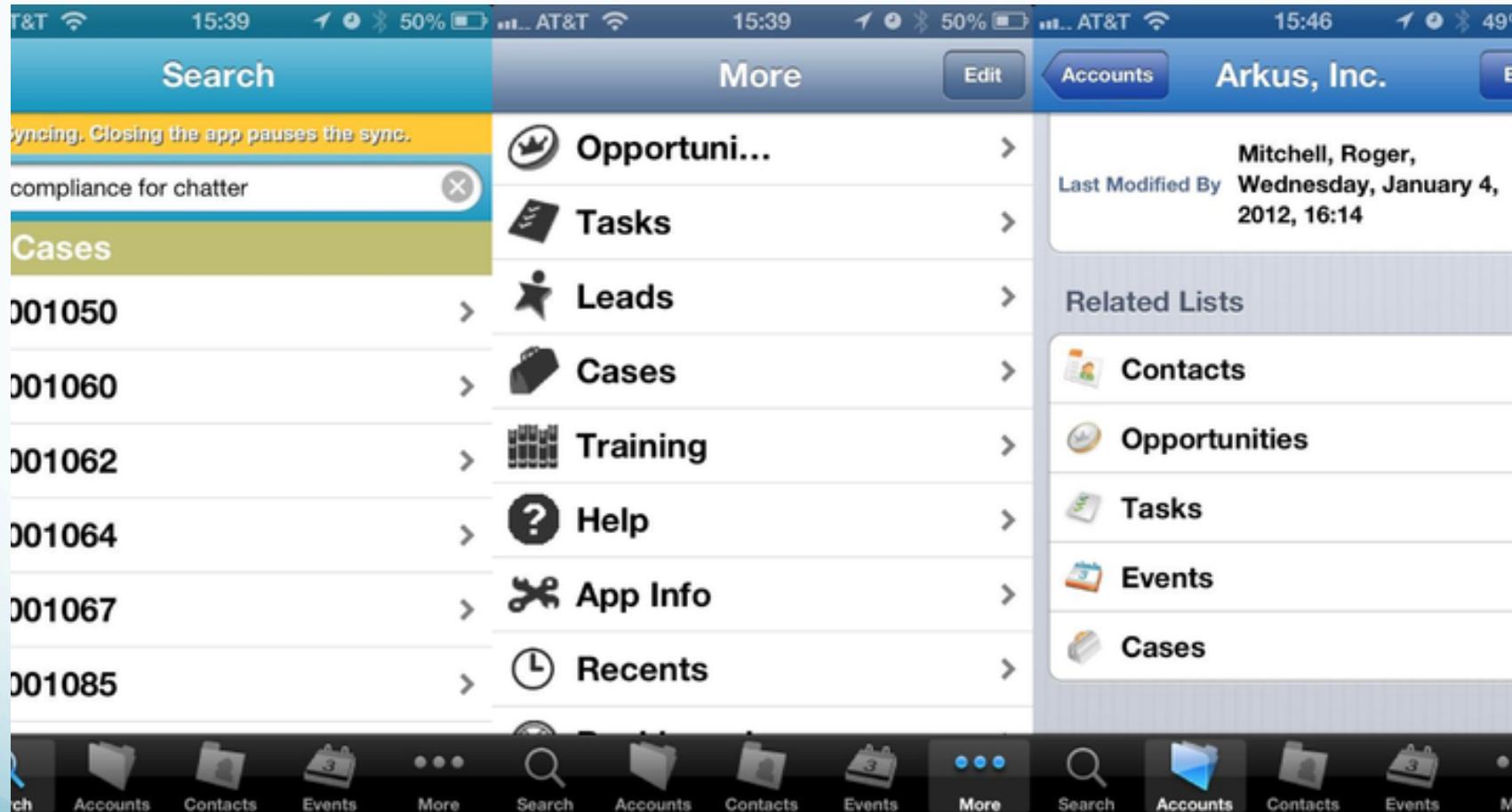
Take Salesforce with you everywhere! Download the new Salesforce1 Mobile App from the [Apple App Store](#) and [Google Play](#).

Skip >

George McKinney Joined in the last week

Burlington Textiles Corp of America Owned by you

# How Mobile Used To Be...



# Touch? I Remember Touch...

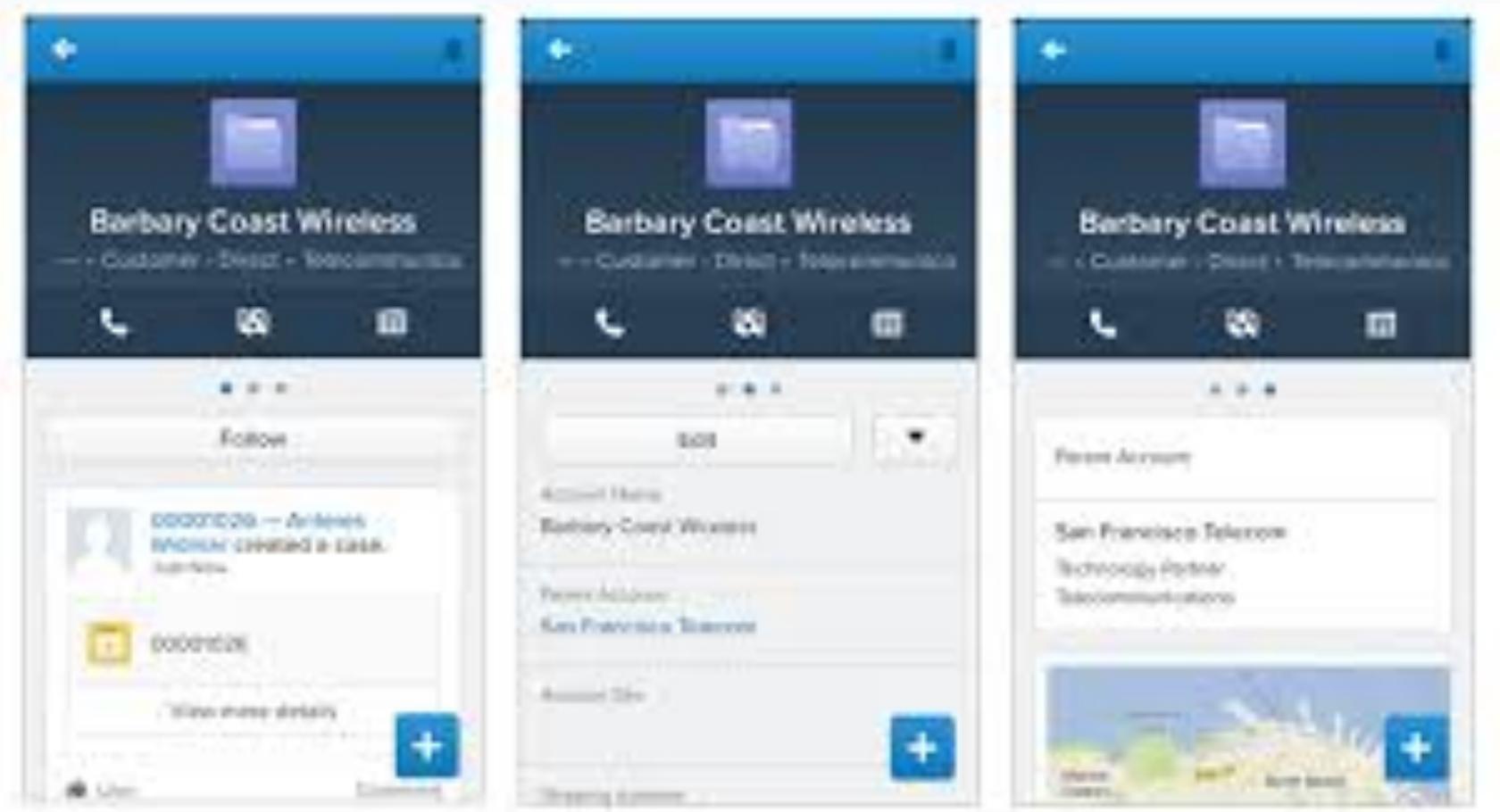


# Salesforce Touch

The screenshot displays the Salesforce Touch mobile application interface. On the left, a sidebar lists recently viewed opportunities: "Initrode, 500 cases, Fine Parchme...", "RR Univ, 2,500 cases, Laser Print ...", "Lux Hotels, 10,000 cases, Premium Bon...", "RR Univ, 1,000 cases, Premium Bo...", "Initrode, 750 cases, Columnar Pads", "Lux Hotels, 15,000 cases, 10% Re...", and "Initrode, 20,000 cases, Bright Whit...". The "Lux Hotels" opportunity is selected and expanded. The main screen shows the opportunity details for "Lux Hotels, 10,000 cases, Premium Bond White Paper". The details include:

Opportunity Owner	Account Name	Type	Primary Campaign Source
Renee Moreau	Lux Hotels and ...	Existing Business	
Opportunity Name	Close Date	Stage	Value Proposition
Lux Hotels, 10,000 cases, Premium Bond White Paper	2/28/2013		
Account Name	Probability (%)	Amount	
Lux Hotels and Resorts, Ltd.	50%	\$1,500,000.00	
Type			
Existing Business			
Primary Campaign Source			

# How Mobile Is Today



# What is Salesforce1?

- NOT the Salesforce1 platform (which also includes a whole slew of other tech and marketing stuff)
- Mobile-friendly, responsive-design view that is driven by controller technologies that are designed for more than just a 13"+ monitor with a QWERTY
- Replaced Salesforce Classic Mobile and Salesforce Touch
- Uses Aura for its visual magic

# What is Salesforce Aura?

- BOOM. First organic search result.
  - <https://github.com/forcedotcom/aura>
- Aura is a UI framework for developing dynamic web apps for mobile and desktop devices, while providing a scalable long-lived lifecycle to support building apps engineered for growth. It supports partitioned multi-tier component development that bridges the client and server.
- To find out more about Aura, see the Aura Documentation site.
  - <http://documentation.auraframework.org/auradocs>

# What is Lightning?

- A Salesforce branding exo-skeleton that encompasses many things
  - New mobile friendly UI
  - External object connection
  - Lots of other stuff

# Lightning Components

- Leverage pre-built components from Salesforce and AppExchange Partners, or have your developers write their own components for anyone to use and build apps. Build dynamic apps for mobile and desktop devices with drag-and-drop tools on an open, multi-tier framework. Event-driven architecture, stateful client and stateless server, and Model-View-Controller architecture provides a modern framework for building apps, fast.

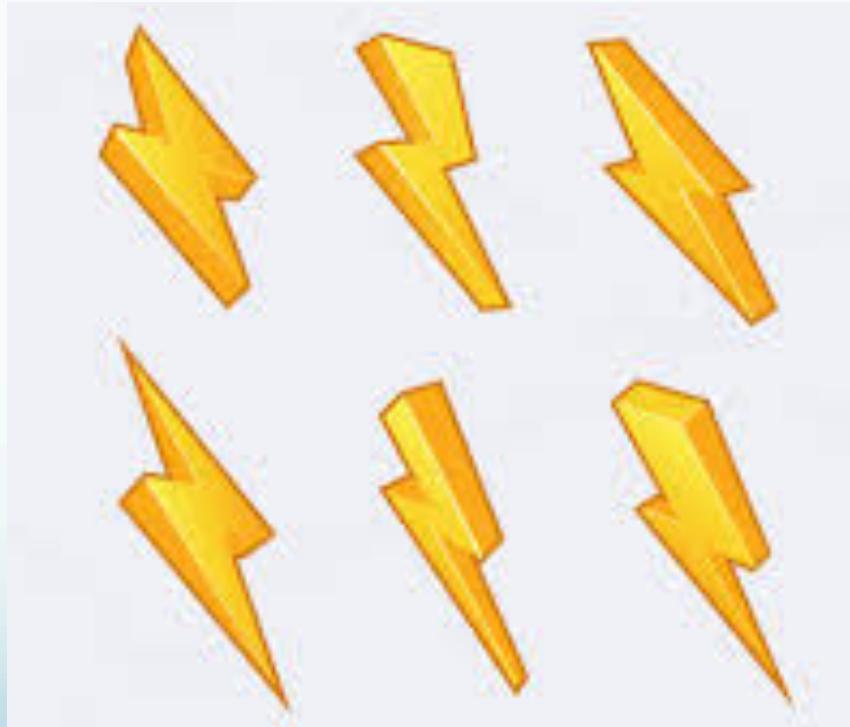
# Lightning Components??

It's a bundle...

Controller  
.js file

Style  
.css file

Renderer  
.js file



Component  
.cmp file  
(Static Markup)

Helper  
.js file

Documentation  
.auradoc file

# Show Me The Code!

- It's all yours...
  - [https://github.com/MayTheSForceBeWithYou/  
DuelingListBoxes](https://github.com/MayTheSForceBeWithYou/DuelingListBoxes)
  - Slide is there as well, coming soon to other places

# People Who Do It Right

- The documentation!
  - <https://developer.salesforce.com/docs/atlas.en-us.lightning.meta/lightning/>
- Peter Knolle!
  - <http://peterknolle.com/lightning-component-autocomplete/>
- Jeff Douglas!
  - <http://blog.jeffdouglas.com/2014/10/14/tutorial-build-your-first-lightning-component/>