

UK Work Trailer

A Project-II Report

Submitted in partial fulfillment of requirement of the

Degree of

**BACHELOR OF TECHNOLOGY in COMPUTER SCIENCE &
ENGINEERING**

BY

Khyati Parmar

EN18CS301127

Under the Guidance of

Dr. Kailash Chandra Bandhu

Binod Kumar Mishra



Department of Computer Science & Engineering

Faculty of Engineering

MEDI-CAPS UNIVERSITY, INDORE- 453331

May 2022

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Report Approval

The project work “**UK Work Trailer**” is hereby approved as a creditable study of an engineering/computer application subject carried out and presented in a manner satisfactory to warrant its acceptance as prerequisite for the Degree for which it has been submitted.

It is to be understood that by this approval the undersigned do not endorse or approved any statement made, opinion expressed, or conclusion drawn there in; but approve the “Project Report” only for the purpose for which it has been submitted.

Internal Examiner

Name:

Designation

Affiliation

External Examiner

Name:

Designation

Affiliation

Declaration

I/We hereby declare that the project entitled **“UK Work Trailer”** submitted in partial fulfillment for the award of the degree of Bachelor of Technology in **‘Computer Science and Engineering’** completed under the supervision of **Dr. Kailash Chandra Bandhu Asst. Professor, Mr. Binod Kumar Asst. Professor in Computer Science and Engineering Department**, Faculty of Engineering, Medi-Caps University Indore is an authentic work.

Further, I declare that the content of this Project work, in full or in parts, have neither been taken from any other source nor have been submitted to any other Institute or University for the award of any degree or diploma.

Signature and name of the student with date

Khyati Parmar

___/___/2022

Certificate (Annexure-F, Remove after finalization)

Certificate

I, Dr. **Kailash Chandra Bandhu** certify that the project entitled “**UK Work Trailer**” submitted in partial fulfillment for the award of the degree of Bachelor of Technology by **Khyati Parmar** is the record carried out by her under my/our guidance and that the work has not formed the basis of award of any other degree elsewhere.

<Name of Internal Guide>

<Name of the Department>

Medi-Caps University, Indore

<Name of External Guide (If any)>

<Name of the Department>

Name of the Organization

Dr. Pramod S. Nair

Head of the Department

Computer Science & Engineering

Medi-Caps University, Indore

Offer Letter of the Project work-II/Internship



Internship Offer Letter

Ref: TCSL/AIP 2021-22/Winter/DT20206676213

Date: 03-Jan-2022

**Khyati Parmar
Medicaps University, Indore
khyati.jayu.31@gmail.com**

Dear Khyati Parmar,

Sub: Internship Offer

We are pleased to offer you internship in Tata Consultancy Services (TCS) with the following terms and conditions:

1. The tentative start date is 13-Jan-2022 and end date is 22-Apr-2022. These dates can be changed in discussion with the Project Guide
2. You will be assigned a Project Guide under whose supervision you will work on the project assigned to you.
3. You shall complete your project in accordance with the requirements and guidance of the TCS Project Guide, and maintain qualitative standards as required. You will maintain the discipline, dignity, honor and goodwill of TCS.
4. The arrangement is not that of an employer and an employee and as such you shall not be eligible to any allowances or other benefits as may be available to the employees of TCS.
5. You will observe the rules & regulations and discipline of TCS, and also maintain complete confidentiality and secrecy of the matters pertaining to TCS and/or any data that has been provided to you in the course of your project work. The detailed terms of Confidentiality, Data and Intellectual Property Protection are enclosed as Annexure A. You will be permitted to attend any classes in the college / university at the discretion of the Project Guide if so called for during the period of your project assignment.
6. On completion of your internship you will be required to submit a copy of your project report, which will be the sole property of TCS.
7. You shall not undertake any internship in parallel with this internship
8. In the event of any misconduct or breach of terms of this internship on the part of the Intern during the internship period, TCS reserves the right to terminate internship without any notice.
9. This offer of Internship will be governed as per the Laws of India.

TATA CONSULTANCY SERVICES

Tata Consultancy Services Limited

Yantra Park, Opp. Voltas HRD Trg. Center, Subhash Nagar, Pokhran Road No. 2, Thane (West) 400 601 India
Tel +91 22 6778 2000/2222 Fax +91 40 6778 2190 website: www.tcs.com
Registered Office Nimal Building, 9th Floor, Nariman Point, Mumbai 400 021

Completion certificate/Letter

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TCS Commitment



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Know-how.



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Internship Certificate

Khyati Parmar
Course: BTech in Computer Science and Engineering
Institute: Medi-Caps University, Indore

From **13-Jan-2022** to **22-Apr-2022**
Mentor Name: **Vishwesh Dev**
Project: **UK Work Trailer**



Chandra Koduru
Head – Academic Interface Programme

Acknowledgements

I would like to express my deepest gratitude to Honorable Chancellor, **Shri R C Mittal**, who has provided me with every facility to successfully carry out this project, and my profound indebtedness to **Prof. (Dr.) Dilip Kumar Patnaik**, Vice Chancellor, Medi-Caps University, whose unfailing support and enthusiasm has always boosted up my morale. I also thank **Prof. (Dr.) D K Panda**, Pro Vice Chancellor, **Dr. Suresh Jain**, Dean Faculty of Engineering, Medi-Caps University, for giving me a chance to work on this project. I would also like to thank my Head of the Department **Dr. Pramod S. Nair** for his continuous encouragement for betterment of the project.

I express my heartfelt gratitude to my Class Coordinator Dr. Kailash Chandra Bandhu as well as to my Internal Guide, Mr. Binod K. Mishra Asst. Professor in Computer Science and Engineering Department, without whose continuous help and support, this project would ever have reached to the completion.

I would also like to thank to my team at Tata Consultancy Services (TCS) Ms. Pooja Dagar and Mrs. Sampreeti Rajora who extended their kind support and help towards the completion of this project.

It is their help and support, due to which we became able to complete the design and technical report. Without their support this report would not have been possible.

(EN18CS301127) Khyati Parmar

B.Tech. IV Year

Department of Computer Science & Engineering

Faculty of Engineering

Medi-Caps University, Indore

Abstract

The Internship was based on Salesforce Technology. Salesforce is a cloud-based software company that provides its customers with a platform to develop their own applications without following the tough steps that they used to follow in the legacy system. The software or application once created can be uploaded onto the cloud allowing the end-users to view them.

In this Internship, I was assigned different tasks based on salesforce technology which were successfully completed.

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Chapter 1

Introduction

1.1 Introduction

Cloud computing is all about using a remote server, to store, manage, and process data, instead of a local server/ personal computer (Customer Relationship Management) is a kind of software that stores customer contact information like name, address, age, phone number. It also keeps tracks of customer activity like website visits, numbers of outgoing and incoming phone calls, email, and more.

Salesforce is a cloud-based Customer Relationship Management (CRM) software for managing customer relationships and integration with other systems. This SaaS tool helps to create custom solutions for marketing, sales, services and ecommerce as per business requirements. Salesforce has now expanded from just CRM to offer multiple products.

The salesforce is better equipped to approach prospects, conduct a needs analysis and present a value proposition by using a mobile device via cloud-based solution platform. The Sales Representative can check a dashboard, retrieve a specialty e-brochure or confirm their next appointment—in the time it takes to stroll from their car, greet the receptionist... and ride up the elevator. At each customer touch point, the organization reinforces the value delivery while simplifying how customers interact and relate.

To maximize the customer lifetime value (CLV), the Sales Representative strives to build a relationship and efficiently generate revenue from high potential prospects.

Salesforce started as Software as a Service (SaaS) CRM company. Salesforce now provides various software solutions and a platform for users and developers to develop and distribute custom software. Salesforce.com is based on multi-tenant architecture. This means that multiple customers share common technology and all run on the latest release. You don't have to worry about the application or infrastructure upgrades – they happen automatically. This helps your organization focus on innovation rather than managing technology.

1.2 Salesforce Architecture

The different layers of the Salesforce architecture are:

- **Multi-tenant:** Salesforce stores data in a single database schema. There can be a single instance of a software server with multiple tenants. Speaking about a multi-tenant architecture, there is a single shared application service to several clients. The major advantage of this multi-tenant architecture is that it becomes cost-effective as the application is shared by multiple clients. The development and maintenance costs of an application can be shared at once. This makes the application very economical per client.
- **Metadata:** Salesforce uses a metadata-driven development model. This allows developers to only focus on building the application. This metadata-driven platform makes customization and scaling up easy. Functionalities of an app are defined as metadata in the database. This increases developers' productivity.
- **API:** Salesforce provides a powerful source of APIs. This helps in developing and customizing the Salesforce1 Mobile App. Every feature of the Salesforce design has been planned and implemented precisely. These APIs enable diverse bits of programming to interface with each other and trade data.



Fig 1. Architecture of Salesforce

1.3 Literature Review

The ongoing CRM process is well defined by Zablah, Bellenger, and Johnston as “the development and leveraging of market intelligence for the purpose of building and maintaining a profit maximizing portfolio of customer relationships. "Today's technology advances deliver more context-sensitive business support than ever before. Cloud based platforms require less upfront investment and simplify system administration and operations.

Customer relationship management (CRM) can include process, strategy, capability or tool. Salesforce automation solutions are often key components of CRM systems.

Literature on salesforce control system has gained momentum after the study by Anderson and Oliver (1987) were conducted. A year later, Jaworski (1988) gave his conceptualization of formal and informal controls. What is interesting to note is that the antecedents of control systems have been deciphered way back in 1975 by William Ouchi. Nevertheless, the research on salesforce control system is little as revealed by the number of publications in this area. As far as the reviews or meta-analyses in the area of salesforce control system are concerned, the situation is worse since there is varying type of studies with diverse conceptualization and research focus. There review studies on salesforce control systems are very few and have not analyzed the research trends in salesforce control systems and therefore have failed in providing a holistic view of salesforce control system including its antecedents and consequences. On the basis of this fact, this can be asserted that there has not been a holistic review of salesforce control system till date. Therefore, there is a need to Analyse and review recent studies on salesforce control system. As the selling environment is changing, so are the skills required of salespeople and so is the role of salesforce control system in affecting salesforce. So, it would be worthwhile to have an update on the latest trends, interests and findings of recent salesforce control system research. Therefore, this paper attempts to contribute to the salesforce control system field by providing a review of publications in this area. The objectives of the review are to study the chronological trends in the area of salesforce control system in terms of the research type, method used, research focus and research findings.

1.4 Objectives

Before Salesforce, Customer Relationship Management (CRM) solutions were hosted on a company's own server. Can you imagine the cost and time it took for companies to have their own CRM solutions? Well, it used to take months or even years to set it up and the cost went up to millions of dollars. Even after setting up, they were extremely hard to use. What would be a feasible solution to this? I am sure you guessed it – building an affordable CRM software and delivering it entirely online as a service. This was the main idea behind Salesforce. Started as a Software as a Service (SaaS) company, Salesforce has grown into the fifth-largest software company in the world.

Salesforce customers generally say that it's unique for three major reasons:

- Fast – Traditional CRM software can take more than a year to deploy, compare that to months or even weeks with Salesforce.
- Easy – Salesforce wins in the *easy-to-use* category hands down. You can spend more time putting it to use and less time figuring it out.
- Effective – Because it is easy to use and can be customized to meet business needs, customers find Salesforce very effective.

Salesforce is in the cloud, so your team can use it from anywhere with access to the internet. If you are a business that is rapidly changing or you are a seasoned company that's been around for years, your business is probably changing too. Salesforce is completely scalable to your growth. Salesforce seamlessly integrates with 3rd party apps. If you want to integrate Salesforce with Gmail you can do it, if you want to integrate it with your accounting software you can do that too. On the other hand, integration is tough with other CRMs.

Salesforce is affordable, especially if you consider its vast variety of capabilities. Even startups and small business can use Salesforce.

1.5 Significance

Many companies come to us frustrated or overwhelmed by their customer data because it's not sharable, readable, and does not tell the story of who their customer is or what they want. For example, sales don't share knowledge or data well with marketing; marketing has no knowledge of when a customer has contacted customer service.

Salesforce creates and supports customer relationship management (CRM) software that helps break down the technology silos between departments to give companies a complete view of their customer everywhere they interact with your brand. When Salesforce technology is implemented, employees in marketing, sales, commerce, service, and information technology (IT) can share a single customer view from any device, anywhere in the world. We call our platform Salesforce Customer 360 because it's a collection of powerful apps that help you see a holistic view of your customers anywhere, they come into contact with your brand.

Another thing about our CRM platform: It's software, not hardware, and it lives in the cloud. This means your marketing, sales, commerce, service, and IT teams can be connected on our platform no matter where they're physically located in the world. And now with Slack, Customer 360 is the world's #1 CRM that simplifies communication and information sharing between customers, teams, and partners to power digital workflows for the new way to work.

This digital workplace helps businesses, government agencies, educational institutes, and non-profit organizations large and small deliver exceptional experiences for those they serve. And it's doing so across industries: from consumer goods, public sector, retail, and manufacturing, to financial services, hospitality, and many more.

Chapter 2

System Requirement and Analysis

2.1 Software Requirement

- Technology Used: Salesforce
- Platform Used: Trailhead
- Operating System: Windows

2.2 Hardware Requirement

- RAM: min 256 GB
- Processor: Intel i3 Core and above

2.3 System Feasibility

Feasibility Study is a study to evaluate feasibility of proposed project or system. Feasibility study is the feasibility analysis or it is a measure of the software product in terms of how much beneficial product development will be for the organization in a practical point of view. Feasibility study is carried out based on many purposes to analyze whether software product will be right in terms of development, implantation, contribution of project to the organization etc.

Technical feasibility aids in gaining access to existing resources as well as technology essential for completing the user's needs in the software within the budget and schedule constraints.

The behavioral feasibility is analyzed to determine whether or not the people or workers in the firm will utilize it. Operational feasibility is based on human resources and determines whether or not the program will work after it has been properly created.

Economic feasibility determines if the necessary software has the ability to provide financial rewards for a company. This sort of research includes the cost of the software development team, the cost of the study involved in completing a feasibility study, and the expected cost of software and hardware.

Chapter 3

Implementation

3.1 Tasks

Set Up the Exchange Rate Unit | x Lightning Experience | Salesforce | x Company Information | Salesforce | x +

trailhead.salesforce.com/content/learn/projects/prepare-your-salesforce-org-for-users/set-up-the-exchange-rate?trailmix_creator_id=trailhead&trailmix_creator_id=trailhead

Prepare Your Salesforce Org for Users > Set Up the Exchange Rate ▾

Enable Multiple Currencies

1. Click the **gear icon** ⚙️ and select **Setup**.
2. Enter **Company Information** in the Quick Find box and select **Company Information**.
3. Click **Edit**.
4. Ensure Currency Locale is set to **English (United States) - USD**.
Note: Don't worry, you can change the currency back to your default currency after completing this project.
5. Within the Currency Settings section, select the **Activate Multiple Currencies** box.
6. Click **Save**.
7. From the Company Information page, click the **Currency Setup** button.
8. Click **New** in the Active Currencies section.
9. Set up the Euro with the following information.

Field	Value
Currency Type	EUR - Euro
Conversion Rate	1.5
Decimal Places	2

10. Click **Save**.

Test the exchange rate on a new opportunity.

1. Click the **App Launcher** ⚙️ and select **Sales**.
2. Select the **Opportunities** tab, then **New**. Fill in the Opportunity Information.

Fig 2. Multiple Currency Task Instruction

Set Up the Exchange Rate Unit | x Lightning Experience | Salesforce | x Euro Currency Test | Salesforce | x +

brave-raccoon-gkary6-dev-ed.lightning.force.com/lightning/r/Opportunity/006500000311GVAAZ/view

Sales Home Opportunities ▾ Leads ▾ Tasks ▾ Files ▾ Accounts ▾ Contacts ▾ Campaigns ▾ Dashboards ▾ Reports ▾ Chatter ▾ Groups ▾ Calendar ▾ More ▾

Opportunity

Euro Currency Test

+ Follow Edit New Case New Note ▾

Account Name: [United Oil & Gas, UK](#) Close Date: 2/28/2022 Amount: EUR 10,000.00 (USD 6,666.67) Opportunity Owner: [Khyati Parmar](#) 📧

✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ Closed Won Change Closed Stage

Activity

Details Chatter

Log a Call New Task New Event Email

Recap your call... Add

Filters: All time • All activities • All types ⚙️ Refresh • Expand All • View All

Upcoming & Overdue

No next steps.
To get things moving, add a task or set up a meeting.

No past activity. Past meetings and tasks marked as done show up here.

Related

Products (0) ▾

Notes & Attachments (0) ▾

Upload Files

Or drop files

Contact Roles (0) ▾

Fig 3. Euro Currency Test

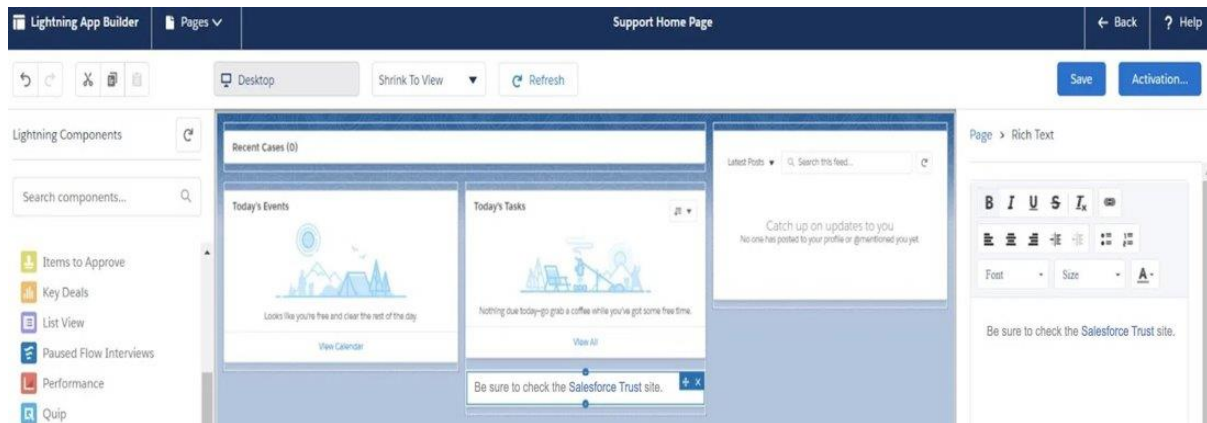


Fig 4. Support Home Page

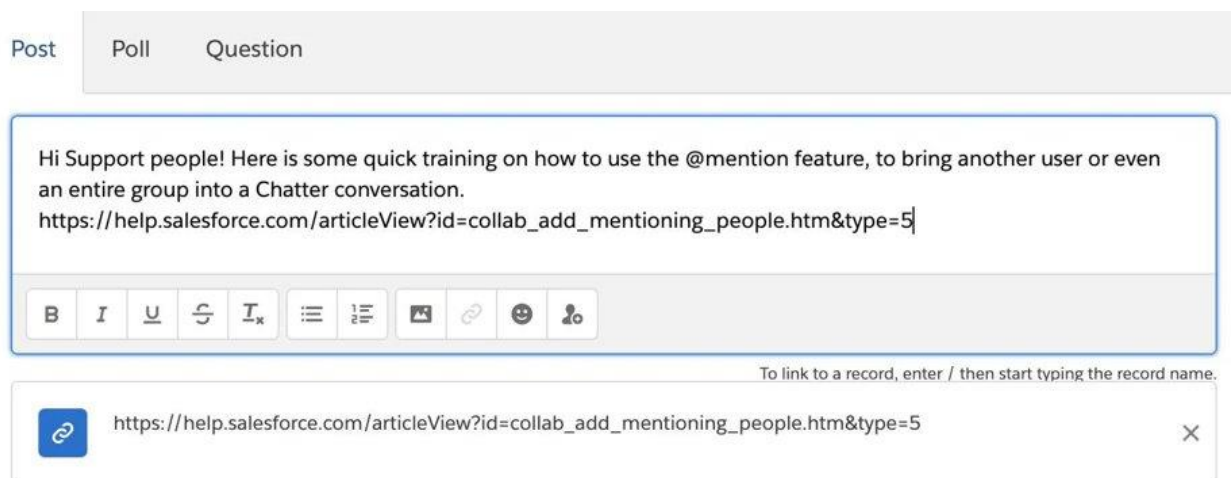


Fig 5. Chatter Box

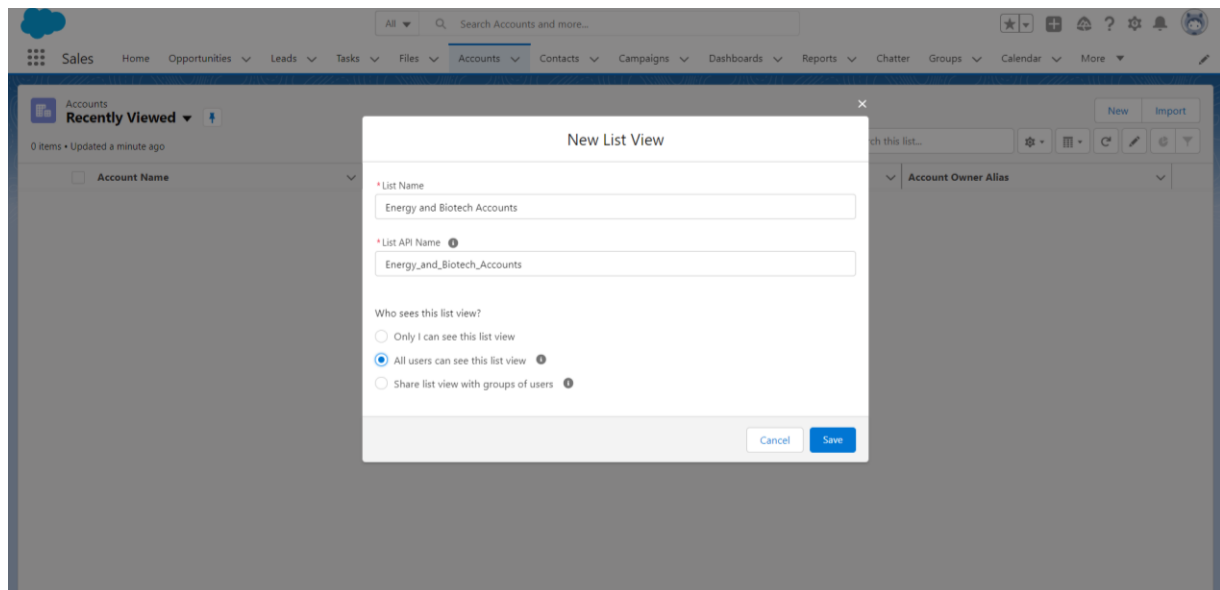


Fig 6. Create Unique Account List View

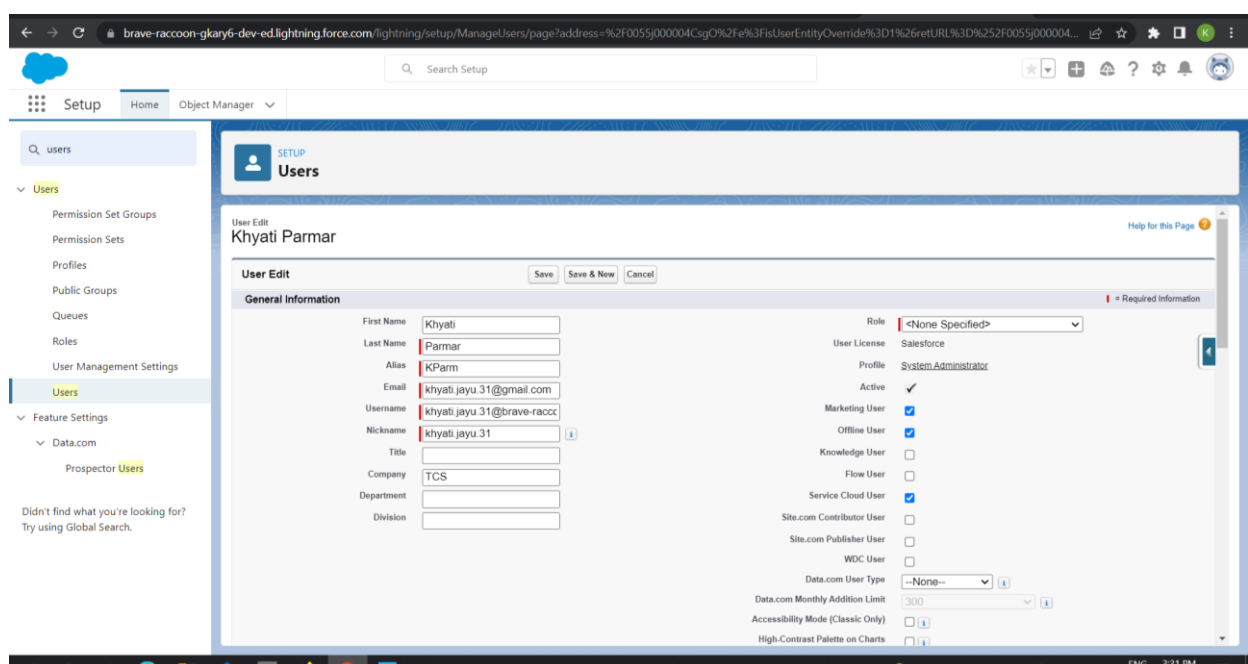


Fig 7. Create a User

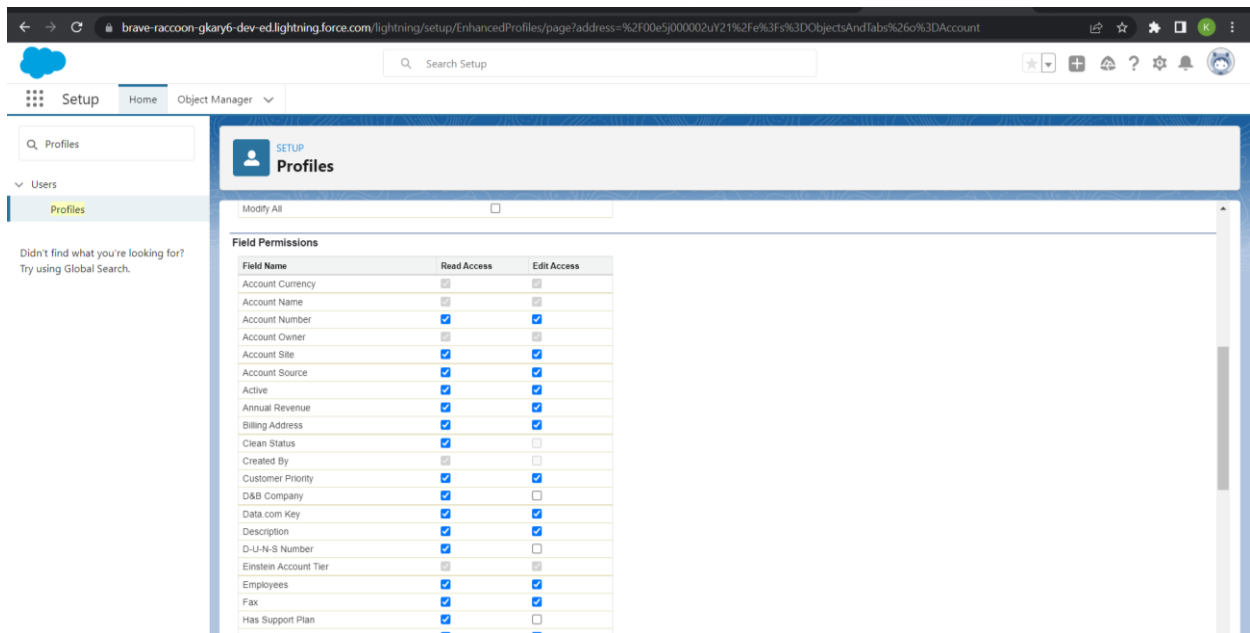


Fig 8. Control Access to Fields of Sales Profile

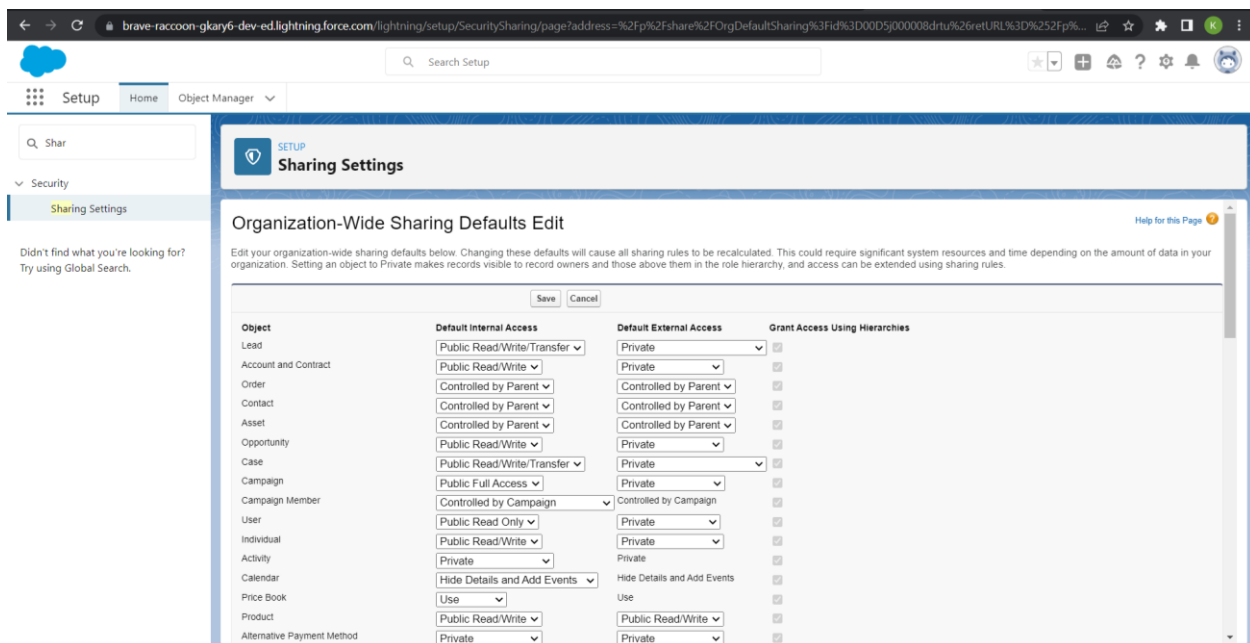


Fig 9. Configure Organization-Wide Defaults

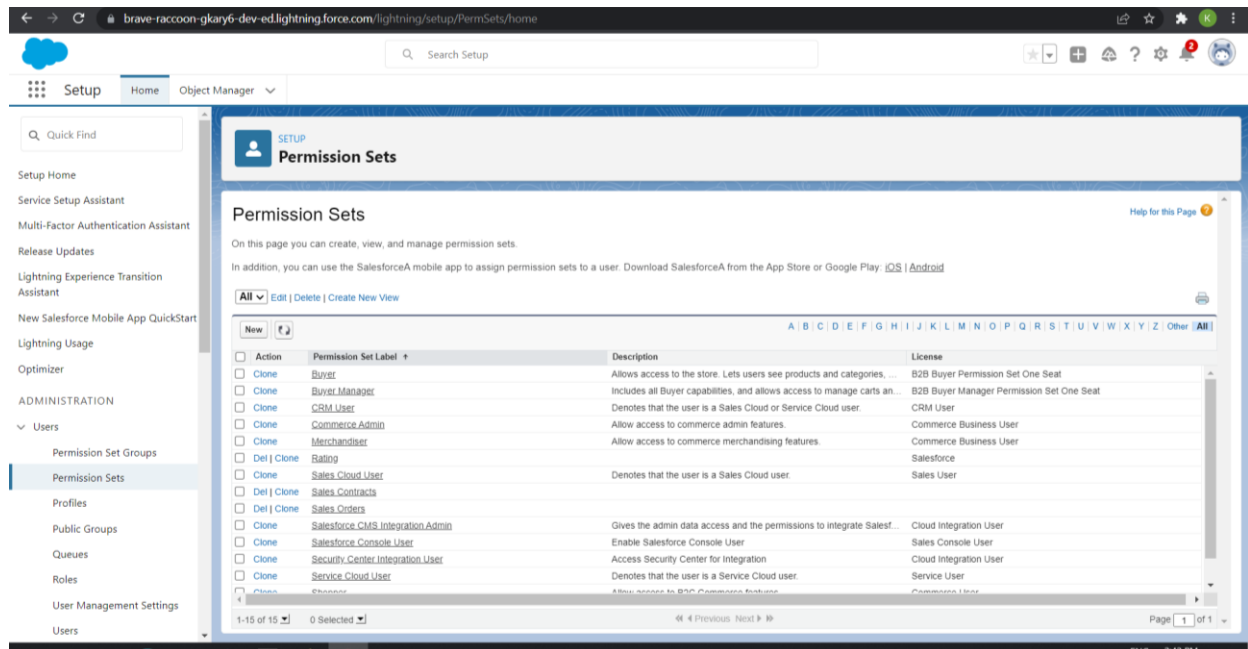


Fig 10. Create Permission Set

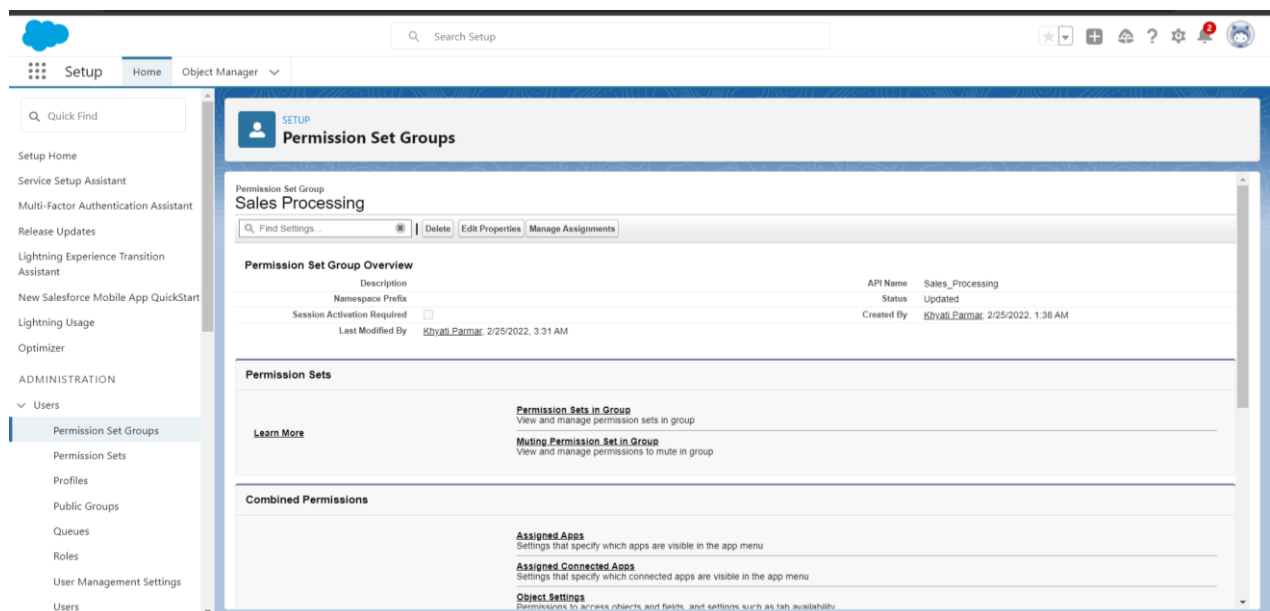


Fig 11. Create Permission Set Group

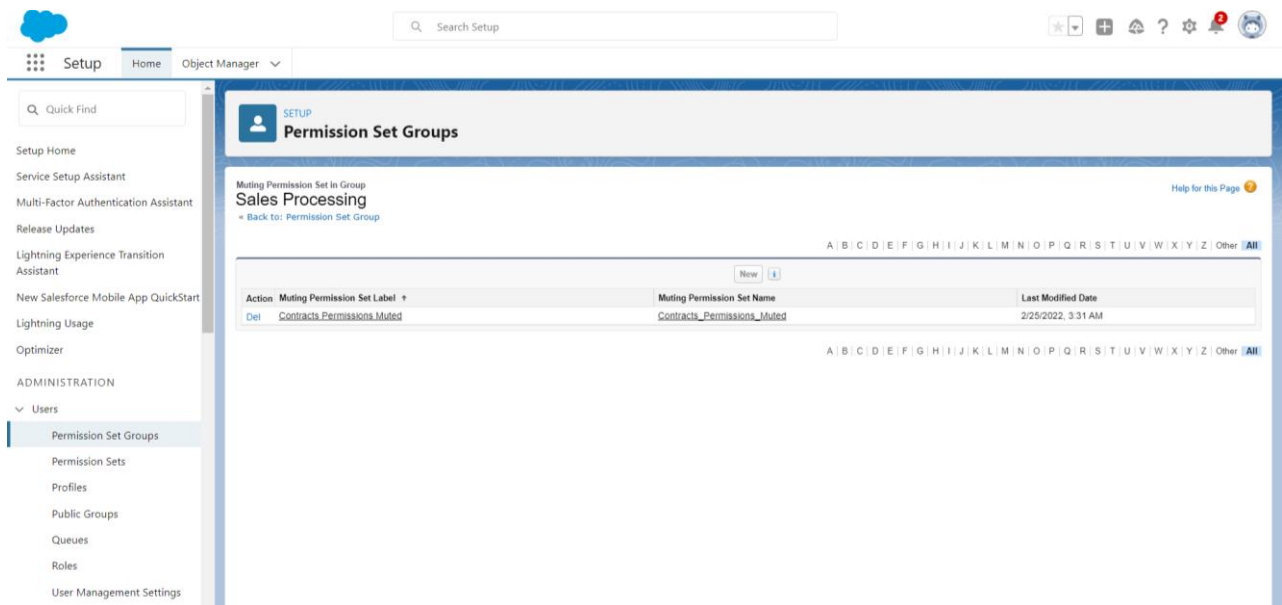


Fig 12. Muting Permission in Permission Set Groups

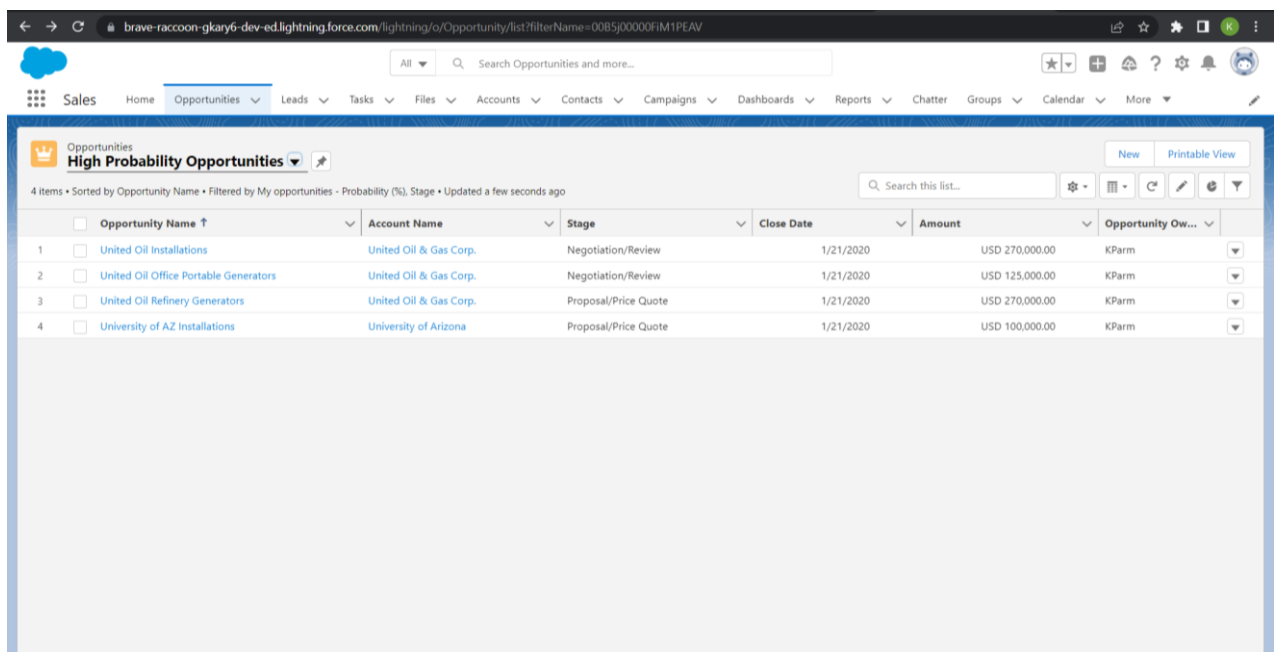


Fig 13. Create and Customize List Views

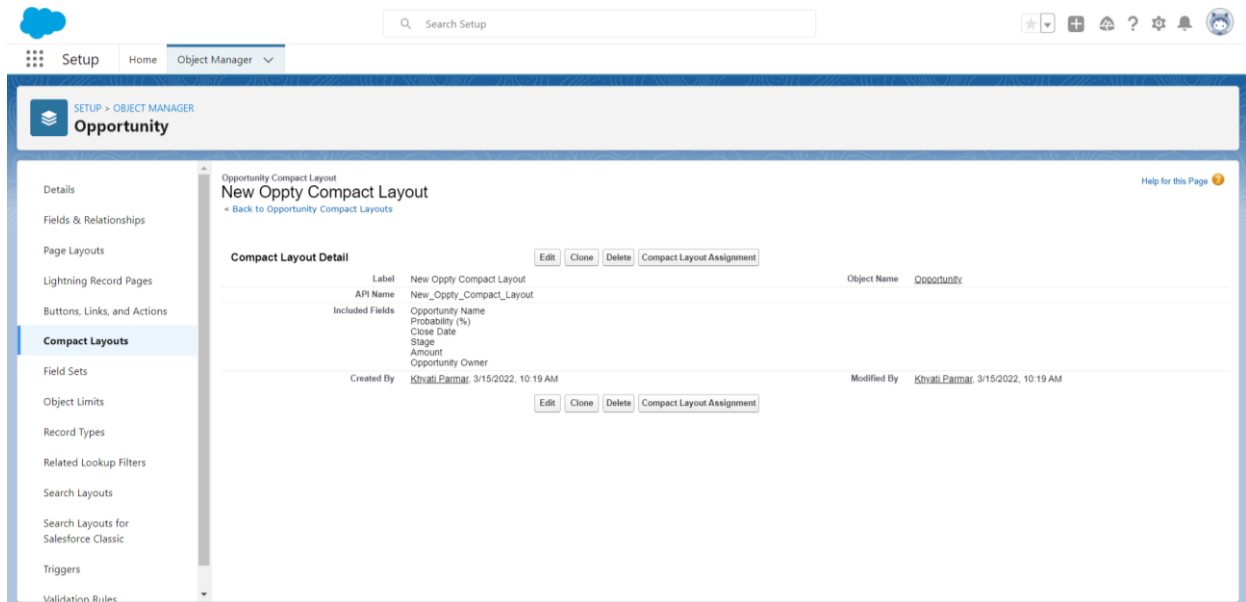


Fig 14. Customize Compact Layout

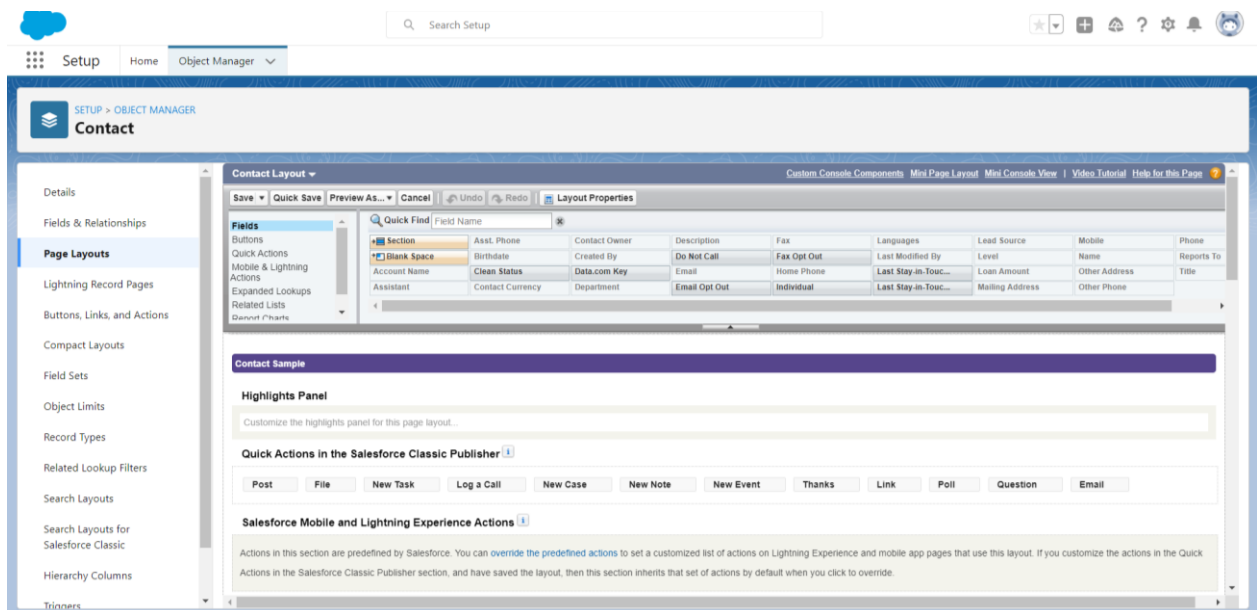


Fig 15. Customize Page Layout

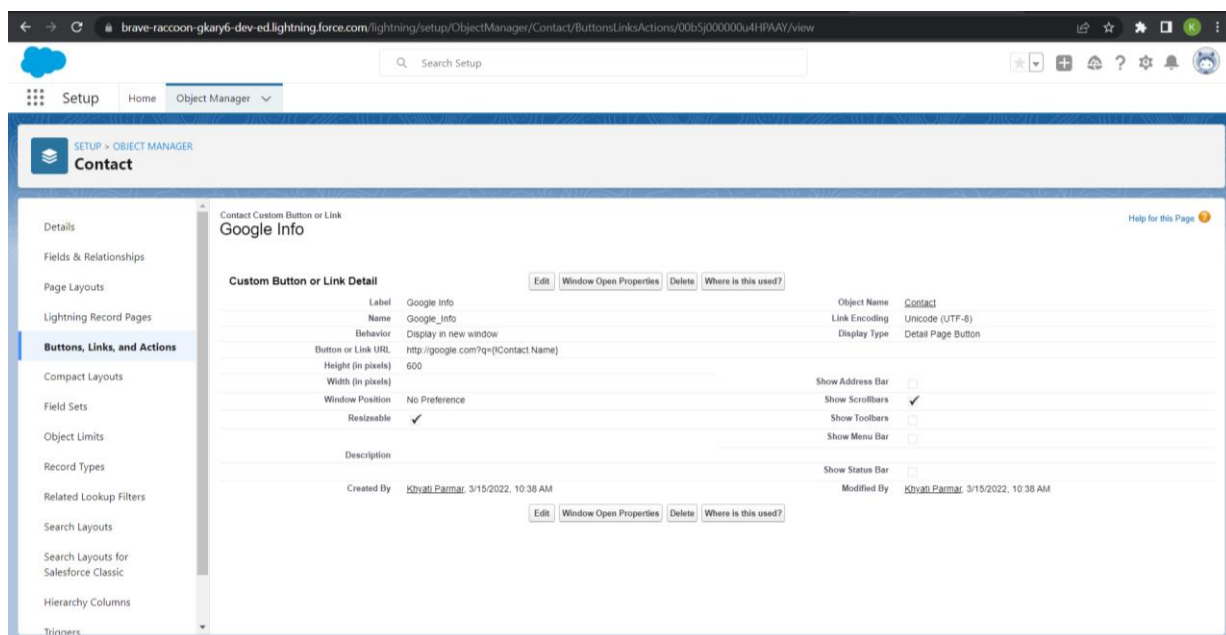


Fig 16. Custom Button Details

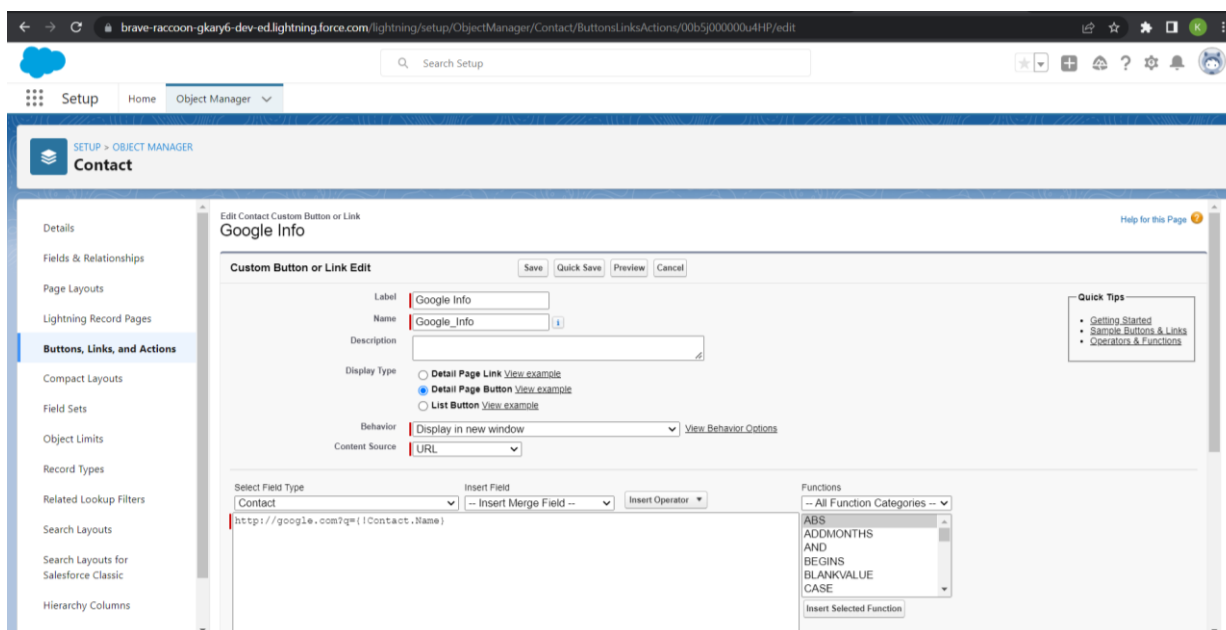


Fig 17. Create Custom Button with Link

The screenshot shows the 'Edit Account Custom Field' page for the 'Has Support Plan' field. The left sidebar contains navigation links: 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, Search Layouts for Salesforce Classic, Hierarchy Columns, and Triggers.

Custom Field Definition Edit

Field Information

- Field Label: Has Support Plan
- Field Name: Has_Support_Plan
- Description: Sales users use this field to indicate to Support which customers have support plans.
- Help Text: Does this customer have a current support plan? Check this box when you sell a support plan to this customer.
- Data Owner: User
- Field Usage: --None--
- Data Sensitivity Level: --None--
- Compliance Categorization: Available (PII, HIPAA, GDPR, PCI) and Chosen.

General Options

Default Value: ☐ Checked ☒ Unchecked

Fig 18. Create Custom Field

The screenshot shows the 'Field-Level Security' page for the 'Zone' field. The left sidebar is the same as in Fig 18.

Field-Level Security for Profile

Select the profiles to which you want to grant edit access to this field via field-level security. The field will be hidden from all profiles if you do not add it to field-level security.

Field-Level Security for Profile	Visible	Read-Only
Analytics Cloud Integration User	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Analytics Cloud Security User	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Authenticated Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Authenticated Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cleaner	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Contract Manager	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cross Org Data Proxy User	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Custom: Marketing Profile	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Custom: Sales Profile	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Custom: Support Profile	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Customer Community Login User	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Customer Community Plus Login User	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Fig 19. Create Field Dependencies

Setup > OBJECT MANAGER

Account

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

Search Layouts for Salesforce Classic

Account

New Custom Field

Step 4. Add to page layouts

Field Label Zone

Data Type Picklist

Field Name Zone

Description Customer's zone within the selected region—for sales operations use only.

Select the page layouts that should include this field. The field will be added as the last field in the first 2-column section of these page layouts. The field will not appear on any pages if you do not select a layout.

To change the location of this field on the page, you will need to customize the page layout.

☒ Add Field

Page Layout Name

☒ Account (Marketing) Layout

☒ Account (Sales) Layout

☒ Account (Support) Layout

☒ Account Layout

When finished, click Save & New to create more custom fields, or click Save if you are done.

Previous Save & New Save Cancel

Fig 20. Create Picklists and Dependencies

Setup > OBJECT MANAGER

Case

Details

Fields & Relationships

Case Page Layouts

Case Close Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

Search Layouts for Salesforce Classic

Hierarchy Columns

Auto add to custom report type ☒ Add this field to existing custom report types that contain this entity

Lookup Filter

Optionally, create a filter to limit the records available to users in the lookup field. [Tell me more!](#)

Hide Filter Settings

Filter Criteria

Insert Suggested Criteria

Field User: Profile: Name Operator equals Value / Field Support User Clear

AND Begin typing to search for a field... --None-- Value Clear

Add Filter Logic...

Filter Type

☒ Required. The user-entered value must match filter criteria.

If it doesn't, display this error message on save:

Value does not exist or does not match filter criteria.

Reset to default message

☐ Optional. The user can remove the filter or enter values that don't match criteria.

Lookup Window Text

Add this informational message to the lookup window.

Active

☒ Enable this filter.

Previous Next Cancel

Fig 21. Create Lookup Filter

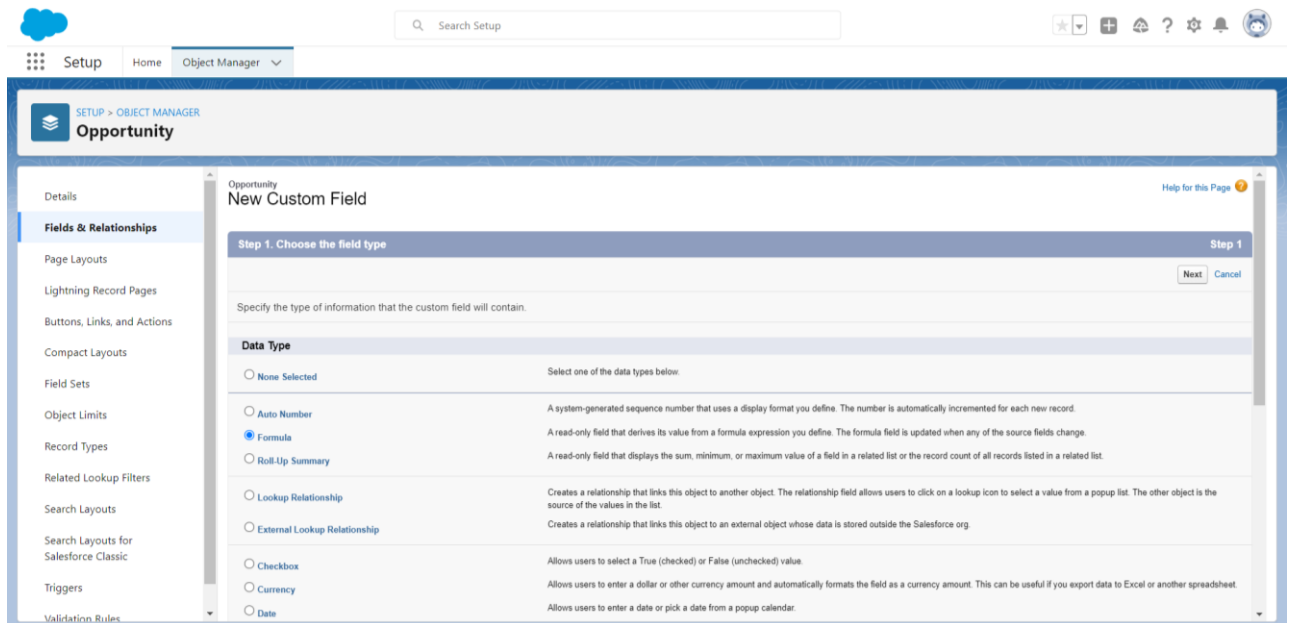


Fig 22. Create Custom Field for Formula

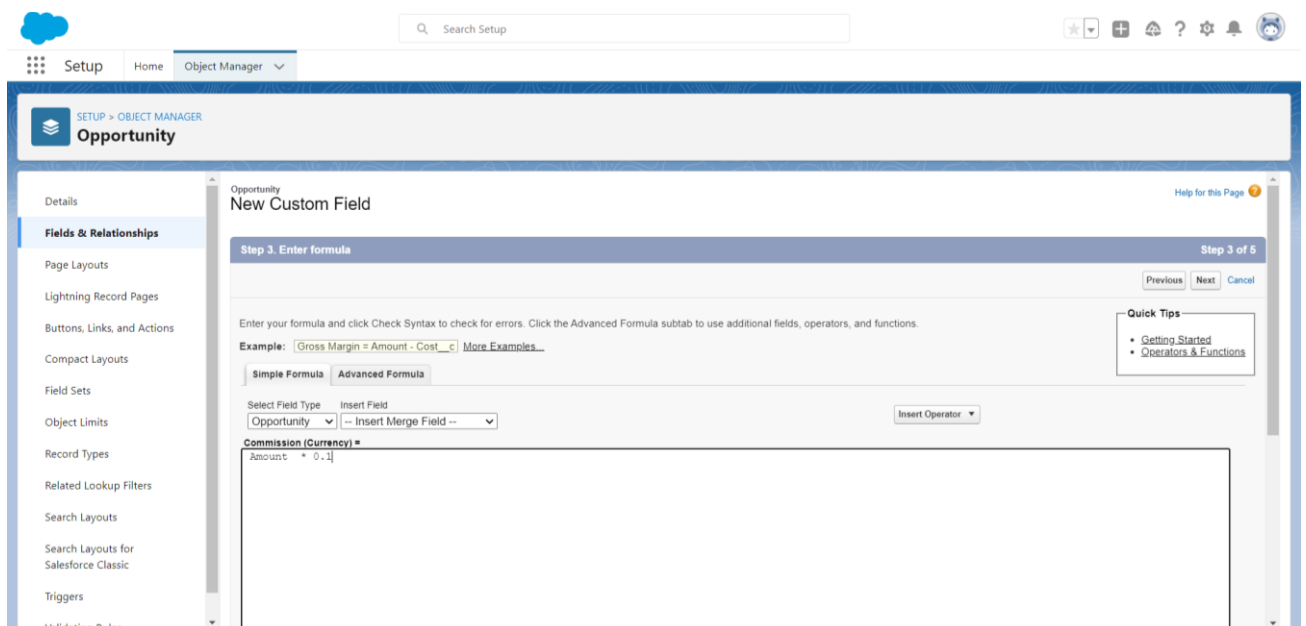


Fig 23. Create Formula Fields

The screenshot shows the 'New Record Type' page for the 'Account' object. The left sidebar contains navigation links: 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, Search Layouts for Salesforce Classic, Hierarchy Columns, and Triggers. The main content area is titled 'New Record Type Account' and includes a 'Step 1. Enter the details' section. Below this, there is a 'Record Type' section with fields for 'Existing Record Type' (set to 'Master'), 'Record Type Label' (set to 'Customer Account'), 'Record Type Name' (set to 'Customer_Account'), and a 'Description' (set to 'For customers and prospects'). The 'Active' checkbox is checked. Below the form, there is a table showing 'Profile Name', 'Record Types Currently Available', 'Make Available', and 'Make Default'.

Profile Name	Record Types Currently Available	Make Available	Make Default
Analytics Cloud Integration User		<input checked="" type="checkbox"/>	<input type="checkbox"/>
Analytics Cloud Security User		<input checked="" type="checkbox"/>	<input type="checkbox"/>
Authenticated Website		<input checked="" type="checkbox"/>	<input type="checkbox"/>

Fig 24. Create Record Type

The screenshot shows the 'Record Type Edit' page for the 'Industry' object. The left sidebar is identical to the previous screenshot, with 'Record Types' highlighted. The main content area is titled 'Record Type Edit Industry' and includes a 'General Properties' section. Below this, there is a 'Picklist Values' section. It contains two lists: 'Available Values' (with 'Consulting' and 'Education' selected) and 'Selected Values' (with 'Agriculture', 'Apparel', 'Banking', 'Biotechnology', 'Chemicals', 'Communications', 'Construction', 'Electronics', 'Energy', 'Engineering', 'Entertainment', 'Environmental', 'Finance', and 'Food & Beverage' selected). There are 'Add' and 'Remove' buttons between the lists. Below the lists, there is a 'Default' dropdown menu set to 'None'. At the bottom, there are 'Save' and 'Cancel' buttons.

Fig 25. Select Picklist values for record type

Chapter 4

Summary

Cloud Computing is all about using a remote server, to store, manage, and process data, instead of a local server/ personal computer. CRM is a kind of software that stores customer contact information like name, address, age, phone number.

Salesforce introduction: Salesforce is a Software as a Service (SaaS) CRM which helps you to manage customer relationships, integrate with other systems, and even build your apps. Salesforce was founded in March 1999 by ex-Oracle employee Marc Benioff, Frank Dominguez, and Parker Harris. It is a complete feature-rich solution for marketing, sales, service, partner management, and community management. Trusted Multitenant Cloud, Scalable Metadata Platform, Enterprise Ecosystem, APIs, CRM, and Related Functionality are important salesforce components.

The service nature of Salesforce is SaaS, PaaS, and IaaS. Marketing and sales lead feature of salesforce helps you to measure customer engagement by tracking email activities and convert them to customers.

Important salesforce tools are: Sales Cloud, Market Cloud, Service Cloud, Analytics Cloud, Community Cloud, Commerce Cloud, IoT Cloud, and Health Cloud. Traditional CRM hosted on the company's server while Salesforce CRM is hosted on the cloud.

Salesforce used in various Industries like Communications, Finance, High Tech, Health Care, Media, etc.