**Salesforce Industries Communications, Media, and Energy Party Model**

Any entity with which a customer does business is considered a *party*. All parties have a record in the Party\_\_c object. Party relationships are useful for alternate relationships, such as contact-to-contact, account-to-account that are not partners, family relationships, and other relationships that do not fit the standard Salesforce relationship paradigm. The party model is proprietary intellectual property.

Party relationships do not appear on the Account or Contact pages as related lists. Party relationships are usually given public read permissions unless you write code to handle custom Apex sharing.

People are stored in the Salesforce Contact object. Companies and other organizations are stored in the Company object.

In the Salesforce Account object, a record is created for any company, person, or another party who is a customer, client, or prospect. The Account record asserts the subset of parties that are considered relevant to sales and service. In multichannel uses, the Account record separately asserts which parties are accounts to which of the internal or channel partner businesses. Therefore, if more than one internal or channel partner business considers the same party differently—for example, it's a customer to one and a prospect to another—they are tracked in separate Account records.

The Account objectAccounts has also been extended to address billing. Industries Communications, Media and Energy clouds are not a billing system, but the Bill Line Item object exists to hold billing information under certain circumstances.

Because of the party model, you can organize your client base using groups that you can visualize with relationship graphs. The following are examples of relationships:

* Family relationships
  + Carlisle Cullen is the parent of Edward Cullen.
  + Bella Swan is the child of Charlie Swan.
* Corporate relationships
  + International Genetic Technologies owns Jurassic Park.
  + Yoyodyne Propulsion Systems is a subsidiary of Lectoid.
* Service provider relationships
  + John Hammond is the CEO of International Genetic Technologies.
  + Donald Gennaro is the advisor of John Hammond.
* Employment relationships
  + John Yaya is the president of Yoyodyne Propulsion Systems.
* Legal relationships
  + Alice Cullen is a beneficiary of Jasper Whitlock.

# Accounts in Communications, Media and Energy

The Communications managed package includes the following account record types to enhance your company's view of your customers.

* **Consumer** accounts are typically simple subscriber accounts. Usually, there aren't any levels below a Consumer Account, although it is permissible for situations such as a customer having two residences.
* **Business** accounts are typically parent accounts or root business accounts. Usually, you use a business account for small or medium business customers, or in a hierarchy for more complex, enterprise B2B situations. In B2B situations, child Accounts are typically a combination of service and billing accounts.
* **Billing** accounts typically represent the billing relationships for a set of B2B services, defining the responsible party or an account construct the parent business prefers.
* **Service** accounts typically represent the service relationships for a set of B2B services, defining the physical location and associated relationships where you deliver services under the parent business account.

A service account does not have billing assets, which include what the customer pays for. Service assets indicate where the customer is paying for the billing assets.

* **Billing aggregator** accounts typically represent a node in the billing hierarchy that completes billing aggregation, but to which services are not directly billed. Use billing aggregator accounts to summarize the total billed amount of the child billing accounts below.
* **Service aggregator** accounts typically represent a node within a service hierarchy that completes service and usage aggregation, but services are not directly delivered. Use service aggregator accounts to summarize the total service usage of the child service accounts below them.

You can create new account record types and define hierarchies as needed. Record types determine account layouts and context. You can define the requirements using any of the many data and record access tools available in Salesforce.

Salesforce recommends creating account hierarchies where a business or a consumer account is the ultimate parent in the hierarchy. Billing aggregator and Service aggregator accounts can be the parent accounts of billing and service accounts. Click the parent account field on a billing or service account record to select the billing or service aggregator account.

During the CPQ process, billing and service accounts indicate where the service is billed and where the service is physically delivered. In B2C cases, you can specify the consumer account for both service and billing, because a consumer typically receives billing and service at the same location. In B2B cases, you can specify the business account for both service and billing to support small or medium business cases, where the business receives billing at service at the same location. B2B and B2C cases can evolve to more complex scenarios, where parent consumer and business accounts are defined with hierarchies to separate and differentiate billing and service information that the customer and service provider requires.

# Cases in Communications, Media and Energy

With Communications, you can create different Case records depending on the type of issue a customer is having. Create billing cases for customers with billing complaints. Create service cases if there is something wrong with the service provided or a product associated with that service.

You can create Cases from the following objects:

* Accounts
* Contacts
* Statements
* Statement Line Items
* Assets

Communications extends the standard [Salesforce Case](https://help.salesforce.com/s/articleView?id=sf.cases_intro.htm&language=en_US&type=5) to include lookups to Statements and Statement Line Items. When viewing a billing statement or statement line item, you can see any associated disputes. When viewing a customer's service assets, you can see any associated trouble tickets.