1. An **app** in Salesforce is a set of objects, fields, and other functionality that supports a business process. You can see which app you’re using and switch between apps using the App Launcher ( App Launcher icon).
2. **Objects** are tables in the Salesforce database that store a particular kind of information. There are **standard objects** like Accounts and Contacts and **custom objects** like the Property object you see in the graphic.
3. **Records** are rows in object database tables. Records are the actual data associated with an object. Here, the 211 Charles Street property is a record.
4. **Fields** are columns in object database tables. Both standard and custom objects have fields. On our Property object, we have fields like Address and Price.

Salesforce Architecture

There’s a lot to unpack here, but let’s focus on the most important points.

* Salesforce is a cloud company. Everything we offer resides in the trusted, multitenant cloud.
* The Salesforce platform is the foundation of our services. It’s powered by metadata and made up of different parts, like data services, artificial intelligence, and robust APIs for development.
* All our apps sit on top of the platform. Our prebuilt offerings like Sales Cloud and Marketing Cloud, along with apps you build using the platform, have consistent, powerful functionality.
* Everything is integrated. Our platform technologies like Einstein predictive intelligence and the Lightning framework for development are built into everything we offer and everything you build.