

SALESFORCE OPTIMIZER REPORT

29 September 2020 | ORG ID: 00D4W000005iQHlUAM

Enterprise Edition

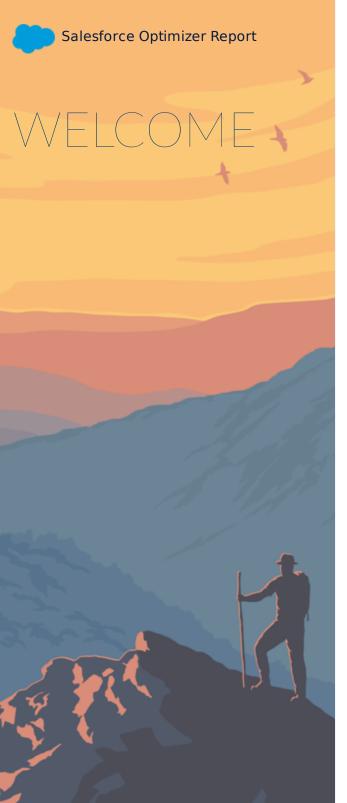
Report v 2.7



Check out the Optimizer App.

Learn more





What's in This Report?

We analyzed your Salesforce implementation to determine how your company uses certain features. We then identified a few ways that you can improve your implementation for your company. If you're curious about which features we included in our analysis, see Which Features Does the Optimizer Report Evaluate?

Note: If you're running Optimizer on a Lightning app, Optimizer only analyzes a subset of features. Your Lightning app Optimizer report won't include all the features that are included in a full report.

How Do I Use This Report?

Review your report to learn about the tweaks you need to make for your users to get the most out of Salesforce. Throughout this report, we include concrete recommendations that you can implement in Salesforce.

First time running the Optimizer report? Learn more in the Salesforce Help.

Impact Scale



A green icon indicates that all is well with a feature.



A yellow icon indicates that a feature might not comply with Salesforce's advised best practices. These issues might not require immediate attention.



An orange icon indicates that a feature doesn't comply with Salesforce's best practices. These issues likely require attention.



A red icon indicates that a feature doesn't comply with Salesforce's best practices or that you're approaching limits in your implementation. These issues require immediate attention.



A purple icon indicates ways that you can improve your implementation by enabling Salesforce features.

Accelerate Your Path to Success

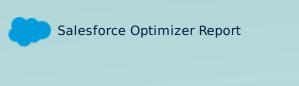
Need more help? To learn more about how Optimizer can help you improve your implementation:

- Join the Success Community.
- Sign up for our Circles of Success webinar.
- Check out a tailored list of success resources.

Learn from Others

Join us for an interactive discussion with your peers on how to use this report to your advantage.

• Sign up for the Optimizer webinar.





MONITOR LIMITS

Monitor Limits Summary

ORG LIMITS

File Storage Limit Data Storage Limit Static Resource Limit

OBJECT LIMITS

Custom Field Limit Active Sharing Rule Limits Active Workflow Rule Limits **Active Validation Rule Limits**

OPTIMIZE & MAINTAIN

Optimize & Maintain Summary

FIELDS

Field Usage Fields on Page Layouts Details Tab on Record Pages

REPORTS AND DASHBOARDS

Unused Reports Unused Dashboards

CUSTOM LAYOUTS FOR OBJECTS

Unassigned Page Layouts Unassigned Record Types Page Layouts per Object Record Types per Object

Replacing Related Lists with the Related List Quick Links Component **News and Twitter** Lightning Components on Record **Lightning Pages**

WORKFLOW

Inactive Validation Rules Inactive Workflow Rules

USER MANAGEMENT

User Logins Administrator Permissions Unassigned Roles Unassigned Custom Profiles Custom Profiles with a Low Number of Users

Unassigned Permission Sets Permission Sets with a Low Number of Users

CUSTOM CODE

Formula Fields with JavaScript Code Multiple Apex Triggers per Object **API Versions** New Code Using Old API Versions My Domain

INCREASE ADOPTION

Increase Adoption Summary

USAGE

Unsupported Browsers Out-of-Date Browsers Inactive Chatter Users Incomplete Chatter Profiles Files Adoption

RESOURCES

Success Resources

• MONITOR LIMITS
OPTIMIZE & MAINTAIN
INCREASE ADOPTION

SUCCESS RESOURCES

Was this helpful?





Salesforce Optimizer Report

MONITOR LIMITS SUMMARY

File Storage Limit >

HMIT: 13.3 GB PER ORG

0 GB

in use

0%

70%



Great job! You're using less than **70% of your file storage limit**. Export or delete files, or purchase more storage space.

Data Storage Limit >

LIMIT: 10.4 GB PER ORG

0 GB

in use

<u>0</u>%

90%

0% 70% 90%



Great job! You're using less than **70%**of your data storage limit. Export
or delete data, or purchase more
storage space.

Static Resource Limit >

LIMIT: 250 MB PER ORG

4 MB

in use

70%

90%

2%

0%

%



Great job! You're using less than 70% of your static resource limit.
Export static resources, and then delete them.

Custom Field Limit >

LIMIT: 500 FIELDS PER OBJECT

L object

Great job! Your field usage looks good. Delete unnecessary custom fields.

Active Sharing Rule Limits >

LIMIT: 300 SHARING RULES PER OBJECT

O objects



Great job! Your implementation uses sharing rules according to our best practices. Delete unnecessary sharing rules.

Active Workflow Rule Limits >

LIMIT: 50 WORKFLOW RULES PER OBJECT

0 objects

Great job! Your implementation uses workflow rules according to our best practices. Delete unnecessary workflow rules, or consolidate them with Process Builder.

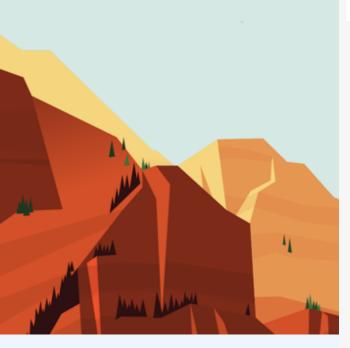
• MONITOR LIMITS
OPTIMIZE & MAINTAIN
INCREASE ADOPTION

SUCCESS RESOURCES

Was this helpful?







Salesforce Optimizer Report

MONITOR LIMITS SUMMARY

Active Validation Rule Limits >

LIMIT: 100 VALIDATION RULES PER OBJECT

O objects



Great job! Your implementation uses validation rules according to our best practices. Delete unnecessary validation rules.

MONITOR LIMITS

Org Limits

File Storage Limit
 Data Storage Limit
 Static Resource Limit

Object Limits

OPTIMIZE & MAINTAIN INCREASE ADOPTION

SUCCESS RESOURCES

File Storage Limit

Limit:

13.3 GB per org

OBSERVATION



Great job! You're using less than 70% of your file storage limit.



IMPACT

If you meet or exceed your file storage limit, users receive errors and can't add new files to Salesforce.

RECOMMENDATION

Determine whether you need old files that are lingering in your implementation. Export the files that your users no longer need, and then delete them from Salesforce. If your users still need access to these files, contact your Salesforce account executive to purchase more storage space.

Monitor Data and Storage Resources

Documentation

Data Management Trailhead

Top Success Resource

View All

Data Management Rockstar Circles of Success Webinar

MONITOR LIMITS

Org Limits

File Storage Limit

• Data Storage Limit

Static Resource Limit

Object Limits

OPTIMIZE & MAINTAIN INCREASE ADOPTION

SUCCESS RESOURCES

Data Storage Limit

Limit:

10.4 GB per org

OBSERVATION



Great job! You're using less than 70% of your data storage limit.



IMPACT

If you meet or exceed your data storage limit, users receive errors and can't add new records or data to Salesforce.

RECOMMENDATION

Determine whether you need old records that are lingering in your implementation. Export the data that your users no longer need, and then delete it from Salesforce. If your users still need access to this data, contact your Salesforce representative to purchase more storage space.

Data and File Storage Allocations

Best Practices for Deployments with Large
Data Volumes

Data Loader Documentation Data Management Trailhead

Top Success Resource

View All

Streamline Salesforce Experience Through Data Archival and Cleanup Circles of Success Webinar

MONITOR LIMITS

Org Limits

File Storage Limit

Data Storage Limit

• Static Resource Limit

Object Limits

OPTIMIZE & MAINTAIN INCREASE ADOPTION

SUCCESS RESOURCES

Static Resource Limit

Limit:

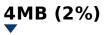
250 MB per org

OBSERVATION

Static resources in managed packages count against your static resource limits. We include static resources in managed packages in this analysis.



Great job! You're using less than 70% of your static resource limit.



• 175 MB • 225 MB• 250 (70%) (90%) MB (100%)

IMPACT

If you meet or exceed your data storage limit, users receive errors and can't add new records or data to Salesforce.

RECOMMENDATION

Determine whether you need old static resources that are lingering in your implementation. Export the static resources that your users no longer need, and then delete them from Salesforce.

Monitor Data and Storage Resources

Documentation

Best Practices for Static Resources

Use Static Resources Trailhead

Top Success Resource

View All

Streamline Salesforce Experience Through Data Archival and Cleanup Circles of Success Webinar

MONITOR LIMITS

Org Limits

Object Limits

Custom Field Limits
 Active Sharing Rule Limits
 Active Workflow Rule Limits

 Active Validation Rule Limits

OPTIMIZE & MAINTAIN INCREASE ADOPTION

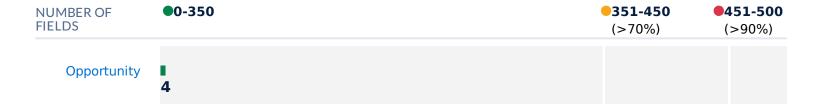
SUCCESS RESOURCES

Custom Field Limit

Limit: 500 fields per object

OBSERVATION





IMPACT

You can't add new fields to an object when you reach the field limit for your edition.

MONITOR LIMITS

Org Limits

Object Limits

Custom Field Limits
 Active Sharing Rule Limits
 Active Workflow Rule Limits

 Active Validation Rule Limits

OPTIMIZE & MAINTAIN INCREASE ADOPTION

SUCCESS RESOURCES

Custom Field Limit (continued)

RECOMMENDATION

Delete custom fields that your users don't use or need. Use your sandbox to test changes before you deploy them to your users. If your users need these fields, consider upgrading your Salesforce edition to increase your field limits.

Custom Fields Documentation

Field Footprint App

Data Modeling Trailhead

Top Success Resource

View All

Getting Started with Salesforce Customizations Circles of Success Webinar

MONITOR LIMITS

Org Limits

Object Limits

Custom Field Limits

Active Sharing Rule Limits
 Active Workflow Rule Limits

 Active Validation Rule Limits

OPTIMIZE & MAINTAIN INCREASE ADOPTION

SUCCESS RESOURCES

Active Sharing Rule Limits

Limit:

300 sharing rules per object

OBSERVATION



Great job! Your implementation uses sharing rules according to our best practices.

IMPACT

Too many sharing rules on objects can increase the time it takes to save and load records.

MONITOR LIMITS

Org Limits

Object Limits

Custom Field Limits

Active Sharing Rule Limits
 Active Workflow Rule Limits

 Active Validation Rule Limits

OPTIMIZE & MAINTAIN INCREASE ADOPTION

SUCCESS RESOURCES

Active Sharing Rule Limits (continued)

RECOMMENDATION

Delete unnecessary sharing rules, and use your sandbox to test changes before you deploy them to users.

Sharing Rules Documentation

Sharing Rule Limits Documentation

Overview of Data Security Trailhead

Top Success Resource

View All

Automate Key Business Processes with Lightning Process Builder

MONITOR LIMITS

Org Limits

Object Limits

Custom Field Limits

Active Sharing Rule Limits

Active Workflow Rule Limits
 Active Validation Rule Limits

OPTIMIZE & MAINTAIN INCREASE ADOPTION

SUCCESS RESOURCES

Active Workflow Rule Limits

Limit:

50 workflow rules per object

OBSERVATION



Great job! Your implementation uses workflow rules according to our best practices.

IMPACT

Too many workflow rules on objects can increase the time it takes to save and load records.

MONITOR LIMITS

Org Limits

Object Limits

Custom Field Limits

Active Sharing Rule Limits

Active Workflow Rule Limits
 Active Validation Rule Limits

OPTIMIZE & MAINTAIN INCREASE ADOPTION

SUCCESS RESOURCES

Active Workflow Rule Limits (continued)

RECOMMENDATION

Delete unnecessary workflow rules for each object, and use your sandbox to test changes before you deploy them to your users.

Consolidate the workflow rules on an object into a single process with the Lightning Process Builder.

Workflow Limits Documentation

Process Limits Documentation

Automate Basic Business Processes with Process Builder Trailhead

Workflow Rule Migration Trailhead

Top Success Resource View All

Automate Key Business Processes with Lightning Process Builder

MONITOR LIMITS

Org Limits

Object Limits

Custom Field Limits

Active Sharing Rule Limits

Active Workflow Rule Limits

Active Validation Rule Limits

OPTIMIZE & MAINTAIN INCREASE ADOPTION

SUCCESS RESOURCES

Active Validation Rule Limits

Limit:

100 validation rules per object

OBSERVATION



Great job! Your implementation uses validation rules according to our best practices.

IMPACT

It takes longer for users to save records that have a high number of validation rules, and you might be approaching validation rule limits.

MONITOR LIMITS

Org Limits

Object Limits

Custom Field Limits

Active Sharing Rule Limits

Active Workflow Rule Limits

Active Validation Rule Limits

OPTIMIZE & MAINTAIN INCREASE ADOPTION

SUCCESS RESOURCES

Active Validation Rule Limits (continued)

RECOMMENDATION

Delete unnecessary validation rules for each object, and use your sandbox to test changes before you deploy them to your users.

If all the validation rules are necessary to your users, consider upgrading your Salesforce edition to increase your validation rule limits.

Validation Rules Documentation

Validation Rules Developer Documentation

Examples of Validation Rules Developer Documentation

Creating Validation Rules Trailhead

Top Success Resource

View All

Transform Your Business with Automation Circles of Success Webinar

MONITOR LIMITS

 OPTIMIZE & MAINTAIN INCREASE ADOPTION

SUCCESS RESOURCES

Was this helpful?





OPTIMIZE & MAINTAIN SUMMARY

Field Usage >

 $\frac{1}{1}$

One field was completed less than 10% of the time within the past three months. Delete custom fields that your users don't use or need.

Fields on Page Layouts

6 page layouts

Great job! Your page layouts meet our best practices. Delete custom fields that your users don't use or need.

Details Tab on Record Pages >

O lightning pages



Great job! Your use of the Details tab meets our best practices. Move the Details tab so that it's not shown by default on a Lightning record page.

Unused Reports >

108 reports

You have 108 unused reports. Delete unused reports that haven't been run recently.

Unused Dashboards >

6 dashboards

You have 6 unused dashboards. Delete unused dashboards.

Unassigned Page Layouts >

2 page layouts

You have 2 page layouts that aren't assigned to a record type. Assign page layouts to a record type, or delete them.



MONITOR LIMITS

 OPTIMIZE & MAINTAIN INCREASE ADOPTION

SUCCESS RESOURCES

Was this helpful?





Salesforce Optimizer Report

OPTIMIZE & MAINTAIN SUMMARY

Unassigned Record Types >

O record types

Great job! You don't have unassigned record types. Delete unassigned record types.

Replacing Related Lists with the Related List Quick Links Component > O objects

Great job! You use related lists according to our best practices.
Replace default related lists with the Related List Quick Links Lightning component.

Page Layouts per Object

4 objects

Great job! You use page layouts according to our best practices. Implement consistent page layouts, and delete unnecessary ones.

News and Twitter >

OComponents

Great job! Your News and Twitter components are already behind a tab. Put the News and Twitter components on a secondary tab to increase performance.

Record Types per Object

objects

Great job! You use record types according to our best practices. Implement consistent record types on objects, and delete unnecessary ones.

Lightning Components on Record Lightning Pages >

O lightning pages

Great job! You use Lightning components according to our best practices. For record Lightning pages, move some Lightning components to the Tabs or Accordion Lightning component.

MONITOR LIMITS

 OPTIMIZE & MAINTAIN **INCREASE ADOPTION**

SUCCESS RESOURCES

Was this helpful?





OPTIMIZE & MAINTAIN SUMMARY

Inactive Validation Rules >

validation rules

Great job! You don't have any inactive validation rules. Delete inactive validation rules.

Inactive Workflow Rules

workflow rules

Great job! You don't have any inactive workflow rules. Delete inactive workflow rules.

User Logins >

0% of users



0 users haven't logged in lately. Determine whether these users need access to Salesforce.

Administrator Permissions >

administrator

Great job! You have an appropriate number of administrators for your implementation. Reduce the number of users who have administrator permissions.

Unassigned Roles >

role

You have 1 unassigned role. Delete roles that don't have users assigned to them.

Unassigned Custom Profiles >

custom profiles

You have 3 unassigned custom profiles. Delete custom profiles that don't have users assigned to them.



MONITOR LIMITS

• OPTIMIZE & MAINTAIN INCREASE ADOPTION

SUCCESS RESOURCES

Was this helpful?





OPTIMIZE & MAINTAIN SUMMARY

Custom Profiles with a Low Number of Users >

O custom profiles



Great job! You don't have profiles with a low number of users. Consolidate profiles with a low number of active users.

Unassigned Permission Sets >

O permission sets

Great job! You don't have unassigned permission sets. Delete permission sets that don't have users assigned to

them.

Permission Sets with a Low Number of Users >

2 permission sets



You have 2 permission sets with a low number of users. Consolidate permission sets with a low number of active users.

Formula Fields with JavaScript Code >

() formula fields

Great job! You don't have formula fields that contain JavaScript code. Remove all JavaScript code from formula fields.

Multiple Apex Triggers per Object >

0 objects

Great job! You use triggers according to our best practices. Consolidate triggers, or replace them by using the Lightning Process Builder.

API versions >

Number of out-of-date APIs:

0

0

0

Anex Classe

Apex Triggers

Visualforce Pages



Great job! Your code is up to date. Ask your developer to update this code.

MONITOR LIMITS

• OPTIMIZE & MAINTAIN INCREASE ADOPTION

SUCCESS RESOURCES

Was this helpful?





OPTIMIZE & MAINTAIN SUMMARY

New Code Using Old API Versions >

Number of out-of-date APIs:

0

0

0

Apex Classes

ers

Visualforce Pages



Great job! Your code is up to date. Ask your developer to update this code.

My Domain >



Great job! My Domain is enabled in your org. Add a subdomain to your Salesforce org URL with My Domain.



MONITOR LIMITS

OPTIMIZE & MAINTAIN

Fields

• Field Usage

Fields On Page Layouts

Details Tab On Record Pages

Reports And Dashboards

Custom Layouts For Objects

Lightning Pages

Workflow

User Management

Custom Code

INCREASE ADOPTION

SUCCESS RESOURCES

Field Usage

OBSERVATION

We analyze the field usage on the five objects with the most records in your implementation over the past three months.



1 fields were completed less than 10% of the time within the last three months.

IMPACT

Unnecessary fields clutter your objects and make your implementation difficult to maintain.

RECOMMENDATION

Delete custom fields that your users don't use or need. Use your sandbox to test changes before you deploy them to your users.

Delete Fields Documentation Custom Fields Allowed Per Object

Documentation

Field Footprint App Data Modeling Trailhead

Top Success Resource View All

Getting Started with Salesforce Customizations Circles of Success Webinar

MONITOR LIMITS

• OPTIMIZE & MAINTAIN

Fields

• Field Usage

Fields On Page Layouts

Details Tab On Record Pages

Reports And Dashboards

Custom Layouts For Objects

Lightning Pages

Workflow

User Management

Custom Code

INCREASE ADOPTION

SUCCESS RESOURCES

Field Usage (continued)

Object	Number of Fields
Opportunity >	1



MONITOR LIMITS

• OPTIMIZE & MAINTAIN

Fields

• Field Usage

Fields On Page Layouts

Details Tab On Record Pages

Reports And Dashboards

Custom Layouts For Objects

Lightning Pages

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User Management

Custom Code

INCREASE ADOPTION

SUCCESS RESOURCES

Field Usage (continued)

Opportunity Back to Objects

UNUSED FIELD	RELATED PAGE LAYOUT
Loss_Reason	Opportunity Layout

MONITOR LIMITS

• OPTIMIZE & MAINTAIN Fields

Field Usage

Fields On Page Layouts
 Details Tab On Record Pages

Reports And Dashboards

Custom Layouts For Objects

Lightning Pages

Workflow

User Management

Custom Code

INCREASE ADOPTION

SUCCESS RESOURCES

Fields on Page Layouts

OBSERVATION



Great job! Your page layouts meet our best practices.



IMPACT

Excessive fields clutter your page layouts, make your implementation difficult to maintain, and increase page load time.

RECOMMENDATION

Delete custom fields that your users don't use or need. Use your sandbox to test changes before you deploy them to your users.

MONITOR LIMITS

• OPTIMIZE & MAINTAIN Fields

Field Usage

• Fields On Page Layouts

Details Tab On Record Pages

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INCREASE ADOPTION

SUCCESS RESOURCES

Fields on Page Layouts (continued)

Delete Fields Documentation

Field Footprint App

Data Modeling Trailhead

Top Success Resource

View All

Create the User Experience Circles of Success Webinar

MONITOR LIMITS

• OPTIMIZE & MAINTAIN

Fields

Field Usage

Fields On Page Layouts

• Details Tab On Record Pages

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INCREASE ADOPTION

SUCCESS RESOURCES

Details Tab on Record Pages

OBSERVATION



Great job! Your use of the Details tab meets our best practices.

IMPACT

Excessive fields clutter your page, make your implementation difficult to maintain, and increase page load time.

RECOMMENDATION

The Details tab displays fields and sections from the page layout associated with the object. When you have a high number of fields on this tab, you can increase performance by moving the Details tab so that it's not shown by default on a Lightning record page.

MONITOR LIMITS

• OPTIMIZE & MAINTAIN Fields

Field Usage

Fields On Page Layouts

• Details Tab On Record Pages

Reports And Dashboards

Custom Layouts For Objects

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INCREASE ADOPTION

SUCCESS RESOURCES

Details Tab on Record Pages (continued)

Customize Tabs on Lightning Experience Record Pages Using the Lightning App Builder Documentation

MONITOR LIMITS

• OPTIMIZE & MAINTAIN

Fields

Reports And Dashboards

• Unused Reports

Unused Dashboards

Custom Layouts For Objects

Lightning Pages

Workflow

User Management

Custom Code

INCREASE ADOPTION

SUCCESS RESOURCES

Unused Reports

OBSERVATION



You have 108 unused reports.

IMPACT

Unused reports make your implementation difficult to maintain.

RECOMMENDATION

Delete the reports that you no longer need.

Delete a Report Documentation

Salesforce Reports and Dashboards Limits

Per Edition Documentation

Top Success Resource View All

Tech Lounge: Reporting Basics Circles of Success Webinar

REPORT NAME	LAST VIEWED	LAST RUN	LAST MODIFIED
Sample Report: Document Library	Never	Never	Sep 29, 2020
Sample Flow Report: Screen Flows	Never	Never	Sep 29, 2020
Opportunity Amount by Stage (Sample)	Never	Jul 17, 2015	Sep 29, 2020
Sales Exec Closed Deals by Owner	Never	Aug 03, 2015	Sep 29, 2020

MONITOR LIMITS

• OPTIMIZE & MAINTAIN Fields

Reports And Dashboards

Unused Reports
 Unused Dashboards

Custom Layouts For Objects

Lightning Pages

Workflow

User Management

Custom Code

INCREASE ADOPTION

SUCCESS RESOURCES

Unused Reports (continued)

REPORT NAME	LAST VIEWED	LAST RUN	LAST MODIFIED
Sales Exec Closed Deals QTD	Never	Aug 03, 2015	Sep 29, 2020
Sales Exec Opportunity Product Pipeline	Never	Aug 03, 2015	Sep 29, 2020
Sales Exec Pipeline	Never	Aug 03, 2015	Sep 29, 2020
Sales Exec Open Pipeline next 90 days	Never	Aug 03, 2015	Sep 29, 2020
Sales Exec Top Closed Deals	Never	Aug 03, 2015	Sep 29, 2020
Sales Exec Open Deals	Never	Aug 03, 2015	Sep 29, 2020
Sales Exec Lost Deals	Never	Aug 03, 2015	Sep 29, 2020
Cases Currently Open by Origin	Never	Aug 03, 2015	Sep 29, 2020
Cases by Origin	Never	Aug 03, 2015	Sep 29, 2020
Marketing Exec Converted Amount	Never	Aug 04, 2015	Sep 29, 2020
Marketing Exec Amount per Camp	Never	Aug 04, 2015	Sep 29, 2020
Marketing Exec Leads by Source	Never	Aug 04, 2015	Sep 29, 2020
Marketing Exec Leads by Industry	Never	Aug 04, 2015	Sep 29, 2020
Marketing Exec Campaigns by ROI	Never	Aug 04, 2015	Sep 29, 2020

MONITOR LIMITS

• OPTIMIZE & MAINTAIN Fields

Reports And Dashboards

Unused Reports
 Unused Dashboards

Custom Layouts For Objects

Lightning Pages

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User Management

Custom Code

INCREASE ADOPTION

SUCCESS RESOURCES

Unused Reports (continued)

REPORT NAME	LAST VIEWED	LAST RUN	LAST MODIFIED
Marketing Exec Campaign ROI by Camp Type	Never	Aug 04, 2015	Sep 29, 2020
Marketing Exec Leads by Campaigns	Never	Aug 04, 2015	Sep 29, 2020
Marketing Exec Leads Converted	Never	Aug 04, 2015	Sep 29, 2020
Marketing Exec Lead Trends by Status	Never	Aug 04, 2015	Sep 29, 2020
Marketing Exec Converted by Month	Never	Aug 04, 2015	Sep 29, 2020
Marketing Exec Converted and Won Amount	Never	Aug 04, 2015	Sep 29, 2020
Marketing Exec # of Leads	Never	Aug 04, 2015	Sep 29, 2020
Marketing Exec Conversion Rate	Never	Aug 04, 2015	Sep 29, 2020
Conversion Rate	Never	Aug 04, 2015	Sep 29, 2020
Sales Exec Bookings Trend	Never	Aug 04, 2015	Sep 29, 2020
Sales Person Current Month Open Pipeline	Never	Aug 04, 2015	Sep 29, 2020
Sales Person MTD Sales	Never	Aug 04, 2015	Sep 29, 2020
Sales Person Activity	Never	Aug 04, 2015	Sep 29, 2020
Sales Person Open Pipeline by stage	Never	Aug 04, 2015	Sep 29, 2020

MONITOR LIMITS

• OPTIMIZE & MAINTAIN Fields

Reports And Dashboards

Unused Reports
 Unused Dashboards

Custom Layouts For Objects

Lightning Pages

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INCREASE ADOPTION

SUCCESS RESOURCES

Unused Reports (continued)

REPORT NAME	LAST VIEWED	LAST RUN	LAST MODIFIED
Sales Person All Activities	Aug 04, 2015	Never	Sep 29, 2020
Sales Manager Activities	Aug 07, 2015	Never	Sep 29, 2020
Sales Manager Open Opportunities	Aug 07, 2015	Never	Sep 29, 2020
Sales Manager Top Closed Deals	Aug 07, 2015	Never	Sep 29, 2020
Sales Manager Leader Board	Aug 07, 2015	Never	Sep 29, 2020
Activities by Salesperson	Aug 07, 2015	Never	Sep 29, 2020
Sales Manager Open Pipeline	Aug 07, 2015	Never	Sep 29, 2020
Sales Manager Pipeline Next 90 days	Aug 07, 2015	Never	Sep 29, 2020
Sales Manager Closed Deals	Aug 07, 2015	Never	Sep 29, 2020
Sample Report: Sales Pipeline by Stage	Aug 07, 2015	Never	Sep 29, 2020
Sample Report: Closed Sales	Aug 07, 2015	Never	Sep 29, 2020
Sample Report: Open Cases By Priority	Aug 07, 2015	Never	Sep 29, 2020
Sample Report: Open Deals	Aug 07, 2015	Never	Sep 29, 2020
Sample Report: Pipeline By Close Month	Aug 07, 2015	Never	Sep 29, 2020

MONITOR LIMITS

• OPTIMIZE & MAINTAIN

Fields

Reports And Dashboards

• Unused Reports

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INCREASE ADOPTION

SUCCESS RESOURCES

Unused Reports (continued)

REPORT NAME	LAST VIEWED	LAST RUN	LAST MODIFIED
Sample Report: Leads by Lead Source	Aug 07, 2015	Never	Sep 29, 2020
Sample Report: Top Accounts	Aug 07, 2015	Never	Sep 29, 2020
Sample Report: Solutions Added	Aug 07, 2015	Never	Sep 29, 2020
Sample Report: Pipeline History	Aug 07, 2015	Never	Sep 29, 2020

Note: We found 58 more unused reports. To see the status of more reports, resolve these issues, and then run Optimizer again.

MONITOR LIMITS

• OPTIMIZE & MAINTAIN

Fields

Reports And Dashboards

Unused Reports

Unused Dashboards

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Custom Code

INCREASE ADOPTION

SUCCESS RESOURCES

Unused Dashboards

OBSERVATION



Your have 6 unused dashboards.

IMPACT

Unused dashboards make your implementation difficult to maintain.

RECOMMENDATION

Delete the dashboards that you no longer need.

Delete a Dashboard Documentation

Salesforce Reports and Dashboards Limits

Per Edition Documentation

Top Success Resource View All

Drive Metrics Using Reports and Dashboards Circles of Success Webinar

DASHBOARD NAME	LAST VIEWED	LAST MODIFIED
Adoption Dashboard	Never	Sep 29, 2020
Sales Manager Dashboard	Never	Sep 29, 2020

MONITOR LIMITS

• OPTIMIZE & MAINTAIN

Fields

Reports And Dashboards

Unused Reports

• Unused Dashboards

Custom Layouts For Objects

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INCREASE ADOPTION

SUCCESS RESOURCES

Unused Dashboards (continued)

DASHBOARD NAME	LAST VIEWED	LAST MODIFIED
Service KPIs	Never	Sep 29, 2020
Agent Supervisor Overview	Never	Sep 29, 2020
Service Executive Overview	Never	Sep 29, 2020
Marketing Dashboard	Never	Sep 29, 2020

MONITOR LIMITS

OPTIMIZE & MAINTAIN

Fields

Reports And Dashboards

Custom Layouts For Objects

• Unassigned Page Layouts

Unassigned Record Types

Page Layouts Per Object

Record Types Per Object

Lightning Pages

Workflow

User Management

Custom Code

INCREASE ADOPTION

SUCCESS RESOURCES

Unassigned Page Layouts

OBSERVATION



You have 2 page layouts that aren't assigned to a record type.

IMPACT

Page layouts that aren't assigned to record types take up unnecessary space and make your implementation harder to maintain.

RECOMMENDATION

Delete unassigned page layouts in your implementation, and use your sandbox to test changes before you deploy them to your users. If you need to keep the page layout, assign it to a record type.

Page Layouts Documentation

Customize Record Details with Page Layouts Trailhead

Top Success Resource

View All

Streamline Salesforce Experience Through Data Archival and Cleanup Circles of Success Webinar

UNASSIGNED PAGE LAYOUTS

Opportunity Layout

Lead Layout

MONITOR LIMITS

OPTIMIZE & MAINTAIN

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Unassigned Page Layouts

• Unassigned Record Types

Page Layouts Per Object

Record Types Per Object

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INCREASE ADOPTION

SUCCESS RESOURCES

Unassigned Record Types

OBSERVATION



Great job! You don't have unassigned record types.

IMPACT

Record types that aren't assigned to profiles take up unnecessary space and make your implementation harder to maintain.

RECOMMENDATION

Delete unassigned record types in your implementation, and use your sandbox to test changes before you deploy them to your users.

Considerations for Creating and Updating Record Types and Picklists Documentation

Top Success Resource View All

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INCREASE ADOPTION

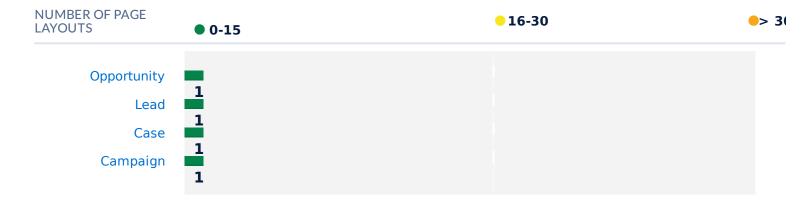
SUCCESS RESOURCES

Page Layouts per Object

OBSERVATION



Great job! You use page layouts according to our best practices.



IMPACT

Unnecessary page layouts make your implementation difficult to maintain.

RECOMMENDATION

Implement a consistent page layout for as many objects as possible, and delete the page layouts that you no longer need.

Page Layouts Documentation

MONITOR LIMITS

• OPTIMIZE & MAINTAIN Fields

Reports And Dashboards

Custom Layouts For Objects

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Unassigned Record Types

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Record Types Per Object

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Page Layouts per Object (continued) Top Success Resource View All

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INCREASE ADOPTION

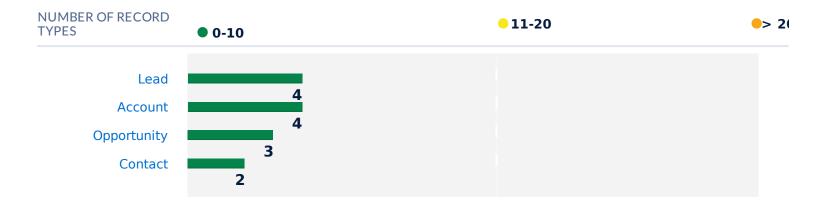
SUCCESS RESOURCES

Record Types per Object

OBSERVATION



Great job! You use record types according to our best practices.



IMPACT

Unnecessary record types make your implementation difficult to maintain.

RECOMMENDATION

Implement a consistent record type for as many objects as possible, and delete the record types that you no longer need.

Considerations for Creating and Updating Record Types and Picklists Documentation

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Record Types per Object (continued) Top Success Resource View All

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• Replacing Related Lists With The Related

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INCREASE ADOPTION

SUCCESS RESOURCES

Replacing Related Lists with the Related List Quick Links Component

We analyze related lists only in layouts assigned to a profile.

OBSERVATION



Great job! You use related lists according to our best practices.

IMPACT

Scrolling through several related lists to find the right one is time consuming. With the Related List Quick Links component, users can hover over links to see all the related list columns without opening the View All page. Users see all options at a glance and can find the right one faster. Users can also customize the quick link order in their personal settings.

RECOMMENDATION

Replace all Related Lists components with the Related List Quick Links component. If there's a related list that should be easily accessible to users, you can add a Related List - Single component. If a page layout includes many related lists, consider moving some to a second tab.

Standard Lightning Page Components
Documentation

Customize Related Lists Documentation

Top Success Resource

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INCREASE ADOPTION

SUCCESS RESOURCES

News and Twitter

OBSERVATION



Great job! Your News and Twitter components are already behind a tab.

IMPACT

Having the News or Twitter component directly on a page can cause the page to load slowly.

RECOMMENDATION

Move the News and Twitter components from the page to a tab.

Customize Tabs on Lightning Experience Record Pages Using the Lightning App Builder Documentation

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INCREASE ADOPTION

SUCCESS RESOURCES

Lightning Components on Record Lightning Pages

We only analyze Lightning pages for the record page type.

OBSERVATION



Great job! You use Lightning components according to our best practices.

IMPACT

Too many components on a page can cause it to load slowly.

RECOMMENDATION

Move some Lightning components to the Tabs or Accordion Lightning component.

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Lightning Components on Record Lightning Pages (continued) Customize Tabs on Lightning Experience Record Pages Using the Lightning App Builder Documentation. Standard Lightning Page Components
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Inactive Validation Rules
 Inactive Workflow Rules

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SUCCESS RESOURCES

Inactive Validation Rules

OBSERVATION



Great job! You don't have any inactive validation rules.

IMPACT

Inactive validation rules make your implementation difficult to maintain.

RECOMMENDATION

Delete validation rules that you don't need, and use your sandbox to test changes before you deploy them to your users.

Validation Rule Limits Documentation

Creating Validation Rules Trailhead

Process Automation Trailhead

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Inactive Workflow Rules

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INCREASE ADOPTION

SUCCESS RESOURCES

Inactive Workflow Rules

OBSERVATION



Great job! You don't have any inactive workflow rules.

IMPACT

Inactive workflow rules make your implementation difficult to maintain.

RECOMMENDATION

Delete workflow rules that you don't need, and use your sandbox to test changes before you deploy them to users.

Lightning Process Builder Documentation

Process Automation Trailhead

Top Success Resource

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Transform Your Business with Automation Circles of Success Webinar

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User Logins

Total Users:

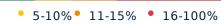
1

OBSERVATION



0 users haven't logged in lately.

0 of 1 Users (0%)



30-89 Days ago	90-179 Days ago	180+ Days ago	Never Logged In
0 users	0 users	0 users	0 users

IMPACT

If users aren't managing their business in Salesforce, your teams might not be working efficiently, and your data might be at risk.

RECOMMENDATION

Determine whether these users need access to Salesforce. Deactivate accounts of former employees or anyone who doesn't need to access Salesforce.

Deactivate (Delete) Users Documentation

User Management Trailhead

Data Security Trailhead

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SUCCESS RESOURCES

Administrator Permissions

OBSERVATION

For this report, we define an administrator as a user who has both Customize App and Modify All Data permissions in Salesforce.



Great job! You have an appropriate number of administrators for your implementation.

Current	Recommended	
1 administrators >	1 full-time administrator for up to 30 users	

IMPACT

Having too many administrators can make it more difficult to keep your settings and data secure.

RECOMMENDATION

Reduce the number of users who have the Customize App and Modify All Data permissions. Assign users those permissions only if they are responsible for maintaining and updating users and settings in your implementation.

Edit Users Documentation	Profiles Documentation
User Management Trailhead	Data Security Trailhead

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Administrator Permissions (continued)

USERS ASSIGNED THE CUSTOMIZE APP AND MODIFY ALL DATA PERMISSIONS

Mohan Chinnappan (mohan.chinnappan.n-7nte@force.com)



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Unassigned Roles

OBSERVATION



You have 1 unassigned role.

IMPACT

Unassigned roles make your implementation difficult to maintain.

RECOMMENDATION

Delete roles that don't have active users assigned to them, and use your sandbox to test changes before you deploy them to your users.

User Role Hierarchy Documentation

Data Security Trailhead

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Unassigned Custom Profiles

OBSERVATION



You have 3 unassigned custom profiles.

IMPACT

Unassigned custom profiles make your implementation difficult to maintain.

RECOMMENDATION

Delete custom profiles that don't have active users assigned to them, and use your sandbox to test changes before you deploy them to your users.

Profiles Documentation

Security for Profiles Documentation

Data Security Trailhead

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Getting Started with Salesforce Customizations Circles of Success Webinar

UNASSIGNED CUSTOM PROFILES

Personal Banker

Relationship Manager

Advisor

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Custom Profiles with a Low Number of Users

OBSERVATION



Great job! You don't have profiles with a low number of users.

IMPACT

Excessive custom profiles make your implementation difficult to maintain.

RECOMMENDATION

Consolidate profiles that have a low number of active users, and delete the profiles that you no longer need.

Profiles Documentation

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Unassigned Permission Sets

OBSERVATION



Great job! You don't have unassigned permission sets.

IMPACT

Unassigned permission sets make your implementation difficult to maintain.

RECOMMENDATION

Delete permission sets that don't have active users assigned to them, and use your sandbox to test changes before you deploy them to your users.

Permission Sets Documentation

Security for Permission Sets
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INCREASE ADOPTION

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Permission Sets with a Low Number of Users

OBSERVATION



You have **2 permission sets** with a low number of users.

IMPACT

Excessive permission sets make your implementation difficult to maintain.

RECOMMENDATION

Consolidate permission sets that have a low number of active users, and delete the permission sets that you no longer need.

Permission Sets Documentation

Security for Permission Sets
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INCREASE ADOPTION

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Permission Sets with a Low Number of Users (continued)

PERMISSION SET	NUMBER OF USERS	PERMISSION SET	NUMBER OF USERS
CLM Access	1	Lightning Scheduler Resource	1



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 Multiple Apex Triggers Per Object
 API Versions
 New Code Using Old API Versions

My Domain

INCREASE ADOPTION

SUCCESS RESOURCES

Formula Fields with JavaScript Code

OBSERVATION



Great job! You don't have formula fields that contain JavaScript code.

IMPACT

JavaScript security issues can put your data at risk if you use JavaScript code in formula fields.

RECOMMENDATION

Remove all JavaScript code from your formula fields. Use your sandbox to test changes before you deploy them to your users.

Build a Formula Field Documentation

Use Formula Fields Trailhead

Top Success Resource

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Ask Salesforce Anything Circles of Success Webinar

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INCREASE ADOPTION

SUCCESS RESOURCES

Multiple Apex Triggers per Object

OBSERVATION

We filtered out triggers from apps that you downloaded from AppExchange and other managed packages.



Great job! You use triggers according to our best practices.

IMPACT

Having more than one trigger on an object can cause you to reach Apex limits. Triggers can also execute in a random order.

RECOMMENDATION

If an object contains multiple triggers, consolidate them into a single trigger. If coding isn't your thing, use the Lightning Process Builder to consolidate triggers.

Triggers Developer Documentation

Apex Triggers Trailhead

Top Success Resource

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Getting Started with Salesforce Live: Q&A Office Hours

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Formula Fields With JavaScript Code Multiple Apex Triggers Per Object

API Versions

New Code Using Old API Versions

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INCREASE ADOPTION

SUCCESS RESOURCES

API Versions

OBSERVATION



Great job! Your code is up to date.

IMPACT

API versions that are more than nine releases—or three years—old can hinder your code's performance.

RECOMMENDATION

Ask your Salesforce developer to update these elements with the current API version. Give your developer the following resources for best practices on updating code.

Apex Release Notes Apex Code Versions Developer

Documentation

Metadata API Developer Guide API Basics Trailhead

Top Success Resource View All

Ask Salesforce Anything Circles of Success Webinar

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API Versions

• New Code Using Old API Versions

My Domain

INCREASE ADOPTION

SUCCESS RESOURCES

New Code Using Old API Versions

OBSERVATION



Great job! Your code is up to date.

IMPACT

Out-of-date API versions don't provide the latest functionality and security features.

RECOMMENDATION

Ask your Salesforce developer to update these elements with the current API version. Give your developer the following resources for best practices on updating code.

Apex Release Notes Apex Code Versions Developer

Documentation

Metadata API Developer Guide API Basics Trailhead

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New Code Using Old API Versions

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INCREASE ADOPTION

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My Domain

OBSERVATION



Great job! My Domain is enabled in your org.

IMPACT

My Domain is required before you can use single sign-on (SSO) with external identity providers or social sign-on with authentication providers, such as Google and Facebook. A subdomain name also helps you to create unique domain URL, to brand your login screen, and to preserve deep links through future org splits and migrations.

Using Lightning Experience? My Domain is also required before you can use Lightning components in Lightning component tabs, Lightning pages, the Lightning App Builder, or standalone apps.

RECOMMENDATION

Set up a My Domain name to add a subdomain to your Salesforce org URL to personalize Salesforce for your company. A subdomain is a convenient way to highlight your brand and to manage login and authentication for your org.

My Domain Documentation

Enable My Domain Trailhead Module

Top Success Resource

View All

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SUCCESS RESOURCES

Was this helpful?





INCREASE ADOPTION SUMMARY

Unsupported Browsers

1 user

One user accessed Salesforce with an unsupported browser within the past 30 days. Ask users to upgrade to the latest versions of supported browsers.

Incomplete Chatter Profiles >

100% of users

100% of your users haven't completed their Chatter profiles. Remind users to update their information.

Out-of-Date Browsers >

O users

Great job! Your users access
Salesforce with up-to-date browsers.
Ask users to upgrade to the latest
versions of supported browsers.

t-oi-bate browsers >

Inactive Chatter Users >

0% of users



Great job! All your users have contributed to Chatter within the past 30 days. Remind them to check their Chatter accounts.

Files Adoption >

100% of users

Great job! All your users have used Files in the past 30 days. Encourage users to start using Files to manage their documents.



MONITOR LIMITS OPTIMIZE & MAINTAIN

• INCREASE ADOPTION Usage

Unsupported Browsers
 Out-Of-Date Browsers
 Inactive Chatter Users
 Incomplete Chatter Profiles
 Files Adoption

Improve User Experience

SUCCESS RESOURCES

Unsupported Browsers

OBSERVATION



One user accessed Salesforce with an unsupported browser within the past 30 days.

IMPACT

Unsupported browsers don't give users the most stability and security when they work in Salesforce.

RECOMMENDATION

Ask users to upgrade their browser to one that supports Salesforce's Lightning Experience.

Supported Browsers Documentation

Recommendations and Requirements for All Browsers Documentation

USER	BROWSER AND PLATFORM	LAST USED
Mohan Chinnappan	Chrome 61 for iOS Browser. iPhone	Sep 29, 2020 at 03:11am
Mohan Chinnappan	Unknown Browser. Unknown	Sep 29, 2020 at 03:11am

MONITOR LIMITS OPTIMIZE & MAINTAIN

 INCREASE ADOPTION Usage

Unsupported Browsers

Out-Of-Date Browsers
 Inactive Chatter Users
 Incomplete Chatter Profiles
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Improve User Experience

SUCCESS RESOURCES

Out-of-Date Browsers

OBSERVATION



Great job! Your users access Salesforce with up-to-date browsers.

IMPACT

Out-of-date browsers don't give users the most stability and security when they work in Salesforce.

RECOMMENDATION

Ask users to upgrade to the latest version of a browser that supports Salesforce's Lightning Experience.

Supported Browsers Documentation

Recommendations and Requirements for All Browsers Documentation

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 INCREASE ADOPTION Usage

Unsupported Browsers

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Inactive Chatter Users
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SUCCESS RESOURCES

Inactive Chatter Users

OBSERVATION



Great job! All your users have contributed to Chatter within the past 30 days.

IMPACT

If users aren't logging in and contributing regularly, your company might not be taking full advantage of Chatter's benefits.

RECOMMENDATION

Remind users who haven't logged in to Chatter recently to check their accounts regularly. Monitor your org's Chatter engagement with Chatter dashboards.

Chatter Overview Documentation

Chatter Basics for Users Trailhead

View All

Top Success Resource

Success with Chatter

MONITOR LIMITS OPTIMIZE & MAINTAIN

 INCREASE ADOPTION Usage

Unsupported Browsers

Out-Of-Date Browsers

Inactive Chatter Users

Incomplete Chatter Profiles
 Files Adoption

Improve User Experience

SUCCESS RESOURCES

Incomplete Chatter Profiles

OBSERVATION



100% of your users haven't completed their Chatter profiles.

1 of 1 users

don't have profile photos

1 of 1 users

don't have "About Me" sections.

IMPACT

Users across your organization might have trouble finding who they need to talk to if users don't have complete profiles.

RECOMMENDATION

Remind users who haven't completed their profiles to update their information. Monitor your org's Chatter engagement with Chatter dashboards.

Chatter Overview Documentation

Chatter Basics for Users Trailhead

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Welcome to Getting Started with Chatter!

MONITOR LIMITS OPTIMIZE & MAINTAIN

• INCREASE ADOPTION

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Inactive Chatter Users

Incomplete Chatter Profiles
 Files Adoption

Improve User Experience

SUCCESS RESOURCES

Incomplete Chatter Profiles (continued)

USER	NO PROFILE PHOTO	NO "ABOUT ME"
Mohan Chinnappan (mohan.chinnappan.n@gmail.com)	X	x

MONITOR LIMITS OPTIMIZE & MAINTAIN

• INCREASE ADOPTION
Usage

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Out-Of-Date Browsers

Inactive Chatter Users

Incomplete Chatter Profiles

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SUCCESS RESOURCES

Files Adoption

OBSERVATION



Great job! All your users have used Files in the past 30 days.

IMPACT

If your users aren't using Files to manage their documents, your sensitive customer data might be at risk. Salesforce Files are the best way to save, organize, and share files in Salesforce. Salesforce Files will continue to see improvements.

RECOMMENDATION

Remind your users about the benefits of using Salesforce Files to manage and collaborate on documents and files in Salesforce. Let them know that Salesforce Files lets you share and collaborate on files, store files privately, manage version updates, associate files with other records, and connect to external file systems right from Salesforce.

If your org currently uses Documents, make time to move most of your documents to Files. Your users will be more productive in Lightning Experience with all their files at their fingertips.

Salesforce Files Documentation

Moving Documents to Salesforce Files

Top Success Resource

View All

How to Successfully Transition to Lightning Circles of Success Webinar





You can choose how to engage with us.

Your plan: Standard



Do It Myself

- Explore and set up Salesforce features with Trailhead.
- Find answers about features and products in the Salesforce Help.
- Connect with experts, get best practices, and follow trails with the Success Journey Hub.
- Join more than two million other users in the Success Community.
- · Learn more about getting up and running with Lightning Experience.
- · Find answers to questions in the Trailblazer Community.
- Get a visual tour of Salesforce features. with our videos.



Show Me How

- Let us help you get set up in the Getting Started Trailblazer Community.
- Stay up to date on the latest and greatest Salesforce features in the Release Readiness and Feature Adoption Trailblazer Community.
- Join Salesforce experts who can help you get set up in our Q&A Office Hours webinar.
- Attend a virtual event or webinar.
- Register for an Ask Salesforce Anything webinar.
- Find user groups near you.
- · Register for a five-week engagement to prioritize your to-do list and execute key tasks with Optimizer Rescue.







THANK YOU

Thank you for using Salesforce Optimizer! We're grateful to have you as part of the Salesforce family, and we look forward to helping you and your company achieve more with your implementation.

We want to hear your feedback! Was this report useful? How can we improve? Post your comments to our Success community, and tag it with #OptimizerReportFeedback to hear from us!







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