

1. Sales Cloud

| Overview | Where It's Used | Industries | Companies | Career Roles | Salary Packages |
|--|---|---|---|---|--|
| CRM for managing leads, accounts, contacts, opportunities; automates sales processes | Used by any business with a sales team to manage pipelines & increase revenue | IT, Banking, Real Estate, EdTech, Telecom, Automobile, Pharma, Manufacturing, Hospitality, Retail | Amazon, Toyota, Spotify, Accenture, TCS, Cognizant, Godrej, L'Oréal | Salesforce Admin, Sales Cloud Consultant, CRM Analyst, Business Analyst | India: ₹3.5L–₹18L, Senior ₹25L+ US: \$110k–160k UK: £45k–75k UAE: AED 25k–45k |

A high-demand CRM used by every industry to manage leads, opportunities, and revenue best for beginners, admins, and business analysts.

Salaries range from ₹3.5L–₹25L+, with major employers like **Amazon, Accenture, TCS, Toyota**.

2. Service Cloud

| Overview | Where It's Used | Industries | Companies | Career Roles | Salary Packages |
|---|---|---|---|---|--|
| CRM for customer service & support; handles tickets, cases, omnichannel service | Customer care, service centers, tech support, high customer interaction companies | E-commerce, Telecom, Banking & Insurance, Healthcare, Airlines, Hospitality, Electronics, Logistics, Government Centers | Coca-Cola, DHL, Spotify, Vodafone, American Express, Toyota Service Centers | Support Engineer, Service Cloud Consultant, Admin, CRM Support Specialist, Business Analyst | India: ₹3.5L–₹20L US: \$120k–170k UK: £50k–80k |

A support-focused CRM used by companies with customer care operations—ideal for support engineers, admins, and service consultants.

Salary demand is ₹3.5L–₹20L, used by brands like **Coca-Cola, DHL, Vodafone, American Express**.

3. Experience Cloud (Community Cloud)

| Overview | Where It's Used | Industries | Companies | Career Roles | Salary Packages |
|--|---|--|--|---|--|
| Platform for building customer, partner & student portals; drag-and-drop website builder | Online portals & login-based sites; self-service portals for students, customers, employees | Universities, Hospitals, IT Companies, Retail, Real Estate, Automobile, Government, Telecom, Banking | KFC, Honda, Panasonic, Adidas, University of Miami | Experience Cloud Developer, Community Cloud Consultant, Front-end Salesforce Specialist | India: ₹4L–₹20L US: \$120k–150k UK: £45k–75k |

A portal-building platform used for customer, student, and partner portals—great for admins, frontend-focused developers, and consultants.

Salaries range ₹4L–₹20L, used by **Honda, Panasonic, Adidas, Universities**.

4. Commerce Cloud (B2B/B2C Commerce)

| Overview | Where It's Used | Industries | Companies | Career Roles | Salary Packages |
|--|--|---|--|--|--|
| E-commerce platform to build & manage online stores; handles catalog, pricing, checkout & orders | Online shopping stores; B2B wholesale & supplier platforms | Fashion & Apparel, Electronics, Food & Beverage, Retail, FMCG, Manufacturing, Beauty & Cosmetics, Subscription businesses | Puma, L'Oréal, Under Armour, Godiva, Lacoste, Coca-Cola Store, ASICS | Commerce Cloud Developer, Commerce Consultant, Product Catalog Specialist, E-commerce Business Analyst | India: ₹4L–₹30L US: \$130k–180k UK: £50k–85k |

An ecommerce platform to build online stores—best for developers, catalog specialists, and e-commerce analysts.

High demand with ₹4L–₹30L salaries; used by Puma, L'Oréal, Under Armour, Coca-Cola Store.

5. Marketing Cloud (MC)

| Overview | Where It's Used | Industries | Companies | Career Roles | Salary Packages |
|--|---|--|---------------------------------------|--|---|
| Digital marketing automation platform; used for personalized email, SMS, WhatsApp, push notifications; supports journeys, segmentation & campaign engagement | Targeted campaigns, customer engagement, onboarding journeys, automated marketing flows | Retail, E-commerce, Banking, Insurance, Travel, Media, Hospitals | Amazon, Spotify, Disney, Uber, Adidas | MC Email Specialist, Marketing Cloud Consultant, Automation Specialist | India: ₹6L–18L US: \$120k–160k UK: £45k–80k |

A digital marketing automation suite for email, SMS, WhatsApp journeys—ideal for marketers, automation specialists, and consultants.

Salaries are strong at ₹6L–₹18L, used by **Amazon, Spotify, Disney, Uber, Adidas**.

6. Financial Services Cloud (FSC)

| Overview | Where It's Used | Industries | Companies | Career Roles | Salary Packages |
|---|---|--|--|---|---|
| Industry cloud for banking, insurance, lending & wealth management; provides 360° customer financial profiles; used to manage policies, accounts, goals & relationships | Customer advisory, financial planning, loan servicing, insurance management | Banking, Insurance, Wealth Management, Capital Markets | Barclays, Wells Fargo, American Express, AIG | FSC Consultant, FSC Business Analyst, Salesforce Admin (Finance Domain) | India: ₹8L–₹25L US: \$130k–\$170k UK: £50k–£90k |

A finance-focused cloud for banking, insurance, lending, and wealth management—great for finance-domain professionals and consultants.

Highly paid roles at ₹8L–₹25L, used by Barclays, Wells Fargo, American Express, AIG.

7. Data Cloud (Customer Data Platform – CDP)

| Overview | Where It's Used | Industries | Companies | Career Roles | Salary Packages |
|--|---|---|---------------------------------------|--|---|
| Real-time customer data unification platform; combines data from multiple systems into one profile; supports personalization, segmentation & AI insights | Used for unified customer insights, personalization, segmentation, predictive analytics | Retail, Telecom, Healthcare, E-commerce, Consumer Goods | Louis Vuitton, Ford, Sonos, Formula 1 | Data Cloud Consultant, CDP Specialist, Data Engineer | India: ₹10L–30L US: \$140k–180k UK: £60k–100k |

A real-time customer data unification platform for AI, personalization, and analytics—best for data engineers, AI specialists, and CDP consultants.

Premium salaries ₹10L–₹30L, used by **Louis Vuitton, Ford, Formula 1, Sonos**.

8. Revenue Cloud (CPQ + Billing)

| Overview | Where It's Used | Industries | Companies | Career Roles | Salary Packages |
|--|--|---|-------------------------------|---|---|
| Manages end-to-end Quote-to-Cash; includes CPQ + Billing; supports subscriptions, flexible pricing & complex quotes; automates quoting, orders, invoicing & payments | Subscription sales, pricing automation, billing, renewals, partner sales | SaaS, Telecom, IT Services, Manufacturing, Healthcare | Zoom, Dell, Siemens, DocuSign | CPQ Specialist, Revenue Cloud Consultant, Billing Analyst | India: ₹7L–₹22L US: \$130k–\$170k UK: £50k–£85k |

Manages pricing, quoting, subscriptions, and billing—ideal for CPQ specialists, analysts, and consultants.

Salary demand is ₹7L–₹22L, used by **Zoom, Dell, Siemens, DocuSign**.

9. MuleSoft

| Overview | Where It's Used | Industries | Companies | Career Roles | Salary Packages |
|---|---|--|---|---|---|
| Integration platform for connecting systems; builds APIs; enables data flow across apps & databases; supports enterprise automation | API-led connectivity, system integration, connecting Salesforce with ERPs, CRMs & databases | BFSI, Healthcare, Retail, Telecom, Logistics, IT | Netflix, Spotify, Coca-Cola, AT&T, Unilever | MuleSoft Developer, Integration Consultant, API Architect | India: ₹8L–25L US: \$130k–180k UK: £55k–95k |

Integration platform to connect systems using APIs—perfect for developers, integration architects, and automation engineers.

Top-tier salaries ₹8L–₹25L, used by **Netflix, Spotify, Coca-Cola, Unilever**.

10. Field Service Lightning (FSL)

| Overview | Where It's Used | Industries | Companies | Career Roles | Salary Packages |
|---|--|--|---|---|--|
| Platform for managing field technicians & onsite service; handles work orders, scheduling, dispatch & mobile operations | Used for installations, repairs, inspections, maintenance & service visits | Telecom, Manufacturing, Energy, Real Estate, Utilities | Schneider Electric, GE, Hitachi, Mitsubishi | FSL Consultant, Dispatcher Specialist, FSL Business Analyst | India: ₹6L–₹18L US: \$120k–160k UK: £45k–75k |

Used to manage field technicians, dispatching, and on-site service—best for consultants, business analysts, and ops specialists.

Salary ranges ₹6L–₹18L, used by **Schneider Electric, GE, Hitachi, Mitsubishi**.

★ Overall Benefits of Learning These Clouds

General Career Benefits

- High global demand across industries

- Fast-growing Salesforce ecosystem
- Higher salaries compared to regular IT roles
- Work-from-home/remote opportunities
- Strong chances for onsite jobs (US, UK, Canada, Middle East)
- Beginner-friendly, minimal coding required
- 30+ career paths (Admin, Developer, Consultant, Architect)

Learning Benefits

- All clouds are **free** to learn via Developer Org or Trial Org
- Hands-on capability for projects & demos
- Real-world industry readiness
- Practical use cases students can build immediately