

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