**What is Cloud?**

* Remote storage,
* Accessibility from anywhere,
* cost effective since we have remote server
* Ex: Google Docs, Facebook

**Types of cloud:**

***SAAS -> Software as a service*:**

Access the software application in cloud ...Ex... Google Docs, Facebook

***PAAS ->Platform as a service:***

Will provide space or storage but should follow the protocols. Can build own application but should be used in their platform only…Ex... Salesforce

***IAAS -> Infrastructure as a service:***

Will provide space or storage…It’s up to the user to build it on it their own lang or protocols…. Ex.. AWS

**What is CRM?**

CRM=>Customer Relationship Management

Ex…Zoho CRM,Salesdesk CRM

#1 CRM =>Salesforce

Quick implementation

**Salesforce Products:**

* Sales Cloud=>Help you to sell faster
* Marketing Cloud=>make 1 to 1 communication and better customer management
* Service Cloud=>Support every customer
* Experience Cloud=>ecom platform. Manage online stores
* Mulesoft=>integrate data and systems and create digital experiences
* Analytics Cloud=>combine salesforce data with other data

**Factors to choose salesforce products:**

* Budget
* Features you need
* Size and needs for your business
* Integration option
* Level of support

**Salesforce Edition:**

* Essential Edition: Most Basic, Small business firm with administration tools and setup
* Professional Edition: Small to Midsize business firm, Straightforward and easy to use
* Enterprise Edition: Large and complex business firm, Advanced tools
* Unlimited Edition: Expensive, Premier support, unlimited access
* Developer Edition: Free edition for development and deployment and for testing with minimum storage

**Salesforce License:** Determines features and capabilities available to users

* User License 🡪 Fundamental set of features and access available to users

1. Standard user licenses
2. Experience cloud user licenses
3. Sites and Sites.com User Licenses
4. Chatter User Licenses
5. Service cloud portal user Licenses
6. Authenticated website user Licenses

* Permission Set License
* Feature License

**To View License Information:**

Setup->System Overview

Setup-> Company Information

Total cost of buying salesforce includes edition and license cost.