Introducing Apex

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Overview

The Salesforce automation landscape

- Declarative tools

- Programmatic tools

- When and when NOT to code

Apex triggers overview

- What is an Apex trigger?

- Why we learn triggers first

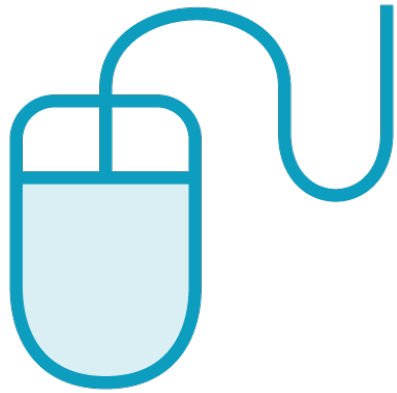- Trigger requirements

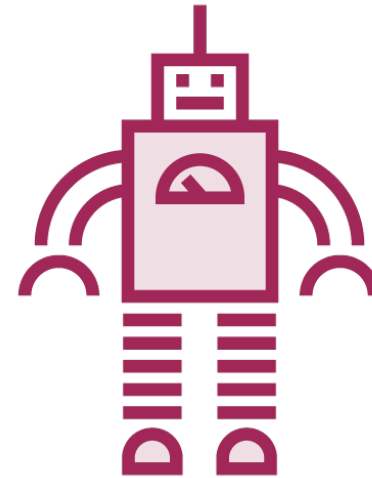**Coding editors**

The Salesforce Automation Landscape

The Salesforce Automation Landscape

Declarative Tools

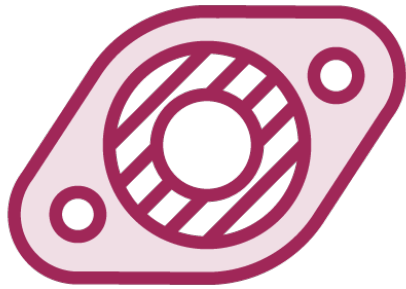*"Point and Click Admins"*

Coding Tools

"Salesforce Gods"

Understand the tools available to you and when each should be applied

Declarative Toolset

Workflow Rules

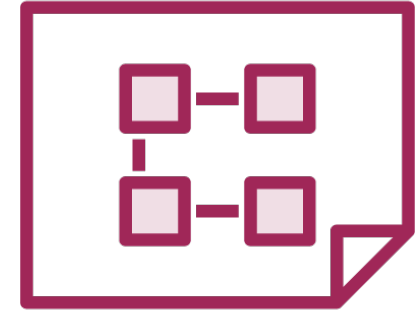Same object updates
Email notifications

Limited applications!

Process Builder

Related object updates
Create a record

No unrelated objects!
Bulk issues everywhere!

Visual Flow

Unrelated object updates
Variables & loops

Same learning curve as code,
but without the benefits!

Coding Toolset

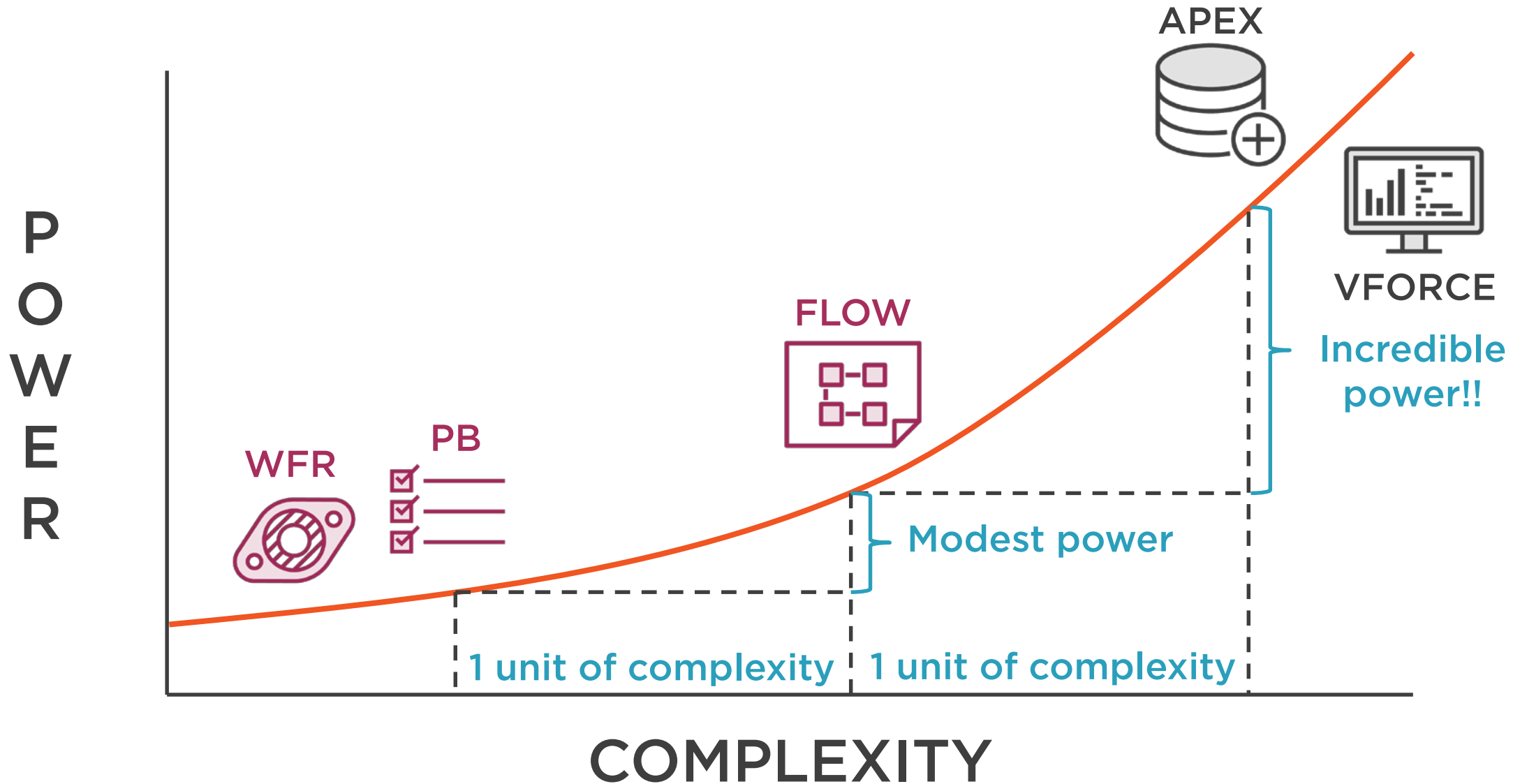**Back-end Code**

Apex triggers

Apex classes

SOQL

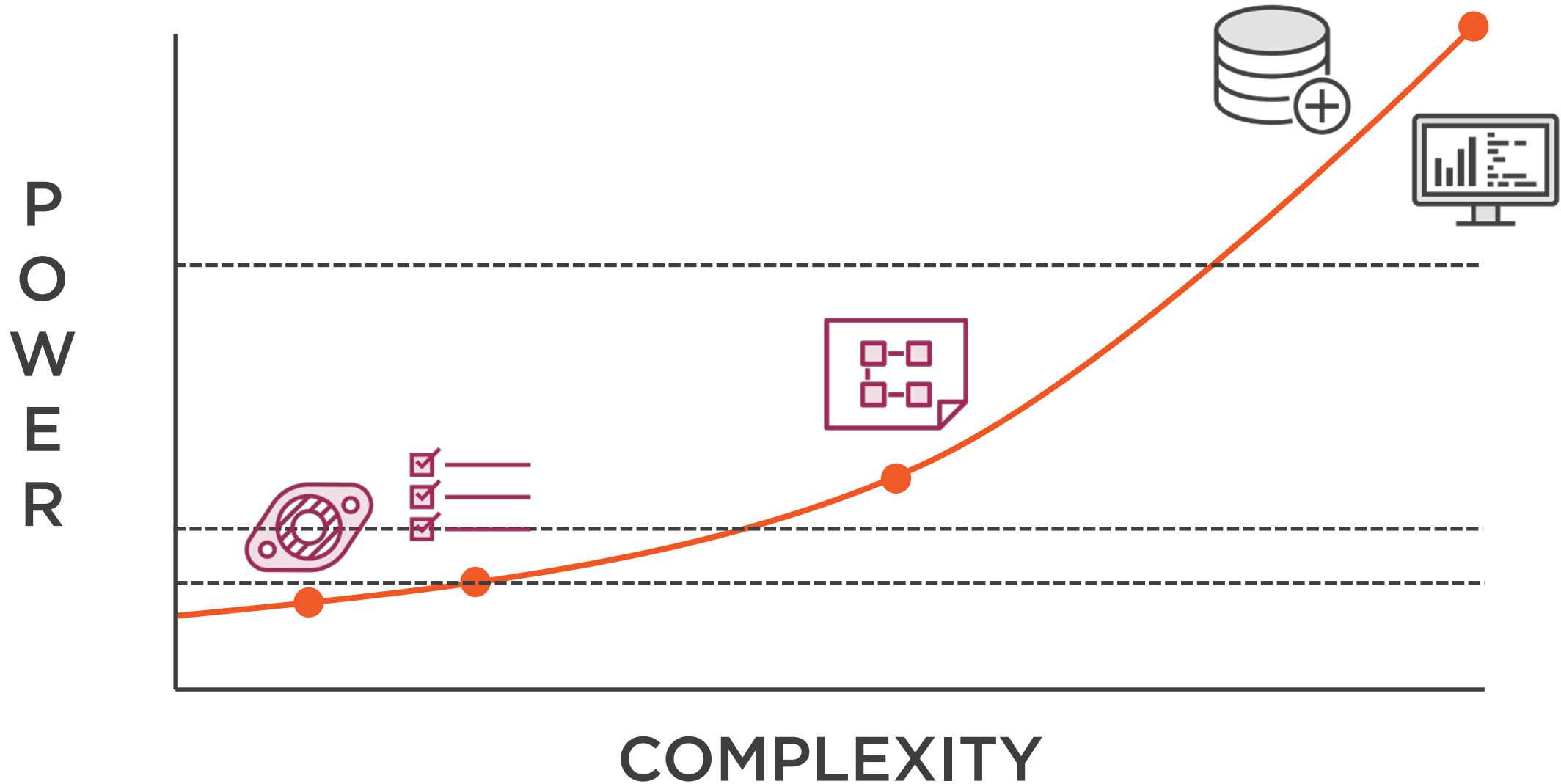**Front-end Code**

Visualforce

Lightning

The Salesforce Automation Landscape

POWER

WFR

PB

FLOW

APEX

VFORCE

Incredible power!!

Modest power

1 unit of complexity | 1 unit of complexity

COMPLEXITY

Which Tool Do I Use for My Project?

POWER

COMPLEXITY

Apex Academy Rule #1:

Don't write code unless you have to!

Apex Triggers Overview

What is an Apex Trigger?

Salesforce, in a nutshell

"A fancy database"

What is a Relational Database?

CONTACT

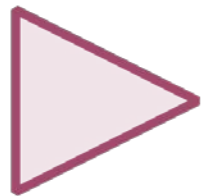| ID	Name	Account ID
003i0000001sppzy	Taylor Swift	001i0000000qeSKZ
003i000000bWqFj	Parker Harris	001i0000001CGLvW
003i0000001TDLED	Marc Benioff	001i00000008ES3p

ACCOUNT

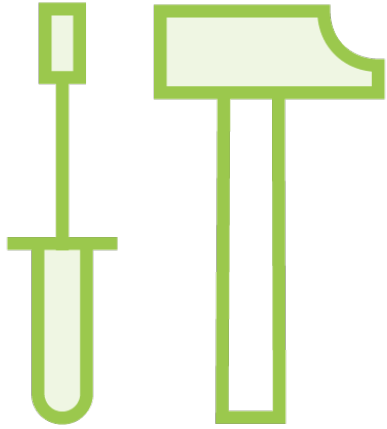| ID	Name	Industry
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001i00000008ES3k	Tesla Motors	Automotive
001i000000azqHs	Coca Cola	Beverages

How Triggers Work

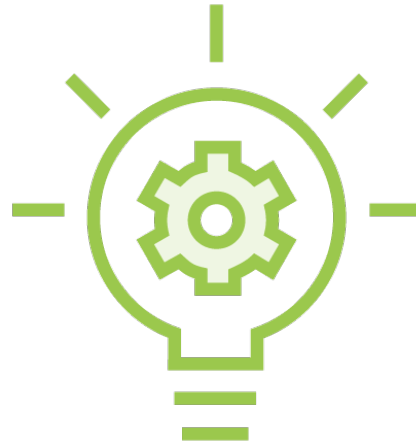| ID	Name	Industry
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001i0000008ES3k	Tesla Motors	Automotive
001i000000azqHs	Coca Cola	Beverages
001i000000ceZaX	Amazon	E-Commerce
001i000000ijKEB	Salesforce	Software

ACCOUNT

Trigger is executed!

Three Reasons Why We Learn Triggers First
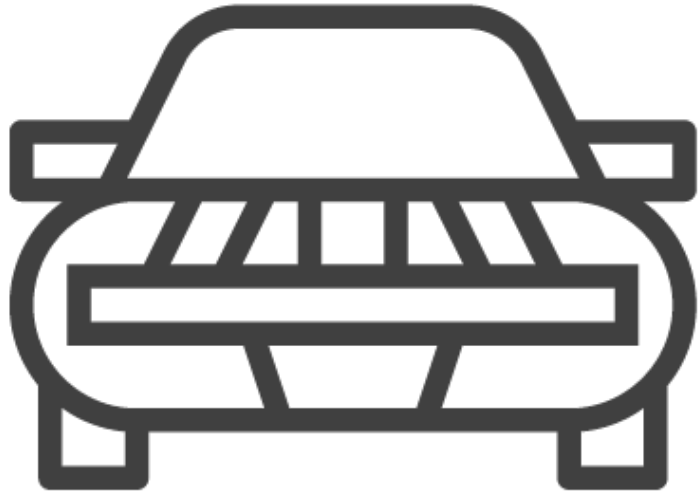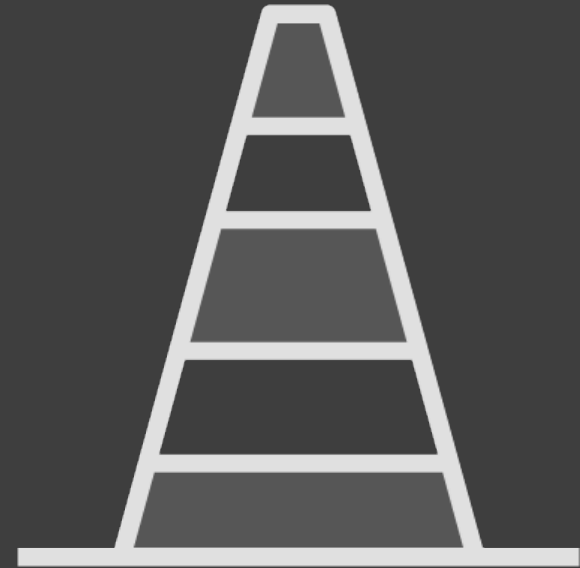
Most commonly used coding tool

Easy to learn!

Natural progression to other Salesforce coding tools

Trigger Requirements

Trigger

Test Class

Repeat after me:
I love test classes.
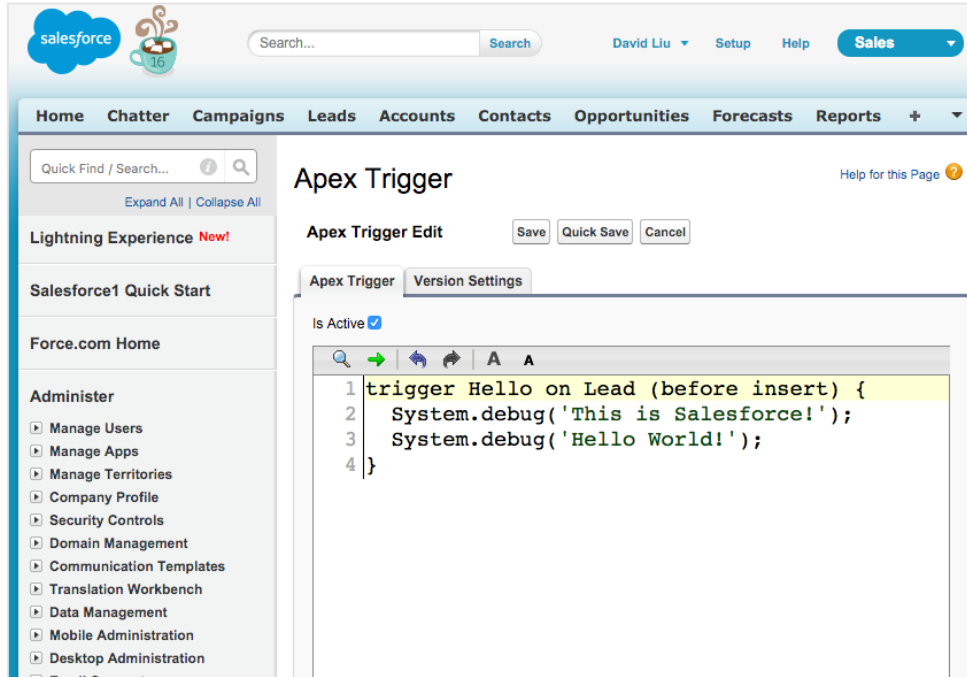I love test classes.
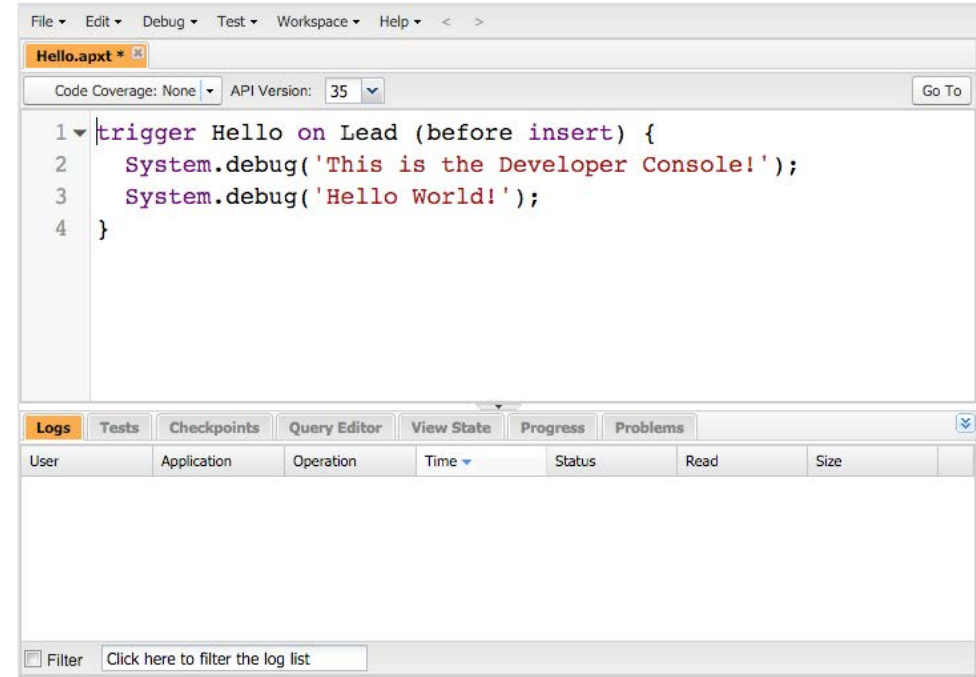I love test classes.

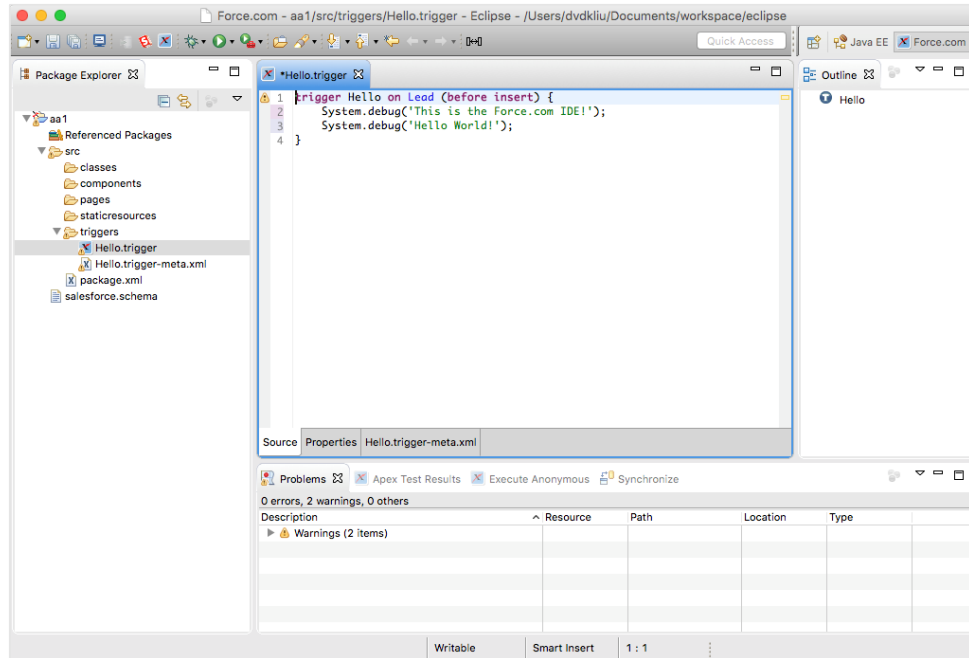# Coding Editors

Salesforce Online Development Environments

Salesforce Setup
Quickest, easiest way to code

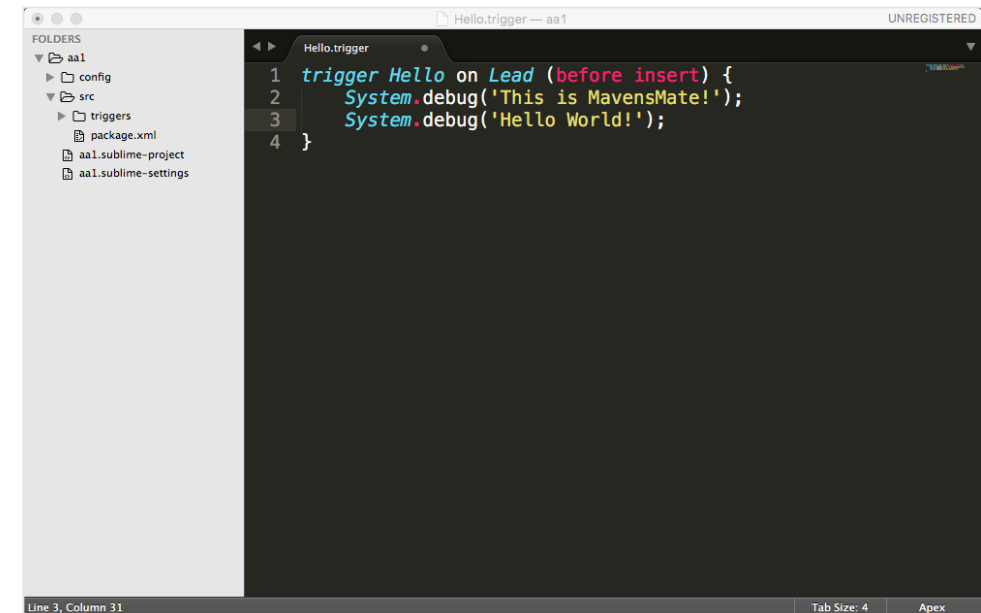## Developer Console
Feature rich and no downloads

Salesforce Offline Development Environments
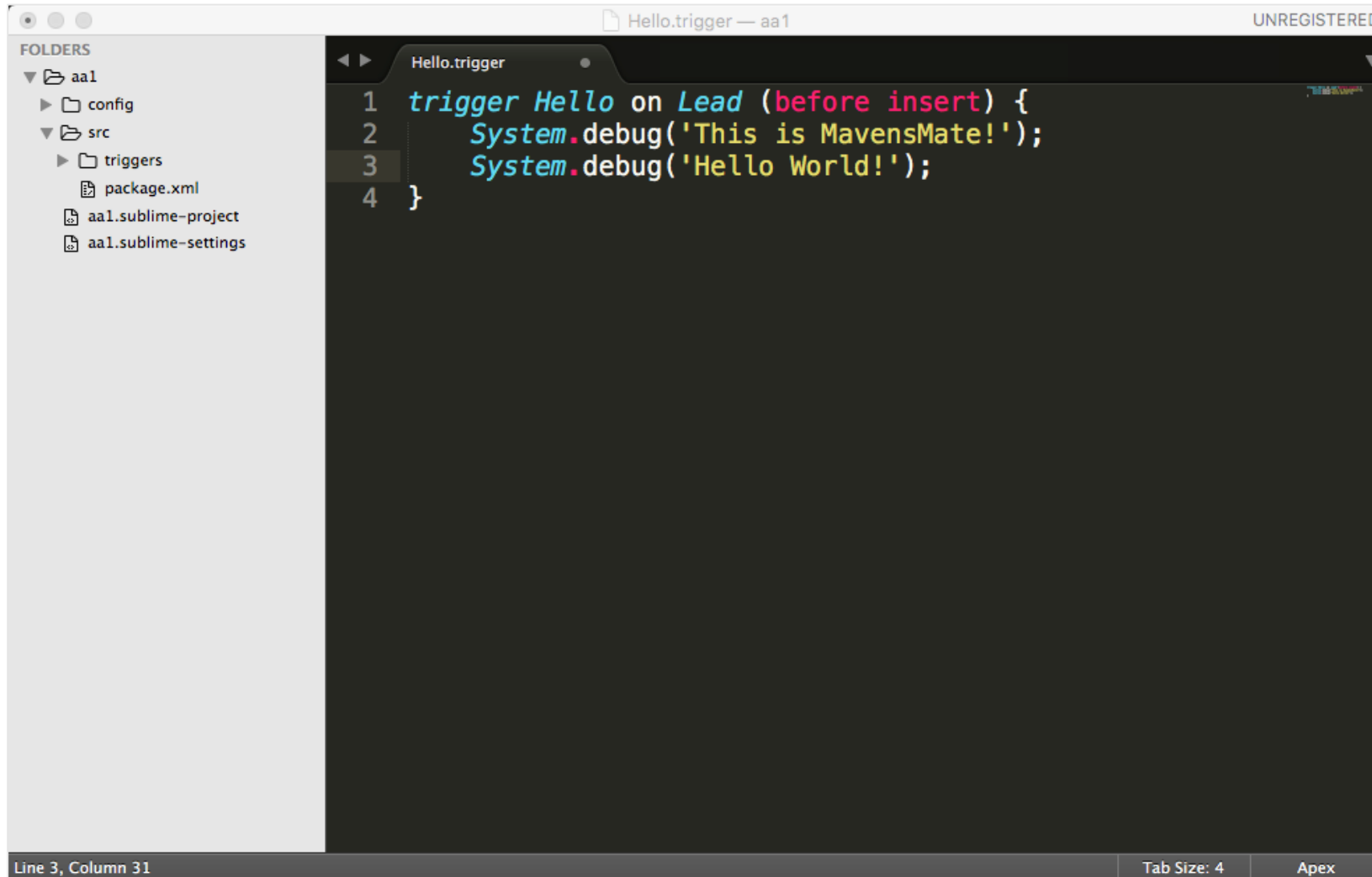

Force.com IDE
Most popular coding environment

MavensMate
Speed demon with a slick UI

And the Winner Is... **MavensMate!**
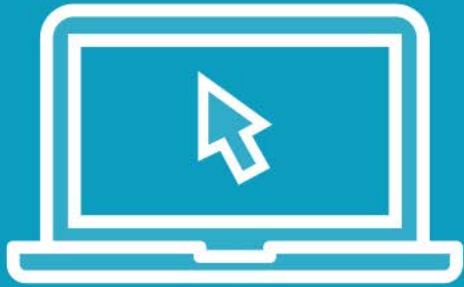
(Just kidding!)

...or am I?

Demo

How to install MavensMate

Summary

Don't write code unless you have to

- Every good developer is a good admin

Apex triggers

- "Triggered" by database changes
- Always require a test class
- Naturally progress to other Salesforce technologies

Code with any editor you choose