



# **CLOUD COMPUTING APPLICATIONS**

PAAS Providers: SalesForce

Prof. Roy Campbell

# Main CRM Services (Mainly SaaS, PaaS)

- Sales Cloud, Service Cloud, Marketing Cloud, Analytics Cloud, Community Cloud, Lightning
- Social Software in the Workplace (Microsoft, IBM, Jive, Salesforce)
- Find out about each other personally or professionally
- Mine their networks of contacts and acquaintances for advice, references and referrals
- Form teams, communities or informal groups
- Collaborate on the same work objects

# Main CRM Services (Mainly SaaS, PaaS)

- Discuss and comment on their work
- Organize work from an individual or group perspective
- Identify relevant information
- Discover other people with common interests
- Alert users to information or events that might be relevant to them
- Learn from others' expertise
- Wave, Salesforce Analytics Cloud