1. **Workflow Rules and Process Builder:**
   * Salesforce administrators can define workflow rules and processes using declarative tools to automate standard internal procedures and to guide sales representatives through a sales process. While not strictly algorithms, these rules involve logic that automates actions based on specified criteria.
2. **Apex Code (Custom Development):**
   * Salesforce developers can write custom Apex code to implement algorithms for complex business logic. This may involve implementing sorting, searching, or other algorithmic operations within Apex classes and triggers.
3. **Validation Rules:**
   * Administrators can define validation rules to enforce data quality standards. These rules often involve specifying criteria that data must meet to be considered valid.
4. **Approval Processes:**
   * Salesforce supports approval processes that allow users to submit records for approval. Behind the scenes, these processes involve logic and algorithms for determining whether a record meets the criteria for approval.
5. **Apex Triggers:**
   * Developers use Apex Triggers to execute custom business logic before or after changes to Salesforce records. These triggers may involve complex algorithms based on specific business requirements.
6. **Custom Report Formulas:**
   * Salesforce provides a powerful reporting engine that allows users to create custom reports and dashboards. Users can define custom formulas using Salesforce Object Query Language (SOQL) or Salesforce Object Search Language (SOSL) to perform calculations.
7. **Integration Algorithms:**
   * When integrating Salesforce with external systems, algorithms may be implemented to transform data, synchronize records, or perform other operations during the integration process.
8. **AI and Machine Learning Integration:**
   * Salesforce offers Einstein, an AI-powered platform that provides features like predictive analytics and machine learning. Algorithms within Einstein can analyze historical data to make predictions and offer insights.