



## Types of Clouds in Salesforce

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# Salesforce Clouds

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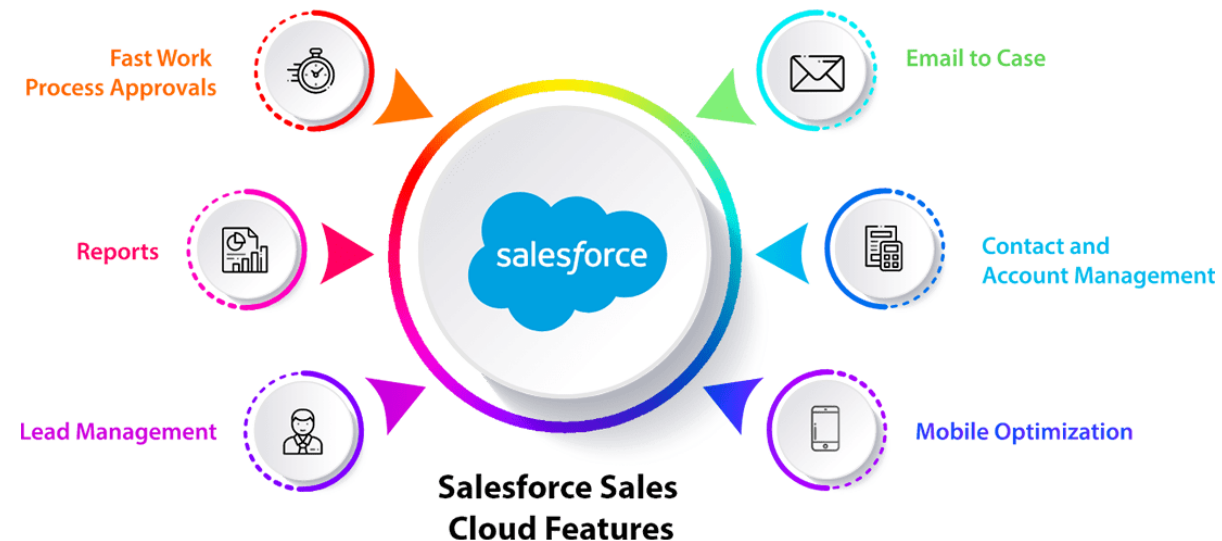
1. Salesforce Sales Cloud
2. Salesforce Service Cloud
3. Salesforce Experience Cloud
4. Salesforce Marketing Cloud
5. Salesforce Commerce Cloud
6. Salesforce Analytics Cloud
7. Salesforce Integration Cloud
8. Salesforce App Cloud
9. Salesforce Health Cloud
10. Salesforce Education Cloud
11. Salesforce IoT Cloud
12. Salesforce Manufacturing Cloud
13. Salesforce Financial Services Cloud
14. Salesforce Nonprofit Cloud
15. Salesforce Vaccine Cloud,



# 1. Salesforce Sales Cloud

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- Salesforce Sales Cloud is perhaps the company's most popular cloud. It automates the sales process, drives lead generation, and facilitates communication across multiple channels. Sales Cloud is used by sales reps and sales managers in both B2B and B2C segments.
  1. Account data and contact management
  2. Lead management and tracking
  3. Opportunity and product management
  4. Campaigns





## 2. Salesforce Service Cloud

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- Salesforce Service Cloud is a cloud-based platform for customer service management. It functions as a help desk and customer service platform and enables companies to provide personalized customer support.
  1. Uses AI and robust reporting for a 360-degree view of your support operation
  2. Integrates telephony into your support system with Service Cloud Voice





# 3. Salesforce Experience Cloud

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- Formerly known as Community Cloud, Salesforce Experience Cloud connects customers, employers, partners, and agents into online communities. It helps you create web-based portals for collaboration, customer services, sales, and other key activities.
- Experience Cloud taps into your CRM data to create an internal social platform for all Salesforce users in your organization. You can create custom portals for your HR department, your IT help desk, and other internal services. Experience Cloud also functions as a help forum and support site to connect with the teams they need.





# 4. Salesforce Marketing Cloud

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- Salesforce Marketing Cloud, formerly known as Exact Target, works to automate your company's marketing activities. Marketing Cloud helps you to engage in real time with customers across a variety of channels, including email and social media. It also helps track individual customers throughout the multiple touchpoints of their journey. It lets you create personalized one-on-one communications that can lead to increased sales.

1. Email Studio
2. Data Studio
3. Social Studio
4. Advertising Studio
5. Mobile Studio
6. Interaction Studio







# 5. Salesforce Commerce Cloud

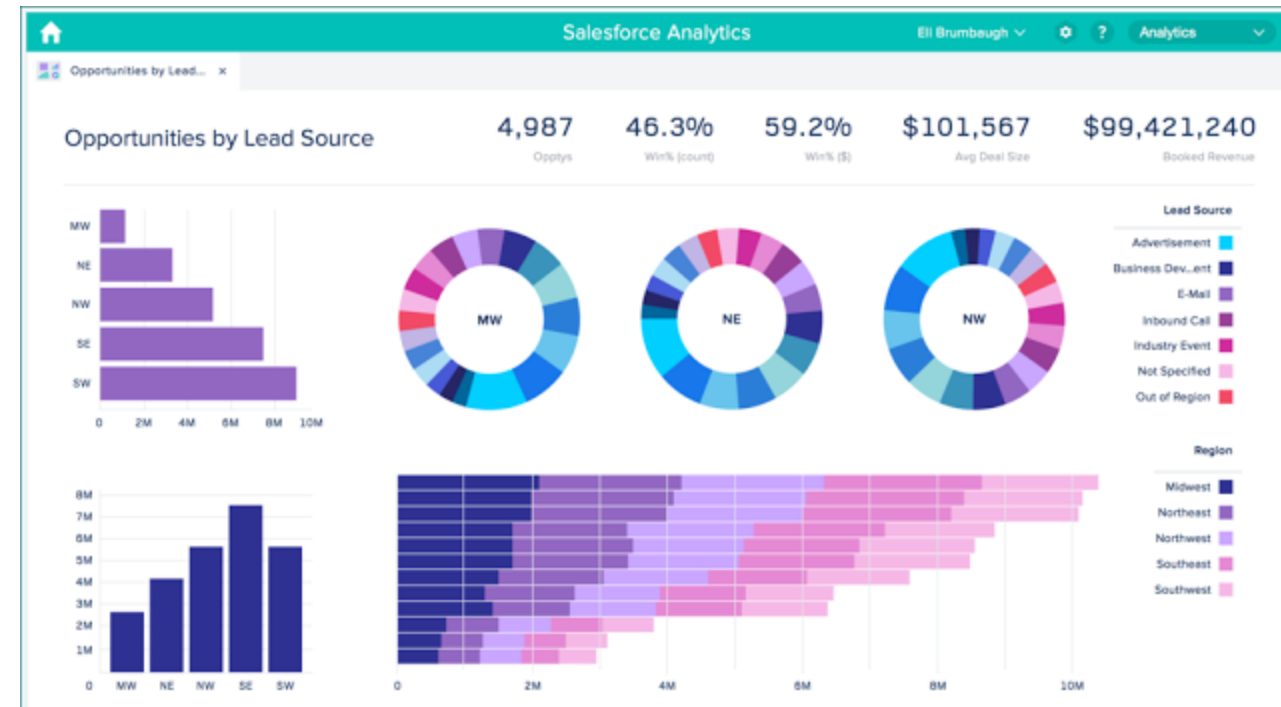
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- Salesforce Commerce Cloud is a platform for managing ecommerce activities. It's designed specifically for B2C companies that offer their services online.
  1. Channel management across offline, digital, mobile, and social channels
  2. Roadmaps for planning customer journeys



# 6. Salesforce Analytics Cloud

- Salesforce Analytics Cloud is designed to help your organization get the most value from the data you collect. Analytics Cloud uses AI technology to dig deep into your data and extract actionable insights.





# 7. Salesforce Integration Cloud

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- Salesforce Integration Cloud enables organizations to connect their data, systems, and teams in a secure and scalable manner. With this, businesses can manage their data effectively, reduce silos and enhance collaboration, and increase efficiency across the organization.





# 8. Salesforce App Cloud

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- Salesforce App Cloud is designed to enable you to quickly and easily develop and deploy your own business apps that will work on the Salesforce platform. It provides tools for everything from building websites, apps to data visualization tools, IoT solutions, and data encryption tools.





# 9. Salesforce Health Cloud

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- Salesforce Health Cloud is a cloud-based technology to the world of healthcare. The primary objective is to keep all the patient information in one place. It helps health workers to have a complete view of patient records, and it also helps provide effective treatments.





# 10. Salesforce Education Cloud

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- Education Cloud provides an education-focused data model within the Salesforce platform to build applications that support the entire learning experience and meet your users' needs. Educational institutions facilitate the journeys of many diverse stakeholders.



# 11. Salesforce Other Clouds

- Salesforce IoT Cloud
- Salesforce Manufacturing Cloud
- Salesforce Financial Services Cloud
- Salesforce Nonprofit Cloud
- Salesforce Vaccine Cloud





Thanks for listening

