Erin Sherman
CIS 440 – IT Scavenger Hunt
T/Th @ 10:30 am

IT Scavenger Hunt

Before attending Dreamforce it was difficult to choose which sessions to sign up for because there were hundreds of different development session topics available. Knowing that there were so many options for sessions I tried to sign up for as many different development and reporting topics that I could fit into each day. My goal was to get some good insight about report customization as well as application structural customization in regards to Salesforce application use. I wanted additional knowledge regarding report customization because I use reporting tools at my job daily for emailing and communications about events using our Salesforce instance. Application structure customization also captured my attention because I've found that at my job, if the structure had been properly planned we probably would have more clean data to work with for our users.

Dreamforce was much more than just a conference, after the grand opening remarks from Marc Benioff the CEO of Salesforce I knew that we were participating in one of the most innovative information technology collaborations of the year. Dreamforce not only provided hands on workshop courses, demonstrations and lectures; we were also given the newest developer books for salesforce tools. As a developer I was welcomed to the entire

second floor of the Moscone Center. Giving me the opportunity to see what other companies are doing as well as connect with people who use salesforce in both similar and different ways was extremely beneficial to me as a technical support assistant. Meeting many different people throughout the conference allowed me to ask detailed questions about the tools and techniques that others are using.

Salesforce reports are becoming increasingly important for our staff in many different ways. It was very beneficial to me to be able to go to a hands on workshop for custom report building. The knowledge I gained in this workshop includes customization of reports, report sharing techniques as well as report integration techniques. We watched demos of actual report customization for example how you might merge two different reports to display the information differently. There was some great tutorials on best practices for report customization and data integrity that I found to be very helpful. As an IT professional we want to do our best to assist our customers or users so that the data they rely on is accurate but more importantly useful to them. This is why reporting is so important especially while dealing with CRM systems like Salesforce.

I also went to an application development hands on workshop where I learned about the structure of salesforce applications as well as how they are built. I learned about the new steps salesforce is taking in order to create applications for us using a point and click

interface as well as how to apply bootstrap to an application that would need mobile

functionality. This presentation is on a much larger scale for development than I really am

involved in yet at my job with Salesforce. However this was an incredible display of how

Salesforce is really changing the way we develop software making applications that build

applications with a drag and click of a mouse. Being able to learn about some of the newest

ideas out there is wonderful and even better being able to collaborate with people from all

over the world who use the same if not similar applications that I do every day but in very

different ways.

Another interesting workshop I attended was for large organizations using multiple

instances of salesforce. This session had a lot of information in that was above my skill level

but I was able to recognize and learn a lot about how a large organization might use different

instances of salesforce for different departments. Being able to get my feet wet with higher

developer level information gave me good insight to what I'll need to start researching on

my own time. It was very helpful that Dreamforce provided salesforce developer books for

these specific topics as well. I got to take home three different programming books as well

as developer tool kit workbooks for free!

I spent some time talking to software development representatives on the sales floor

and was able to learn more about what software development companies are trying to

integrate with salesforce, specifically for relationship intelligence. There were a few people

we talked to who had software that could be applicable to the higher education departments

like ASU, for example I talked to a representative from a company called TrustSphere who

had designed messaging intelligence software for salesforce that allows users or in our case

recruiters to "click-to-call", record calls, and log calls all into salesforce. This would allow

any company that sells to capture and report on tons of data they might have not been able to

before.

In a world of extremely fast moving technology it is often tough to keep up. As IT

professionals we sometimes find ourselves in the middle of what seems to be a massive

cloud of new ideas, possibilities and life changing discoveries. Dreamforce felt like that

cloud. I felt like I was at the very cutting edge of technology. What I love about Salesforce

most is that this CRM system is directed at the customer it is made for the customer, I

couldn't agree more with the CEO of Salesforce when he asks how can we do better? How

can we do better should be the only question on any managers mind and I really think that

Salesforce is a prime example of a company that is doing just that, being better. They are

changing the way we do business that are making it more applicable to us. It was an

incredible conference to be a part of, I couldn't be more excited to be in the industry I chose.