

Welcome to Day 2!

Check-in @ facilitator table

Challenge: *Meet someone new, sit somewhere new!*

Barista Bar on the 5th floor!



Agenda

Wednesday Morning:

- User Experience (UX) /Customer Persona
- User Interface (UI) - Cancelled
- Accessibility
- Content Experience
- Localization
- Production Support: Intro to Investigations



Wednesday Afternoon:

- Site Reliability
- Security
- Service Delivery
- Internal Content
- Service Ownership
- Quality Code
- Architecture
- Vision of 2020



UX at Salesforce

John Calhoun

User Interface / User Experience



Learning Objectives

- What User Experience means at Salesforce
- How User Experience contributes to Customer Success
- Ways to work with the User Experience team
- Your role in User Experience at Salesforce





thank
you

salesforce
Follow your trail.

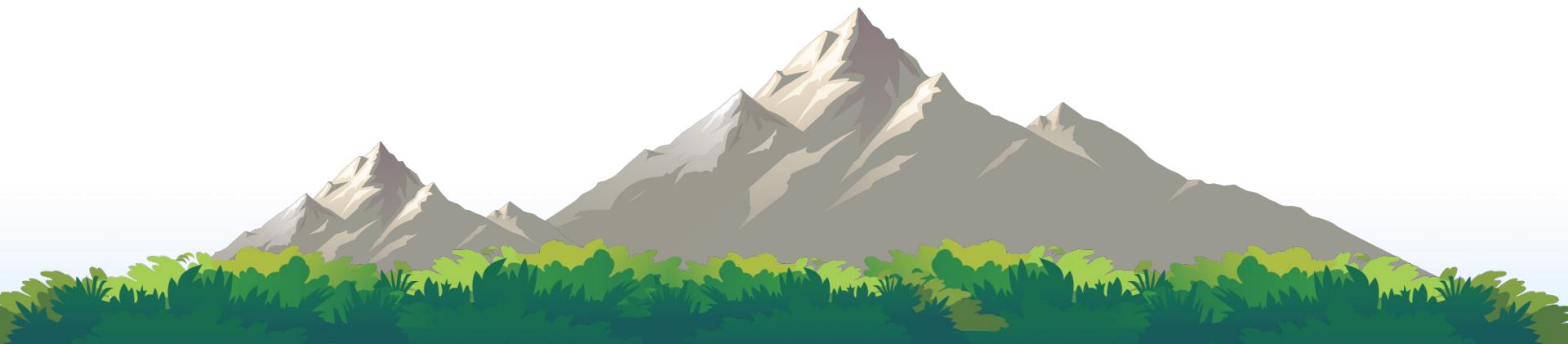


TRAILHEAD

$$E=mc^2$$



What is User Experience Design?





User Experience is collaborative problem-solving. We deliver the right solution to the right user at the right time, with a well-crafted experience.



Customer



User



Delivering the right solution to **users** makes
Salesforce **customers** successful.

UX bridges the gap between users and customers!





Think about a great experience you've had
with a product, service, or company.



Good design can be...



Intuitive



Simple



Easy to Use



Design Principles





UX at Salesforce is more
than just one role.

UX Functions



Product / UX
Design



User
Research



UX
Operations



Accessibility



Visual &
Motion Design



Prototyping



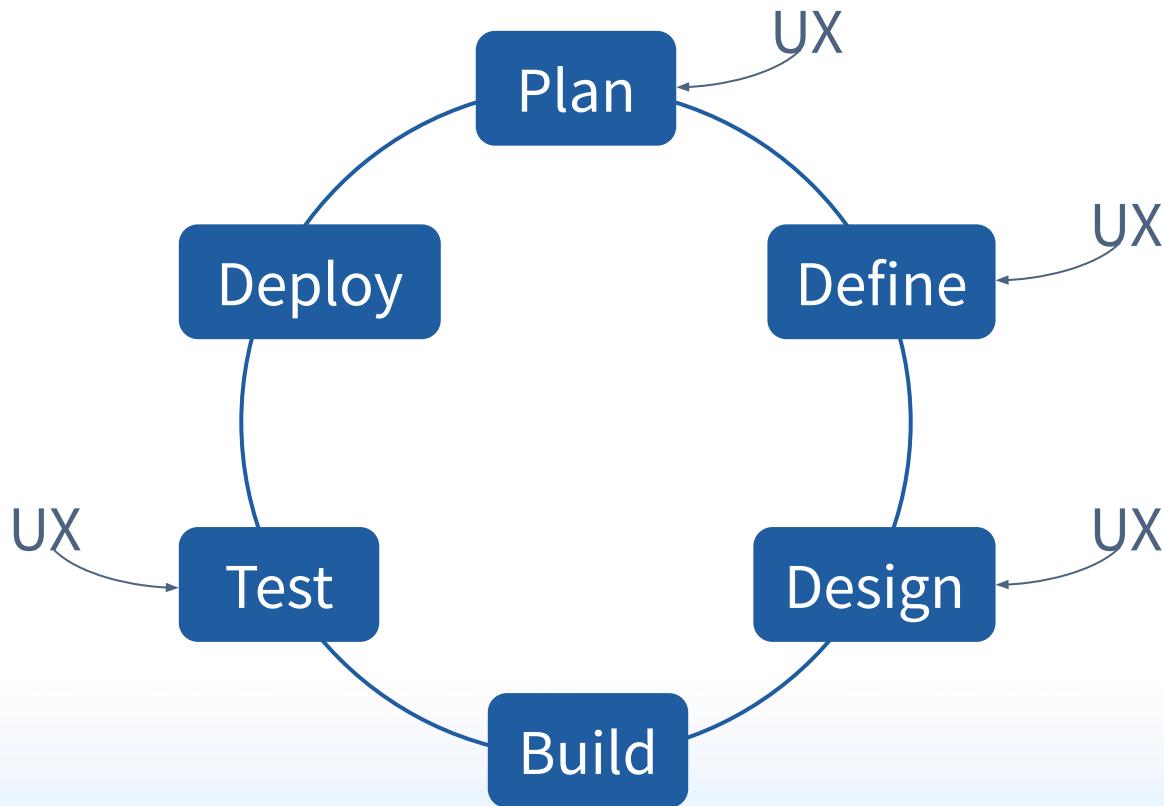
UX
Engineering



Mobile
Design



UX is part of the full engineering process





Adopting a UX mindset

Throughout your work, ask yourself

- Who will use this?
- How will they use it?
- What do they need it to do?

If you have a UX partner, collaborate with them!





What User Experience might mean for you.



Personas are one way we enable everyone to focus on user (and thus customer) success.



Personas capture

- ✓ Context
- ✓ Behavior
- ✗ Race
- ✗ Age
- ✗ Gender



The image shows a detailed persona card for a "Core Coder" user. At the top, there's a blue header bar with the title "Core Coder" and the subtitle "Customizes Salesforce with code". Below the header, there are two sections: "0-3 years of Salesforce experience" and "0-3 years of development experience". A central chart titled "DEVELOPMENT STYLE" shows the following distribution: 55% "Mostly code", 5% "Mostly clicks", and 40% "50/50". To the right, under "TOP TOOLS & TECHNOLOGIES", are listed: Custom objects, Apex & Visualforce, Formulas, Custom page layouts, and HTML/CSS. Below this is a section titled "LEARNING STRATEGY" with buttons for "Code Samples", "Doc", "Salesforce Dev Blog", "Success Comm", "Tutorials", and "Trailhead". A large quote at the bottom left reads: "I was a web application programmer using C# and SQL server for 8 years. Switching to Salesforce development did not require much effort." On the far right, there's a vertical sidebar with a "User" icon, some text snippets, and a "Collaborator" icon.

Core Coder
Customizes Salesforce with code

0-3 years of Salesforce experience

0-3 years of development experience

DEVELOPMENT STYLE

Style	Percentage
Mostly code	55%
Mostly clicks	5%
50/50	40%

TOP TOOLS & TECHNOLOGIES

- Custom objects
- Apex & Visualforce
- Formulas
- Custom page layouts
- HTML/CSS

LEARNING STRATEGY

Code Samples Doc Salesforce Dev Blog

Success Comm Tutorials Trailhead

I was a web application programmer using C# and SQL server for 8 years. Switching to Salesforce development did not require much effort.

FOR INTERNAL USE

© salesforce user research
FOR INTERNAL USE



There are personas for every cloud



Sales



Community



IoT



Service



Marketing



Platform



Analytics

Sales Leader
Manage teams, process, and tools

Salesforce often lets me keep track of progress, what is working, what is not working, how to adjust and refine the sales process and new customer process.

HABITS

- View and create reports and dashboards
- Customize and administer Salesforce
- Collaborate with colleagues

WORK ACTIVITIES

- Manage and coach sales reps
- Train sales reps on processes/tools

DATA

- Heavy usage (60%)
- Light usage (30%)
- Working style (Outside)
- Outlook (Customer Contact)
- Mobile (30%)
- Tablet (20%)

EMBRACING PERSONAS

- Browsing and reading feeds
- Interacting with content
- Collaborating with colleagues

TOP ACTIVITIES

- 1. View and create reports and dashboards
- 2. Customize and administer Salesforce
- 3. Collaborate with colleagues

SOURCE

© salesforce user research FOR INTERNAL USE

Community End User
Collaborate, get support and learn

I use the Community often to ask and mostly answer questions, search knowledge articles, and occasionally log cases.

HABITS

- Browsing and reading feeds
- Interacting with content
- Collaborating with colleagues

TOP ACTIVITIES

- 1. View and create reports and dashboards
- 2. Customize and administer Salesforce
- 3. Collaborate with colleagues

DATA

- Laptop (60%)
- Mobile (30%)
- Tablet (10%)

EMBRACING PERSONAS

- Support Seeker (Self-reliant, active problem)
- Accrued Holder (Knows a lot about something)
- Collaborator (Wants pretty much others all over their projects)

SOURCE

© salesforce user research FOR INTERNAL USE

IoT CLOUD Emerging Personas

Composer I leverage IoT data to make connected customer experiences come to life.

IoT Admin I enable IoT by connecting and managing event and CRM data.

IoT Architect I plan the data architecture for smart connected products and services.

Case Solver Provide immediate customer support

Everything is in one place and **everything** is measured. We never experienced any downtime. Our Sales teams use also on Salesforce so the whole company can collaborate together.

HABITS

- Log activities
- Troubleshoot customer issues
- Update existing customers

WORK ACTIVITIES

- Manage tools for sales team

DATA

- 65% spend 5+ hours/day in Salesforce
- 42% have 10+ years experience in customer support

EMBRACING PERSONAS

- Yesterday (62%)
- In the last week (24%)
- 3 months ago (14%)

SUPPORT CHANNELS

- 88% use phone
- 87% use email
- 17% use live chat
- 7% use social media

LEARNING STATISTICS

- Marketing Automation (Email)
- Marketing Automation (Social)
- Marketing Automation (CRM)
- Marketing Automation (Analytics)

CHANNEL SOPHISTICATION LEVEL

High → Overall

SOURCE

Help shape our personas-in-progress. Sign up for the Salesforce User Research Program:
www.salesforce.com/ux/research

© salesforce user research FOR INTERNAL USE

Case Solver
Provide immediate customer support

Everything is in one place and **everything** is measured. We never experienced any downtime. Our Sales teams use also on Salesforce so the whole company can collaborate together.

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- Marketing Automation (CRM)
- Marketing Automation (Analytics)

CHANNEL SOPHISTICATION LEVEL

High → Overall

SOURCE

© salesforce user research FOR INTERNAL USE

Marketing Specialist
Execute campaigns and leverage data to find insights

Marketing campaigns are always my top priority. I like to see how the campaign is performing, how my decisions being made are resonating and prove to my team, to my colleagues, that our decision was the right one.

HABITS

- Execute on marketing plan
- Develop, schedule, and send marketing communications
- Analyze data to drive decisions
- Monitor campaigns

WORK ACTIVITIES

- Manage tools for sales team

DATA

- 50/50 Muddy code (50%)
- Muddy clicks (50%)

DEVELOPMENT STYLE

- Custom objects
- Apex & Visualforce
- Formula fields
- Custom page layouts
- HTML/CSS

LEARNING STATISTICS

- Marketing Automation (Email)
- Marketing Automation (Social)
- Marketing Automation (CRM)
- Marketing Automation (Analytics)

CHANNEL SOPHISTICATION LEVEL

High → Overall

SOURCE

© salesforce user research FOR INTERNAL USE

Core Coder
Customizes Salesforce with code

For the last few days I am working on a project. I spend most of my time defining strategy, and ensuring data is clean, valid, and secure. My business users understand the data and its limitations.

HABITS

- Collaboration with Business Users
- Training Staff

WORK ACTIVITIES

- Develop applications using Apex and SOQL
- Integrate data from multiple sources
- Automate manual integration
- Tradeoff processing speed vs. quality

DATA

- 50/50 Muddy code (50%)
- Muddy clicks (50%)

DEVELOPMENT STYLE

- Code Samples
- Doc
- Success Community
- Tutorials
- Trailhead

LEARNING STATISTICS

- Marketing Automation (Email)
- Marketing Automation (Social)
- Marketing Automation (CRM)
- Marketing Automation (Analytics)

CHANNEL SOPHISTICATION LEVEL

High → Overall

SOURCE

I work on web application programming using Java and SQL server for 8 years. Switching to Salesforce development did not require much effort.

© salesforce user research FOR INTERNAL USE

Data Architect
Data management, governance, and evangelism

I am responsible for data in my organization. I spend most of my time defining strategy, and ensuring data is clean, valid, and secure. My business users understand the data and its limitations.

HABITS

- Collaboration with Business Users
- Training Staff

WORK ACTIVITIES

- Define and implement data strategy
- Collaboration with Business Users
- Training Staff

DATA

- 50/50 Muddy code (50%)
- Muddy clicks (50%)

DEVELOPMENT STYLE

- Code Samples
- Doc
- Success Community
- Tutorials
- Trailhead

LEARNING STATISTICS

- Marketing Automation (Email)
- Marketing Automation (Social)
- Marketing Automation (CRM)
- Marketing Automation (Analytics)

CHANNEL SOPHISTICATION LEVEL

High → Overall

SOURCE

For the last few days I am working on a project. I spend most of my time defining strategy, and ensuring data is clean, valid, and secure. My business users understand the data and its limitations.

© salesforce user research FOR INTERNAL USE





Our Salesforce Personas

sfdc.co/personas

The image shows a smartphone and a tablet displaying the sfdc.co/personas website. The website is a landing page for Salesforce personas, featuring a sidebar with links to various cloud services and persona types, and a main content area with sections for different user groups and detailed persona cards.

Salesforce Personas

Salesforce has personas for our end users, the people who use our products, and buyers, the people who decide which products to buy. We also have internal personas that teams who build tools for Salesforce employees use to guide their work.

Last updated March 2, 2018

End User Personas

Salesforce end user personas are archetypes of our users. Based on rigorous data collection (large-scale surveys, interviews, and site visits), these personas represent real users' behaviors, attitudes, desires, capabilities, tools, and perspectives on Salesforce products.

These personas were created by the User Research & Analytics team. Visit sfdc.co/research to see what else we are up to.

INTERNAL PERSONAS

Infra Engineering

RESOURCES

Getting Started
Methods [VPN](#)
User Research Program

DATA TYPES
Quantitative, Qualitative

Sales Cloud

- Persona Overview
- Video Overview
- View Full Report
- Persona Cards

DATA TYPES
Quantitative, Qualitative

Service Cloud

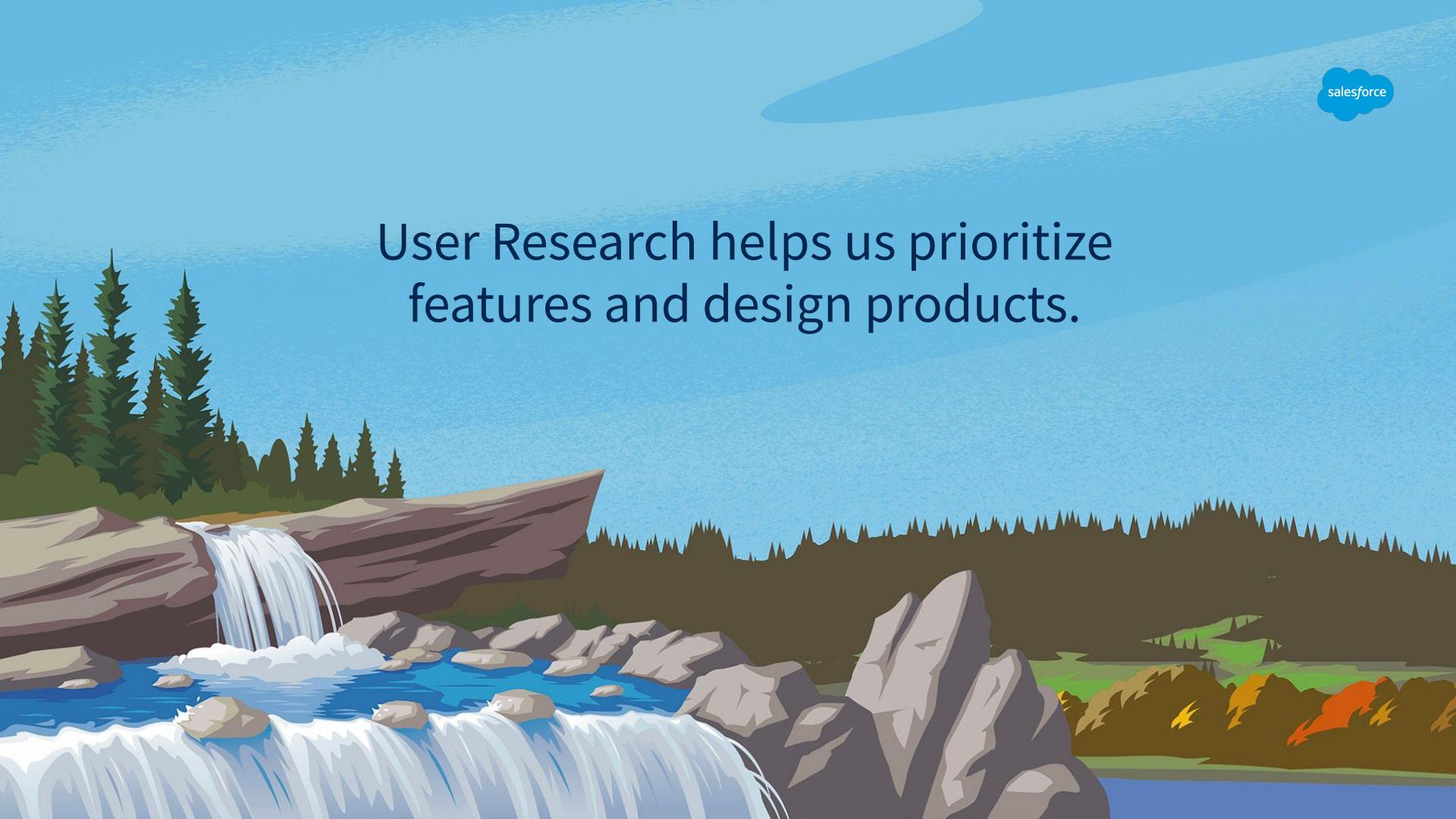
- Persona Overview
- Video Overview
- View Full Admin Report
- Persona Cards

DATA TYPES
Quantitative, Qualitative

Platform Cloud

- Persona Overview
- Developer Video Overview
- View Full Admin Report
- View Full Developer Report
- Persona Cards

DATA TYPES
Quantitative, Qualitative

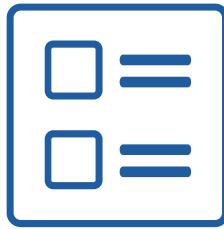


User Research helps us prioritize
features and design products.

Types of User Feedback



1:1 Sessions



Surveys



Site Visits



User Research Program

You have the power to impact the design of our products!

Feedback from users is crucial to how we design products and prioritize features. During research studies, we'll gather your feedback on an existing product, a new design, or even a concept or prototype.

Studies are hosted online and in-person, so you can participate from anywhere! And, after your session, you'll receive an honorarium in appreciation for your time.

Sign Up Today!

www.salesforce.com/ux/research

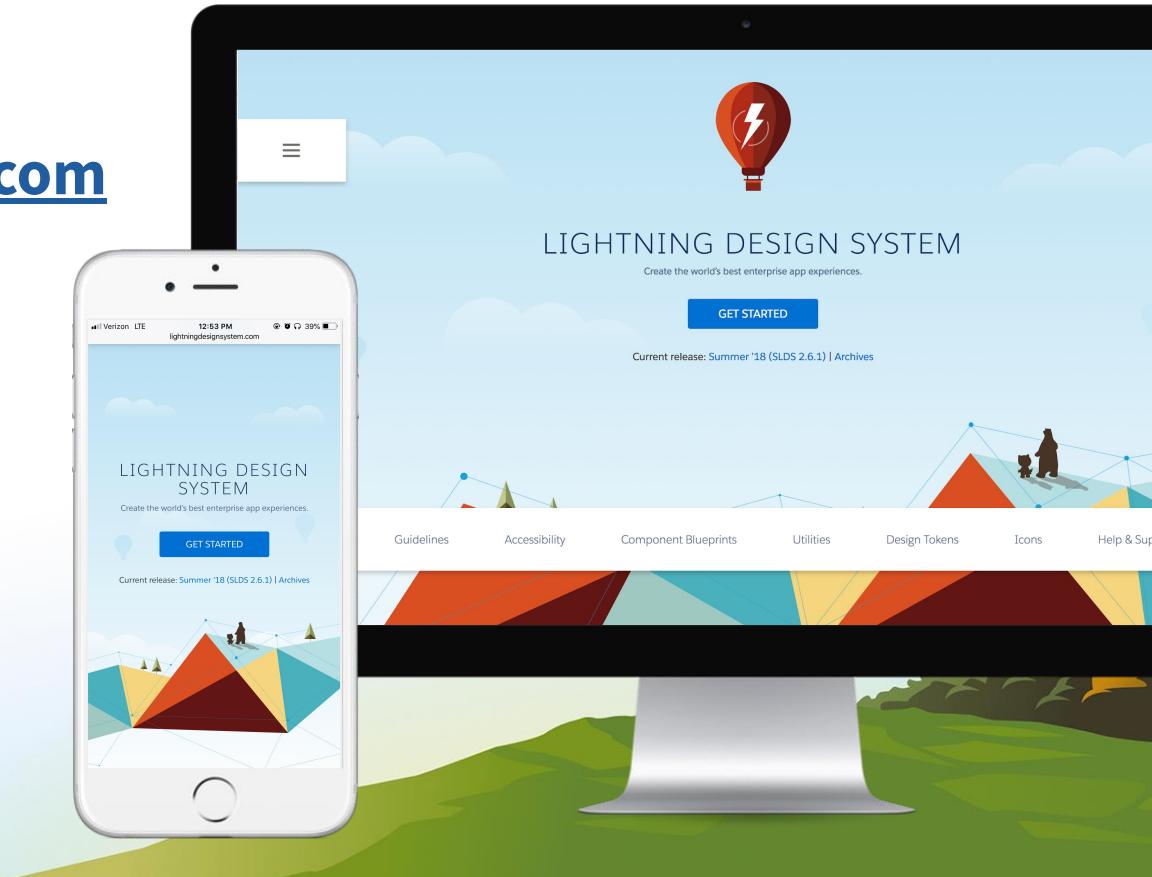


Salesforce Lightning Design System
is one way we empower everyone
to create great experiences.

Salesforce Lightning Design System



lightningdesignsystem.com



The image shows the Lightning Design System website and its mobile responsive design. The website features a light blue background with white clouds, a red hot air balloon with a lightning bolt icon, and a large 'GET STARTED' button. Below the main header, there's a navigation bar with links for Guidelines, Accessibility, Component Blueprints, Utilities, Design Tokens, Icons, and Help & Support. The mobile view is shown on a white iPhone, mirroring the desktop design but with a smaller screen and a vertical menu icon on the top right. The phone's status bar shows 'Verizon LTE', '12:53 PM', and '39%'. The URL 'lightningdesignsystem.com' is visible at the top of the phone's screen.



We want everyone to learn about
User Experience!





Salesforce UX is on Medium

medium.com/salesforce-ux

The image displays the Salesforce UX Medium page across two devices. On the right, a laptop screen shows the desktop version of the Medium blog, featuring the colorful hexagonal logo at the top, followed by the title "Salesforce UX" and a subtitle "A collection of stories, case studies, and ideas from Salesforce UX". Below this are navigation links for "DESIGN SYSTEMS", "USER RESEARCH", "ENTERPRISE", "EVENTS", and "ACCESSIBILITY". A large, dark photograph of a group of people at a conference or workshop is visible. Overlaid on this photo is a prominent title "Components: A Design System to Support Multiple Frameworks" in white text. On the left, a smartphone screen shows the mobile version of the Medium app. The app's header includes the Medium logo, the title "Salesforce UX", and a subtitle "A collection of stories, case studies, and ideas from Salesforce UX". Below the header are links for "DESIGN SYSTEMS", "USER RESEARCH", and "ENTERPRISE", along with a "Follow" button. A preview of a post titled "Beyond Components: A Design System to Support Multiple Frameworks" is shown, featuring a thumbnail image of several people working together.



We are also on Trailhead!

trailhead.salesforce.com

The image displays the Trailhead platform, featuring both the desktop website and a mobile application interface.

Desktop Website:

- Header:** Search bar, Home, Trails, Modules, Projects, Superbadges, Trailmixes, Trailblazers, Sign Up, Login.
- Trail Header:** Trail, **Build Better with UX**, Refine your user experience skills with these powerful tips from the Salesforce UX team.
- Duration:** 3 hrs 35 mins.
- Target Audience:** Admin, Beginner, Business User, Developer.
- Content Overview:** Modules and projects (3) listed below.
- Module 1:** **UX Research Basics**, Learn how to talk to your users, discover what they need, and influence design decisions. Duration: 1 hr 25 mins.
- Module 2:** **UX Personas for Salesforce**, Explore the Salesforce user research personas and learn how to use them at your business. Duration: 1 hr 10 mins.
- Module 3:** **UX Prototyping Basics**, Get to know prototypes and how to use Salesforce Lightning Design System to build them.

Mobile App:

- Header:** Shows signal strength, 12:08 PM, trailhead.salesforce.com, Sign Up, Login.
- Trail Header:** Trail, **Build Better with UX**, Refine your user experience skills with these powerful tips from the Salesforce UX team.
- Duration:** 3 hrs 35 mins.
- Target Audience:** Business User, Developer, Admin, Beginner.
- Content Overview:** Modules and projects (3) listed below.
- Module 1:** **UX Research Basics**, Learn how to talk to your users, discover what they need, and influence design decisions. Duration: ~20 mins.
- Module 2:** **Define Your Research Plan**, Craft Your Questions.
- Module 3:** **UX Personas for Salesforce**.



User Experience is all about collaborative problem-solving that makes users successful.

That makes our customers successful.

We've created tools to help you become UX!

With the tools that we've shared today,
we can all be UX!





UX Tools

- **SLDS** - <https://lightningdesignsystem.com/>
- **UX Office Hours** - <https://sfdc.co/ux-office-hours>
- **User Research Office Hours** - <http://sfdc.co/research>
- **Trailhead** - Build Better with UX Trail
- **UX Medium** - <http://medium.com/salesforce-ux>
- **Personas** - <http://sfdc.co/personas>
- **A11Y** - <https://sites.google.com/salesforce.com/accessibility>
- **Org62 Chatter Group** - “User Experience”

THANK YOU





Agenda

Wednesday Morning:

- Break - Survey: sfdc.co/intro2tmp
- UI @ 9:40AM
- [Accessibility](#) - 10AM Start
- [Content Experience](#)
- [Localization](#)
- [Production Support: Intro to Investigations](#)

Wednesday Afternoon:

- [Site Reliability](#)
- [Security](#)
- [Service Delivery](#)
- [Service Ownership](#)
- [Quality Code](#)
- [Architecture](#)
- Marketing Org - Cancelled
- [Vision of 2020](#) - Cancelled

UX Disciplines



Product
Designer



Architect



User
Researcher



Design
Research



UX Engineer



A11Y



UX Designer



SLDS



Visual
Designer



Motion
Designer



Interaction
Designer



UX Ops



Mobile
Designer



Prototyper



salesforce

Ethical & Humane Use of Technology @ Salesforce

Emily Witt, Principal, Ethical AI Practice
emily.witt@salesforce.com



Ethics and Tech in the News



Artificial intelligence a threat for the future of life and human existence?

FINANCIAL TIMES

TECH MARKETS GRAPHICS OPINION WORK & CAREERS LIFE & ARTS HOW TO SPEND IT

How Big Tech is struggling with the ethics of AI

Fears about artificial intelligence are 'very legitimate,' Google CEO says

Tony Romm, Drew Harwell and Craig Timberg, The Washington Post Published 4:02 pm PST, Wednesday, December 12, 2018

Vox

RECODE EXPLAINERS THE HIVE EFFECT THE GOODS POLITICS & POLICY MORE ▾

How tech employees are pushing Silicon Valley to put ethics before profit

The New York Times

Who Will Teach Silicon Valley to Be Ethical?

DEPT. OF SPECULATION MAY 14, 2018 ISSUE

HOW FRIGHTENED SHOULD WE BE OF A.I.?

Thinking about artificial intelligence can help clarify what makes us human—for better and for worse.

TC

Industries must adopt ethics along with technology

THE WALL STREET JOURNAL

THE FUTURE OF EVERYTHING

How New Technology is Illuminating a Classic Ethical Dilemma

Why you should fear artificial intelligence

Doc Huston 3 years ago

“I'M A BUSINESS ENGINEER /
PRODUCT MANAGER /
DESIGNER /
ETC”



Importance of Ethics and Trust



90%
of consumers
believe companies
have a responsibility
to improve the state
of the world



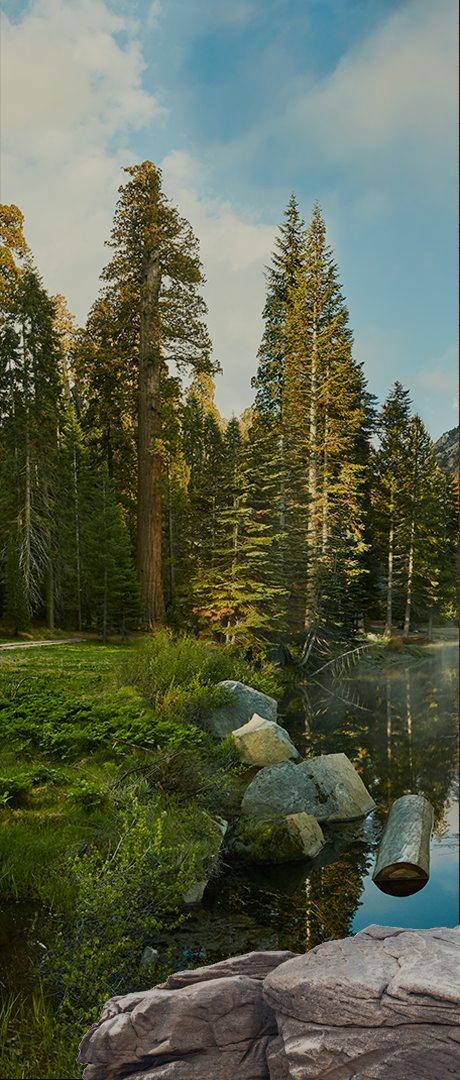
Good Ethics is Good for
Business

86% more loyal **to ethical companies**

69% spend more **with ethical companies**

75% won't buy from **unethical companies**





Our Responsibility in the Fourth Industrial Revolution

“ Our industry has reached an inflection point that must be supported by a strong set of guiding values. We know that **technology is not inherently good or bad. It's what you do with it that matters.** ”

*Marc Benioff
Co-CEO & Chairman,
Salesforce*

Ethics is a Team Sport



Guiding Principles



Data
Responsibility



Human Rights



Safety



Empowerment



Inclusion



Our Focus



**Direct Impact of
Products in the
World**



**Internal Culture and
Product Development**



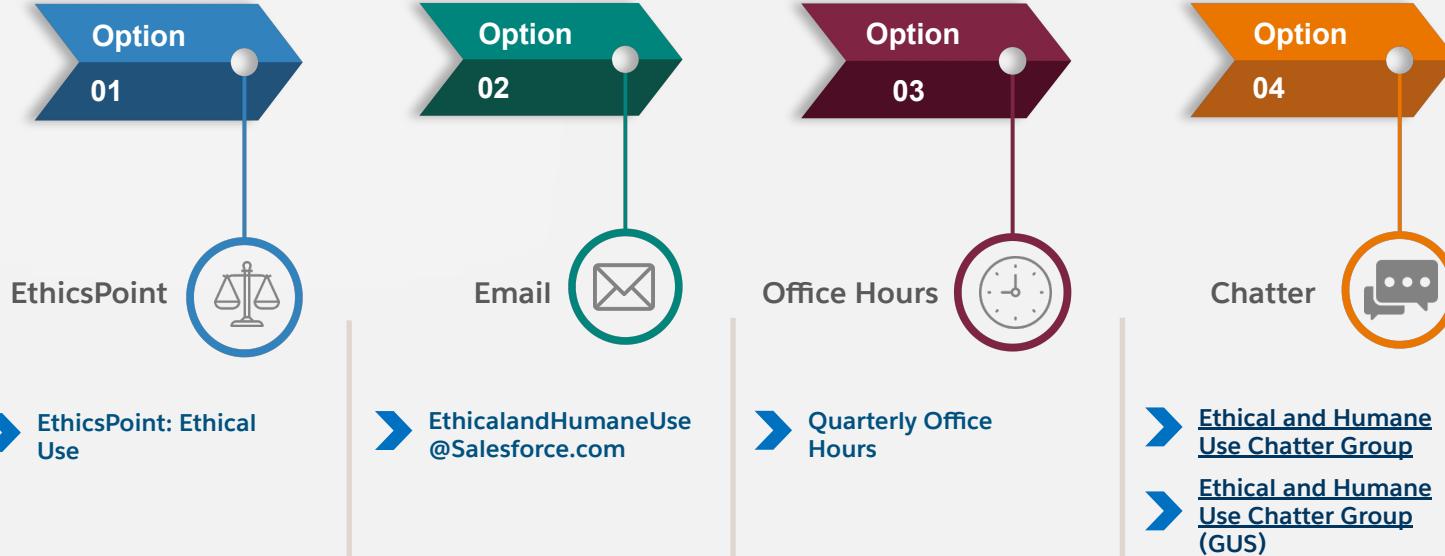
Advancing the Field



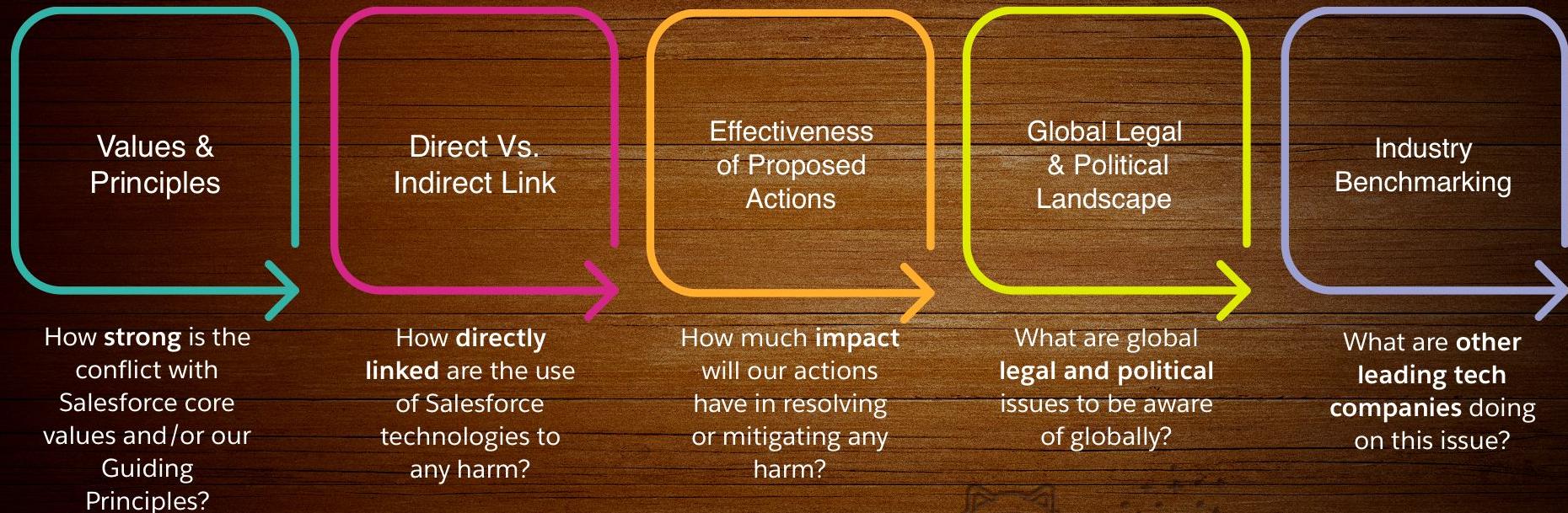
Ethical Use Case in Action



Raising an Ethical Use Concern

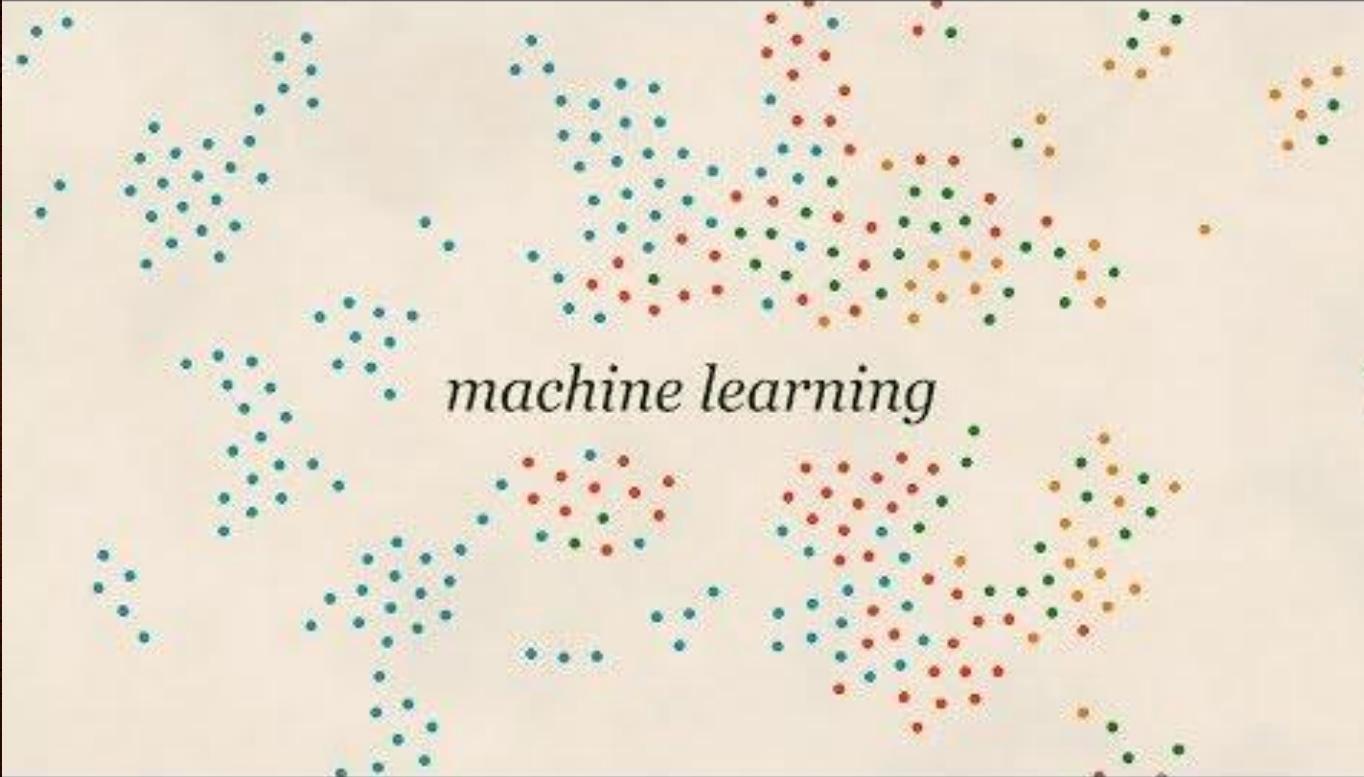


Ethical Use Case Framework



Special Attention to AI

- Scale and complexity
- Opacity / lack of transparency
- Bias / discrimination
- Erosion of privacy
- Lack of accountability



machine learning

Example: Historical Bias

Need to understand all stakeholders':

- Context
- Environment
- Values
- Needs
- Historic/Social Bias

Two Shoplifting Arrests



JAMES RIVELLI

ROBERT CANNON

RISK: 3

RISK: 6

After Rivelli stole from a CVS and was caught with heroin in his car, he was rated a low risk. He later shoplifted \$1,000 worth of tools from a Home Depot.

Example: Sentiment Analysis

Datasets

 CommentSentiment

DATA **FILTERS 1**

Filters

content
contains "gay"

+

In data set, 53% of tweets containing the word “gay,” are categorized as Negative.

#	sentiment	content-sentiment	content
1	empty	Negative	gay
2	neutral	Negative	for the gays i only made 200 tonight
3	worry	Negative	its raining now my hair will gett all gay
4	sadness	Positive	i think i'm gay
5	happiness	Positive	i love the dreambears!.. i want a gay best friend
6	worry	Positive	needed my semi-gay best friend to go shoe shop...
7	worry	Negative	@DutchRaymond gay marriage isn't legal everyw...
8	enthusiasm	Negative	maybe going to the movies later? ik gay
9	empty	Negative	'Whats your stand on gay marriage?' - me. what t...
10	worry	Negative	Do I really like like the gay guy with the dark har...

Example: Lead Scoring

Lead Status	New
Phone	(218) 918-1876
Email	andy.smith@universaltechglobal.com
Email Opt Out	<input type="checkbox"/>
Lead Source	Trade Show
Industry	Telecommunications
Last Modified By	

Einstein Scoring



89 Lead Score

● Top Positives

Company is Universal Technologies
Lead Source is Advertisement
Country is United States
Industry is Aerospace & Defense

Send Email

85 Behavior Score

● Top Positives

Prospect's email click rate is in the top 90 percent of all

Ethical AI



RESPONSIBLE CREATION OF AI

<https://sfdc.co/wOe19>



TRUSTED AI CHARTER

<https://sfdc.co/ai-charter>



PROTECTED FIELDS PRODUCT FEATURE

The screenshot shows a tablet displaying the Trailhead learning platform. The top navigation bar includes the Trailhead logo, a search bar, and links for Home, Learn, Credentials, Community, and For Companies. A 'Sign Up' button is visible in the top right. The main content area features a circular icon with a balance scale and digital elements, followed by the title 'Module Responsible Creation of Artificial Intelligence'. Below the title, a subtitle reads 'Remove bias from your data and algorithms to create ethical AI systems at your company.' There are four course cards listed:

- Understand the Ethical Use of Technology - 15 mins
- Learn the Basics of Artificial Intelligence - 10 mins
- Recognize Bias in Artificial Intelligence - 10 mins
- Remove Bias from Your Data and Algorithms

A blue circular badge in the top right corner indicates '+400 POINTS'.

Einstein Discovery Protected Fields

Analytics Studio Fanatics Monthly Co... X

Fanatics Monthly Commerce
MAXIMIZE REVENUE • 45,342 CHARTS EVALUATED

WHAT HAPPENED WHY IT HAPPENED PREPARE PREDICT FACTORS

Analysis Results

TOP PREDICTIVE FACTORS

Predictive Factor	Percentage
Race	23.4%
Zip Code	18.5%
Product	11.3%
State	4%
Promotion	3.7%
Season	3.7%
Zip Code	3.7%
Sales Rep	3.7%
Store Zip Code	3.7%
Store Zip Code	3.7%
VP Member	3.7%
Extended Support	0.0%
Gender	Protected
Race	Protected

Top Insights

Zip Code has a high correlation to Race and may be adding bias into the predictive model from this story.

SEARCH INSIGHTS

Story Updates ▾

\$115 AVERAGE \$181 PREDICTED

PREDICTION CONFIDENCE

PRODUCT WHEN STATE IS CALIFORNIA

Group Activity: Case Study

A company based in Silicon Valley is known to invest heavily in AI research.

Recently, they came up with a state-of-the-art Generative Adversarial Network (GAN) which is able to generate hyper-realistic human faces.

The program can come up with a human face of a specific sex, race, and age.



<https://thispersondoesnotexist.com/>

What You Can Do

1. Build and support a diverse team
2. Conduct user research
3. Identify the potential negative uses of your product
4. Decide what to create (or not)
5. Build product features to mitigate harm or misuse
6. Ensure TOS/TOU prohibit harmful applications
7. Educate customers
8. Collect feedback



Ethics Education Journey

AI Ethics Blog

Ethical Survey Results



Find insights from consumers, employees, and executives on ethics in technology

<https://sforce.co/2XYt8yC>

Trailhead

Take the Responsible Creation of AI Trail

<https://sfdc.co/wOe19>

Explore issues of ethics in AI

einstein.ai/ethics

AI Charter

Learn about our AI commitments

sfdc.co/ai-charter

Mission Research Careers Ethics Products Press

Defining AI ethics

We explore the ethics of AI and bring awareness of key issues to internal employees, customers, and the public alike.

[Building Ethics into AI: Lessons Learned from Pioneers in the Trenches](#)
Kathy Beaver

[Beyond the Algorithm: Learn How to Build Trusted AI with Trailhead](#)
Kathy Beaver

[Ethics in AI research papers and articles](#)
Kathy Beaver

[Ethical frameworks, tool kits, principles, and oaths - Oh my!](#)
Kathy Beaver

[Inaugural Women in AI Ethics Summit: What happens when you bring together 30 women fighting for human rights in AI?](#)
Kathy Beaver

[Creating the World We Want: How to Build an Ethical AI Practice](#)

Other Ways to Get Involved

- Join Chatter groups: **Ethics in Artificial Intelligence** and **Office of Ethical and Humane Use**
- Take the **IEEE EAD for Autonomous & Intelligent Systems** courses (<https://sfdc.co/IEEE-course>)
- If you are building models, attend the **Data Science Review Board** (<https://sfdc.co/DSRB-signup>)
- Review the **Acceptable Use Policy** (<https://sfdc.co/can6IQ>).
- Email questions to ethicalandhumaneuse@salesforce.com



Listening

Learning



A scenic landscape featuring a range of mountains in the background under a blue sky with white clouds. In the foreground, there are green hills, a winding road, and a few small trees.

Thank
You



UI at Salesforce

David Brady

Sr. Director, Software
Engineering



Remember Amazon in 1999?

Wednesday, October 13, 1999

WELCOME | YOUR ACCOUNT | HELP | SELL ITEMS

BOOKS | MUSIC | VIDEO | TOYS & GAMES | ELECTRONICS | e-CARDS | AUCTIONS | zSHOPS

HOW TO ORDER | GIFT SERVICES | OUR GUARANTEE | SITE GUIDE | COMMUNITY

SEARCH
All Products
Search of the Day: saffron

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- [Video](#)
[DVDs](#), [Top Sellers](#), [New Releases](#), [Kids & Family](#)...
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[PalmPilots](#), [Sony Products](#), [Top Sellers](#),
[Computer Add-Ons](#)...
- [Toys & Games](#)
[Toys for Grownups](#),
[Games & Puzzles](#),
[Halloween Store](#), [Toy Quest Contest](#)...
- [Auctions](#)
[Tutorial](#), [Books](#), ...

In Books Test Case

The postwar inventors of the Scholastic Aptitude Test hoped to produce a brainier brand of meritocracy in the United States. But as Nicholas Lemann reveals in *The Big Test*, the SAT hit a great many ideological potholes--and ended up creating yet another, pencil-pushing elite. Go to [Books](#)

In zShops Many Merchants, Fabulous Finds

Earth's Biggest Selection just got bigger! You'll discover an amazing array of products from merchants large and small, including:

- A library of [literature](#)
- Scads of [sports stuff](#)
- A cornucopia of [costume jewelry](#)

...and so much more. Go to [zShops](#)

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Amazon.com 100 Hot Books

Updated Hourly

1. [The Carbohydrate Addict's Lifespan Program : A Personalized Plan for Becoming Slim, Fit and Healthy in Your 40s, 50s, 60s and Beyond](#)
by Rachael F. Heller, Richard Ferdinand Heller
2. [The Carbohydrate Addict's Diet : The Lifelong Solution to Yo-Yo Dieting](#)
by Rachael F. Heller, Richard Ferdinand

NEW! zShops

Proto Salesforce: 1999

SALESFORCE.COM | HOME | ACCOUNTS | CONTACTS | OPPORTUNITIES | FORECASTS | REPORTS | Logout | Help

Print Export

My Accounts

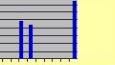
Search: Go!

View: All Accounts Advanced

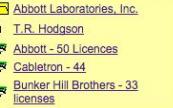
	Company Name	City	State	Phone	Fax
X 1.	Abbott Labs, Inc.	Abbott Park	IL	650-555-1212	650-555-2323
X 2.	Aberson Technology Ltd	Portland	OR	506-555-1212	506-555-2323
X 3.	Abesco Inc.	San Francisco	CA	415-434-9604	415-434-9605
X 4.	ABT Emerging Growth Fund	Burlingame	CA	650-555-1212	650-555-2323
X 5.	Accent Software International Ltd	Portland	OR	506-555-1212	506-555-2323
X 6.	Ackton Corp	San Francisco	CA	415-434-9604	415-434-9605
X 7.	Affinity Technology Group Inc	Burlingame	CA	650-555-1212	650-555-2323
X 8.	Agau Resources Inc	Portland	OR	506-555-1212	506-555-2323
X 9.	AHL Services Inc	San Francisco	CA	415-434-9604	415-434-9605
X 10.	Air Packaging Technologies Inc	Burlingame	CA	650-555-1212	650-555-2323
X 11.	Akash Ventures	Portland	OR	506-555-1212	506-555-2323
X 12.	Alamos Minerals Ltd	San Francisco	CA	415-434-9604	415-434-9605
X 13.	Alexion Pharmaceuticals Inc	Burlingame	CA	650-555-1212	650-555-2323
X 14.	Algonquin Petroleum Corp	Portland	OR	506-555-1212	506-555-2323
X 15.	B.Y.G. Natural Resources Inc	San Francisco	CA	415-434-9604	415-434-9605
X 16.	BDG Pacific Resources Inc	Burlingame	CA	650-555-1212	650-555-2323
X 17.	Beamscope Canada Inc	Portland	OR	506-555-1212	506-555-2323
X 18.	Belco Oil & Gas Corp	San Francisco	CA	415-434-9604	415-434-9605
X 19.	Bingo.com Inc	Burlingame	CA	650-555-1212	650-555-2323
X 20.	Bl Shipping	Portland	OR	506-555-1212	506-555-2323
X 21.	Byron Preiss Multimedia Co Inc	San Francisco	CA	415-434-9604	415-434-9604
X 22.	C-Cube Microsystems Inc	Burlingame	CA	650-555-1212	650-555-2323
X 23.	C N B Holdings Inc GA	Portland	OR	506-555-1212	506-555-2323
X 24.	Calypso Developments Ltd	San Francisco	CA	415-434-9604	415-434-9605
X 25.	Camphor Ventures Inc	Burlingame	CA	650-555-1212	650-555-2323
X 26.	Chambersburg Engineering Co	Portland	OR	506-555-1212	506-555-2323
X 27.	Chase Resource Corp	San Francisco	CA	415-434-9604	415-434-9605
X 28.	CML Group, Inc	Burlingame	CA	650-555-1212	650-555-2323
X 29.	Conseco Inc	Portland	OR	506-555-1212	506-555-2323
X 30.	Consolidated Power Battery Corp	Portland	OR	506-555-1212	506-555-2323

◀ A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ▶

Add **My Organization**
Brian Jones - Top Salesperson!
Q1 forecasts are due - get them in!

My 30 Day Forecast


My Tasks More
3/12 Abbott - Follow up
3/27 Call Carole
4/3 Promo materials to Johnathan
4/10 Richard - upgrade
4/12 Betsy will have answer

My Recent Items


- Abbott Laboratories, Inc.
- T.R. Hodgson
- Abbott - 50 Licences
- Cabletron - 44
- Bunker Hill Brothers - 33 Licenses

My Account News More
Abbott Q1 profits rise, top consensus estimate
CEOs in Business Week's 1999 Pay Survey Reap Huge Rewards
US corporate earnings surprise by Zacks - April 6
Abbott Q1 profits rise, top consensus estimate

My Quote Of The Day
A man cannot be too careful in the choice of his enemies.
—Oscar Wilde



Proto Salesforce: 1999

SALESFORCE.COM [HOME](#) [ACCOUNTS](#) [CONTACTS](#) [OPPORTUNITIES](#) [FORECASTS](#) [REPORTS](#) [Logout](#) [Help](#)

[Print](#) [Export](#)

Details -- Abbott Laboratories, Inc.

Name: Abbot Laboratories, Inc.	SIC: 8888 (Major Drugs)
Billing Address: 100 Abbott Park Road	Shipping Address: 100 Abbott Park Road
Abbott Park, IL 60064	Abbott Park, IL 60064
Phone: (847) 937-6100	Sales: \$12,477.8M
Fax: (847) 937-1511	Employees: 56,236
Parent:	Ownership: Public
Active: ✓	Ticker: ABT \$51 7/16 + 2 15/16
Account Number: X123852-33	CEO: D.L. Burnham
URL: http://www.abbot.com	CFO: G.P. Coughlan, Sr.

Description: Abbott Laboratories has been in the business of improving lives for more than a century. Our 56,000 employees around the world are dedicated to discovering, developing and marketing innovative health care solutions across the spectrum of health care.

Opportunities -- Abbott Laboratories, Inc.

Name	Size	State
Western Region Sales Reps	\$100,000	Prospecting
200 Additional Licenses for Europe	\$125,000	Qualification

[More](#) [Add](#)

Contacts -- Abbott Laboratories, Inc.

Name	Email	Phone
T.R. Hodgson	thodgson@abbot.com	(847) 937-6100
J.M. de Lasa	jdealsa@abbot.com	(847) 937-6100
T.C. Freymann	tfreymann@abbot.com	(847) 937-6100
T.A. Olson	tolison@abbot.com	(847) 937-6100
Keizo Obuchi	kobuchi@abbot.com	(847) 937-6100

[More](#) [Add](#)

Notes -- Abbott Laboratories, Inc.

Title	Last Updated
Expanded operations in Asia	4/3/99
Building new plant in Austin, TX	4/1/99
CFO retires	3/26/99

[More](#) [Add](#)

Recent News -- Abbott Laboratories, Inc.

1. [Abbott Q1 profits rise, top consensus estimate](#)
2. [Abbott awaits FDA word on Abbokinase](#)
3. [US corporate earnings surprise by Zacks - April 8](#)
4. [CEOs In Business Week's 1999 Pay Survey Reap Huge Rewards](#)

[More](#)

My Organization
Brian Jones - Top Salesperson!
Q1 forecasts are due - get them in!

My 30 Day Forecast

My Tasks

3/12	Abbott - Follow up
3/27	Call Carole
	Promo materials to Johnathan
4/3	Richard - upgrade
4/10	Betsy will have answer

[More](#)

My Recent Items

	Abbott Laboratories, Inc.
	T.R. Hodgson
	Abbott - 50 Licences
	Cabletron - 44
	Bunker Hill Brothers - 33 licenses

[More](#)

My Account News

Abbott Q1 profits rise, top consensus estimate
CEOs In Business Week's 1999 Pay Survey Reap Huge Rewards
US corporate earnings surprise by Zacks - April 8
Abbott Q1 profits rise, top consensus estimate

[More](#)

My Quote Of The Day
A man cannot be too careful in the choice of his enemies.
-Oscar Wilde

Salesforce: 2000

salesforce.com
Point. Click. Close.

Site Search | Logout | Help | Search

Home Leads Accounts Contacts Opportunities Forecasts Reports

Setup | New Account | New Contact | New Opportunity | New Task | Recycle Bin

Wednesday July 5, 2000

Today for Diane Mark (salesforce.com)

Messages and Alerts

This is maui!
Test away

Useful Links

- bugforce
- log a bug
- leadforce
- system administration
- Org Signup Trend
- Pilot Emails
- resize to 800x600
- resize to 1024x768
- Some other site
- Pilot Leads

Resource Center

Sales Tools

Send a business gift
Run a direct mail campaign
Find a Restaurant

Tip of the Day

Take Free Training

Sign up for free training by clicking "support options" on the side bar and then scheduling any available training session.

previous tip | next tip

home . leads . accounts . contacts . opportunities . forecasts . reports

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Calendar

July, 2000

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Tasks

Select View Today Tomorrow This Week

x ! 12/31/03 test task
x ! 5/1/00 test : Karen Fullerton
x ! 5/10/00 test



Salesforce: 2001

salesforce.com
Point. Click. Close.

Home Leads Accounts Contacts Opportunities Forecasts Cases Solutions Reports

New Lead | New Account | New Contact | New Opportunity | New Forecasts | New Case | New Solution | New Task | Recycle Bin

Moe Joe at Acme Corporation
Monday, March 06, 2000 ? How Do I?

Site Search
Search this site for...

→ Search Tips...
→ Advanced Search...

Recent Items
 Chris Tiernan
 Stratagem Partnering, Inc.
 123 Memory
 Marc Benioff
 Steve Young
 John Dillon
 21st Century Internet
 Acme Corporation
 Jim Morrison
 Steve McQueen

Messages & Alerts
salesforce.com Messages:
[New Features Added](#)
[Maintenance Schedule](#)
Your Company Messages:
03/06/00
Please signup for salesforce.com's training sessions this week.

Calendar
Today 03/06/00
You currently do not have any calendar events scheduled for this day.
[Add Calendar Event »](#)

Tuesday 03/07/00
You currently do not have any calendar events scheduled for this day.
[Add Calendar Event »](#)

March 2000
Sun Mon Tue Wed Thu Fri Sat
27 28 29 01 02 03 04
05 06 07 08 09 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31 01
--Calendar Views--

Tasks Select a View:

Complete	Date	Subject	Related To	Phone
X	03/10/00	Meeting	Marc Benioff	(415)555-5555
X	03/10/00	Call to Confirm Meeting ↑	John Dillon	(415)555-5555
X	03/10/00	Call	Andrew Hyde	(415)555-5555
X	03/10/00	Follow up call ↑	Dave Moellenhoff	(415)555-5555
X	03/10/00	Schedule Meeting for 12/03/00	Parker Harris	(415)555-5555
X	03/10/00	Sales Pitch Call	Jim Burleigh	(415)555-5555
X	03/10/00	Presentation Meeting ↓	Carl Schachter	(415)555-5555
X	03/10/00	Lunch with Team Members	Jim Cavalieri	(415)555-5555
X	03/10/00	Meeting	Nancy Benfield	(415)555-5555
X	03/10/00	Confirm Meeting ↑	Shelly Duvall	(415)555-5555I
X	03/10/00	Meeting ↑	Heather Hahn	(415)555-5555
X	03/10/00	Call	Chris Tiernan	(415)555-5555

Salesforce: 2002

The screenshot displays the original Salesforce interface from 2002. At the top, the logo reads "Supportforce™ on-demand customer service." The navigation bar includes links for Home, Campaigns, Leads, Accounts, Contacts, Opportunities, Reports, Dashboards, and a series of small icons. The main content area shows a campaign record for "Summer Promo". The left sidebar features a search bar, a recent items list (including "Spring 05", "00001008", "Jason Winters", etc.), and a help link. The right sidebar contains sections for campaign statistics (Num Sent: 0, Active: 0, Total Leads: 0, etc.) and activity history (No records specified). The bottom of the page includes tabs for Open Activities, Activity History, and Attachments.

Campaign: Summer Promo

Recent Items

- Spring 05
- 00001008
- Jason Winters
- 00001000
- 00001004
- Ian's Mainline Test Org
- Monkey removal kit instructions
- InCom
- Erin Leigh
- 00001009

Activity History

No history available

Attachments

Attach File View All



Salesforce: 2005

[salesforce.com](#) 

Setup · System Log · Help & Training · Logout force.com · Sales apps

Home Leads **Accounts** Contacts Opportunities Reports Dashboards Documents Products Forecasts

Search
Search All Limit to items I own
[Advanced Search...](#)
[Create New...](#)

Recent Items
 Acme
 Acme - 1,200 Widgets
 Eric Wilson

 [Recycle Bin](#)

Account Acme
Customize Page | Edit Layout | Printable View | Help for this Page ?
[Back to List: Opportunities](#)
[Contacts \[3\]](#) | [Open Activities \[0\]](#) | [Activity History \[0\]](#) | [Opportunities \[3\]](#) | [Cases \[2\]](#) | [Partners \[0\]](#) | [Notes & Attachments \[0\]](#)

Account Detail [Edit](#) [Delete](#) [Sharing](#)

Account Owner	Eric Wilson [Change]	Phone	(212) 555-5555
Account Name	Acme View Hierarchy	Fax	(212) 555-5555
Parent Account		Website	

Additional Information

Type	Prospect	Employees	680
Industry	Manufacturing	Annual Revenue	\$100,000,000
Description			

Address Information

Billing Address	10 Main Rd. New York, NY 31349 USA	Shipping Address	10 Main Rd. New York, NY 31349 USA
-----------------	--	------------------	--

System Information

Created By	Eric Wilson, 10/7/2010 12:23 PM	Last Modified By	Eric Wilson, 10/7/2010 12:23 PM
------------	---------------------------------	------------------	---------------------------------

Custom Links

Google Search	Google Maps	Google News
Hoovers Profile		

[Edit](#) [Delete](#) [Sharing](#)

Contacts [New Contact](#) [Merge Contacts](#) [Contacts Help](#) ?

Action	Contact Name	Title	Email	Phone

Browsers

We supported IE6 until May
2015.

Salesforce: 2010 until now

salesforce

Search All... Search

David M. Brady Help & Training Pilot Sales

Home Chatter Campaigns Leads Accounts Contacts Opportunities Forecasts Contracts Cases Solutions Reports Documents Dashboards

Google Talk David M. Brady The real Chatter action is over in GUS! 3/24/2010 Clear [show | pop out] Post Chatter Ideas

Friday October 15, 2010

Create New... Show Chatter New!

Shortcut Calendar

Recent Items

- TO-101012-37973
- TO-100927-37432
- TO-100927-37431
- TO-100915-37095
- Doug Chasman
- TO-100909-36963
- Doug Chasman
- Mark Dinan
- Mark Dinan
- Kris Gray

Tags

Recent Tags

Messages and Alerts

My Tasks New Overdue

You have no open tasks scheduled for this period.

Items to Approve Manage All Items to Approve Help ?

Action	Related To	Type	Most Recent Approver	Date Submitted
Reassign Approve / Reject	TO-100629-33983	Time-Off Request	Schneider, Elena	6/29/2010 11:36 AM

Calendar New Event Calendar Help ?

Scheduled Meetings Requested Meetings

Today 10/15/2010

You have no events scheduled for the next 7 days.

October 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	01	02	03	04	05	06

1 7 31

Notice Anything?

[salesforce.com](#)
Post. Click. Close.

[Home](#) [Leads](#) [Accounts](#) [Contacts](#) [Opportunities](#) [Forecasts](#) [Cases](#) [Solutions](#) [Reports](#)

New Lead | New Account | New Contact | New Opportunity | New Forecasts | New Case | New Solution | New Task | Recycle Bin

Moe Joe at Acme Corporation
Monday, March 06, 2000

Site Search
Search this site for...
 [Search All](#) [Search](#)
+ [Search Tips](#) [Advanced Search](#)

Recent Items
 Chris Tiernan
 Stratagem Partnering, Inc.
 123 Memory
 Marc Benioff
 Steve Young
 John Dillon
 21st Century Internet
 Acme Corporation
 Jim Morrison
 Steve McQueen

Messages & Alerts
salesforce.com Messages:
New Features Added
Maintenance Schedule

Your Company Messages:
03/06/00
Please signup for salesforce.com's training sessions this week.

Calendar
Today 03/06/00
You currently do not have any calendar events scheduled for this day.
[Add Calendar Event](#)

Tuesday 03/07/00
You currently do not have any calendar events scheduled for this day.
[Add Calendar Event](#)

Tasks
Select a View: [Today's Tasks](#) [New Task](#)

Complete	Date	Subject	Related To	Phone
X	03/10/00	Meeting	Marc Benioff	(415)555-5555
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X	03/10/00	Meeting	Nancy Benfield	(415)555-5555
X	03/10/00	Confirm Meeting	Shelly Duvall	(415)555-5555
X	03/10/00	Meeting	Heather Hahn	(415)555-5555
X	03/10/00	Call	Chris Tiernan	(415)555-5555

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Search All... [Search](#)

David M. Brady Help & Training [Pilot](#) Sales

[Home](#) [Chatter](#) [Campaigns](#) [Leads](#) [Accounts](#) [Contacts](#) [Opportunities](#) [Forecasts](#) [Contracts](#) [Cases](#) [Solutions](#) [Reports](#) [Documents](#) [Dashboards](#)

[Google Talk](#) [\[show\] \[pop out\]](#)

David M. Brady The real Chatter action is over in GLUSI 3/24/2010 Clear Friday October 15, 2010

[Create New...](#)

[Shortcut](#)

[Calendar](#)

Recent Items

- TO-101012-37973
- TO-100927-37432
- TO-100927-37431
- TO-100915-37095
- Doug Chasman
- TO-100909-36983
- Doug Chasman
- Mark Dinan
- Mark Diman
- Kris Gray

[Tags](#)

[Recent Tags](#)

Items to Approve [Manage All](#)

Action	Related To	Type	Most Recent Approver	Date Submitted
Resign Approve / Reject	TO-100629-33983	Time-Off Request	Schneider, Elena	6/29/2010 11:36 AM

Calendar [New Event](#)

[Scheduled Meetings](#) [Requested Meetings](#)

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[October 2010](#)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	01	02	03	04	05	06

[Messages and Alerts](#)

Notice Anything?

SALESFORCE.COM | HOME | ACCOUNTS | CONTACTS | OPPORTUNITIES | FORECASTS | REPORTS | Logout | Help

Print Export

Details -- Abbott Laboratories, Inc.

Name: Abbott Laboratories, Inc.
 Billing Address: 100 Abbott Park Road
 Abbott Park, IL 60064
 Phone: (847) 937-6100
 Fax: (847) 937-1511
 Parent:
 Active: ✓
 Account Number: X123852-33
 URL: <http://www.abbot.com>

Description: Abbott Laboratories has been in the business of improving lives for more than a century. Our 56,000 employees around the world are dedicated to discovering, developing and marketing innovative health care solutions across the spectrum of health care.

Opportunities -- Abbott Laboratories, Inc.

Name	Size	State
Western Region Sales Reps	\$100,000	Prospecting
200 Additional Licenses for Europe	\$125,000	Qualification

Contacts -- Abbott Laboratories, Inc.

Name	Email	Phone
T.R. Hodgson	thodgson@abbot.com	(847) 937-6100
J.M. de Lasa	jdlasa@abbot.com	(847) 937-6100
T.C. Freymen	tfreymen@abot.com	(847) 937-6100
T.A. Olson	tolson@abbot.com	(847) 937-6100
Keizo Obuchi	kobuchi@abbot.com	(847) 937-6100

Notes -- Abbott Laboratories, Inc.

Title	Last Updated
Expanded operations in Asia	4/3/99
Building new plant in Austin, TX	4/1/99
CFO retires	3/26/99

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- Abbott Q1 profits rise, top consensus estimate
- Abbott awaits FDA word on Abtekinase
- US corporate earnings surprise by Zacks - April 8
- CEOs In Business Week's 1999 Pay Survey Reap Huge Rewards

My Organization
 Brian Jones - Top Salesperson!
 Q1 forecasts are due - get them in!

My 30 Day Forecast



My Tasks

- 3/12 Abbott - Follow up
- 3/27 Call Carole
- 4/3 Promos materials to Johnathan
- 4/10 Richard - upgrade
- 4/12 Betsy will have answer

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- Abbott Laboratories, Inc.
- T.R. Hodgson
- Abbott - 50 Licences
- Gableton - 44
- Bunker Hill Brothers - 33 Licenses

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- Abbott Q1 profits rise, top consensus estimate
- CEOs In Business Week's 1999 Pay Survey Reap Huge Rewards
- US corporate earnings surprise by Zacks - April 8
- Abbott Q1 profits rise, top consensus estimate

My Quote Of The Day
A man cannot be too careful in the choice of his enemies.
 —Oscar Wilde

salesforce Search... Search

Orchestral Dark • Setup Help & Training Sales

Create New...

Recent Items

Acme  

Recycle Bin

Acme 

Hide Feed Click to add topics...   More

Write something...  

Show All Updates There are no updates. Back to List: Accounts

Account Detail

Account Owner	Orchestral Dark [Change]	Phone	(212) 556-5555
Account Name	Acme [View Hierarchy]	Fax	(212) 556-5555
Parent Account		Website	

Additional Information

Type	Prospect	Employees	680
Industry	Manufacturing	Annual Revenue	\$100,000,000
Description			

Address Information

System Information

Created By	Orchestral Dark, 7/17/2015 10:21 AM	Last Modified By	Orchestral Dark, 7/17/2015 10:21 AM
Custom Links	Google Search Hoovers Profile	Google Maps	Google News

Contacts

Action	Contact Name	Title	Email	Phone
Edit Del	Howard Jones	Buyer	info@salesforce.com	(212) 556-5555
Edit Del	Edward Stamos	President and CEO	info@salesforce.com	(212) 556-5555
Edit Del	Leanne Tomlin	VP Customer Support	info@salesforce.com	(212) 556-5555

Open Activities

New Contact Merge Contacts

Contacts Help

Open A Chat

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The New Experience - Lightning

The image displays three views of the same Salesforce Opportunity record, "Acme - 1,200 Widgets", illustrating the transition from the classic interface to the Lightning Experience.

Left View (Classic Interface): Shows the standard tab-based interface with tabs for FEED, DETAILS, and RELATED. The DETAILS tab is active, displaying fields like Opportunity Owner (Safety Dance), Close Date (11/15/2012), Stage (Value Proposition), Probability (%), and Amount (\$140,000.00). Below the main form, there's an ADDITIONAL INFORMATION section with a Lead Source field set to Trade Show. At the bottom, there are buttons for Log a Call, New Task, New Event, Post, and Show More.

Middle View (Lightning Experience): Shows the same Opportunity record in the Lightning Experience. The interface is more modern and minimalist. It includes a navigation bar at the top with Service, Home, Chatter, Groups, Files, Accounts, Contacts, Cases, Reports, and Dashboards. The Opportunity card itself has a blue header and a progress bar indicating the sales process. Below the card, there are sections for ACTIVITY (Log a Call, New Task, New Event), CHATTER, and DETAILS. The DETAILS section shows the same information as the classic view. At the bottom, there are buttons for Filter Timeline, Next Steps (with a note about no next steps), and Past Activity (with a note about no past activity).

Right View (Lightning Experience): Shows the Opportunity record in the Lightning Experience with a different layout. The top navigation bar is identical. The Opportunity card is centered. To the right of the card, there are four expandable sections: Contact Roles (0), Products (0), and Notes & Attachments (0). Below these sections is a large empty area.



Supported Browsers

Classic / Aloha Desktop

IE9, IE10, IE11

Chrome - Latest

Firefox - Latest

Safari - Latest (Mac)

Salesforce(1)

iPhone, iPad - Latest

Android - Latest

LEX

IE11, Edge

Chrome - Latest

Firefox - Latest

Safari - Latest (Mac)



Frameworks

Java Element

VisualForce

Aura

LWC

Java Element

The screenshot shows the Salesforce Opportunities page with a new opportunity being created. The top navigation bar includes links for Home, Leads, Accounts, Contacts, Opportunities (which is highlighted in yellow), Reports, Dashboards, Documents, Products, Forecasts, and a plus sign. The main title is "Opportunity Edit" and the sub-title is "New Opportunity". On the right, there is a "Help for this Page" link with a question mark icon.

The form is divided into sections: "Opportunity Information", "Additional Information", and "Description Information". The "Opportunity Information" section contains fields for Opportunity Owner (Rod Sterling), Opportunity Name (redacted), Account Name (redacted), Type (--None--), Close Date (10/15/2010), Stage (--None--), Probability (%), and Amount (0). The "Additional Information" section includes Lead Source (--None--) and Next Step (redacted). The "Description Information" section has a large Description text area. At the bottom of the form, there are three buttons: Save, Save & New (which is highlighted with a red box), and Cancel.

Java Element

```
@Override
protected String getPageTitle() {
    switch (getPageType()) {
        case DETAIL:
        case HOVER:
            return LC.getLabel("Page_Opportunity_Detail", "page_title", new Object[] { getEntityUi().getName() });
        case EDIT:
            return LC.getLabel("Page_Opportunity_Edit", "page_title", (getEntityUi().getName() == null ? LC.getLabel(
                "Page_Opportunity_Edit", "new_opportunity") : getEntityUi().getName()));
        case PRINT:
            return getEntityUi().getName();
        case OVERVIEW:
            return LC.getLabel("Page_Opportunity_Overview", "page_title");
        default:
            throw new IllegalArgumentException();
    }
}

@Override
protected void addEditButtons(EditPage editPage, DetailElement detailElement) throws SQLException {
    // Decide whether to show Save & Add Product button
    // Complicated by fact that clones w/ lineitems shouldn't be forced to add more lineitems; do normal save instead
    if (showSaveAddProductButton()) {
        detailElement.addButton(ButtonElement.getInputButton(EditPage.pSAVE_NEW, LC.getLabel("Buttons",
            "save_and_add_product")));
    } else {
        editPage.addSaveButton(detailElement);
        editPage.addSaveNewButton(detailElement);
    }
    editPage.addCancelButton(detailElement);
}
```

Java Element

```
@Override
protected String getPageTitle() {
    switch (getPageType()) {
        case DETAIL:
        case HOVER:
            return LC.getLabel("Page_Opportunity_Detail", "page_title", new Object[] { getEntityUi().getName() });
        case EDIT:
            return LC.getLabel("Page_Opportunity_Edit", "page_title", (getEntityUi().getName() == null ? LC.getLabel(
                "Page_Opportunity_Edit", "new_opportunity") : getEntityUi().getName()));
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            return getEntityUi().getName();
        case OVERVIEW:
            return LC.getLabel("Page_Opportunity_Overview", "page_title");
        default:
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    } else {
        editPage.addSaveButton(detailElement);
        editPage.addSaveNewButton(detailElement);
    }
    editPage.addCancelButton(detailElement);
}
```

VisualForce

The screenshot shows the Salesforce Visualforce calendar interface. At the top, there's a navigation bar with links for Setup, System Log, Help & Training, Logout, and a dropdown menu set to Sales. Below the navigation bar is a main menu with Home, Leads, Accounts, Contacts, Opportunities, Reports, Dashboards, Documents, Products, Forecasts, and a plus sign for more options.

The main area displays a calendar titled "Calendar for Rod Sterling - Week View". The date range is set from 10/11/2010 to 10/15/2010. There are buttons for "This Week" and "Show Weekends", along with filters for "Busy" and "Out of Office". A red box highlights the top navigation bar and the date range controls.

The calendar grid shows the following events:

	Monday	Tuesday	Wednesday	Thursday	Friday
All Day	11	+ 12	+ 13	+ 14	+ 15
6:00 AM					
7:00 AM			Alone time - read books		
8:00 AM					
9:00 AM		Climb out of toy box			
10:00 AM					
11:00 AM				Find replacement glasses	
12:00 PM					



VisualForce

```
<apex:component id="weeklyCalendarComponent" name="apex:weeklyCalendarComponent" visibility="internal"
    controller="java://core.activity.component.WeekCalendarController"
    extensions="java://core.activity.component.WeeklyCalendarAllDayRowExtension">

    <apex:attribute name="showHeader" type="Boolean" required="true" description="Determines whether or not the calendar header gets shown" />
    <apex:attribute name="overrideTitle" type="Boolean" required="true" description="Determines whether or not the calendar title will override the window title" />
    <apex:attribute name="dragScrollable" type="Boolean" required="true" description="Can dragged items cause the browser window to scroll?" />
    <apex:attribute name="isWho" type="Boolean" required="true" description="Set to true if this calendar is shown on a *who* listview. isWho and isWhat cannot both be true." />
    <apex:attribute name="isWhat" type="Boolean" required="true" description="Set to true if this calendar is shown on a *what* listview. isWho and isWhat cannot both be true." />

    <apex:stylesheet value="/EXT/ext-3.2.2/resources/css/ext-all.css"/>
    <apex:includeScript value="/EXT/ext-3.2.2/ext.js"/>

    <script type="text/javascript">
        if (!isDragEnabled) {
            if (!calendarDialog) {
                var calendarDialog = new SimpleDialog("dialog", true);
                calendarDialog.register();
            }
        }
    </script>

<div class="bCalendar" id="bCalDiv">
    <apex:calendarHeader rendered="{!showHeader}" week="{!calendarWeek}" username="{!calendarUsername}" userId="{!calendarUserId}" canCreate="{!canCreateItem}"/>

    <apex:calendarDialog id="cd"
        dialog="{!dialog}"
        editAction="{!editItemUrl}"
        cancelAction="{!gotoCancel}"
        confirmAction="{!gotoOk}"
        saveAction="{!gotoSave}"
        showDialog="{!showDialog}"
    />

    <table class="calendarLayout" width="100%" cellpadding="0" cellspacing="0">
        <tr>
            <td class="calendarBlock">
                <apex:form id="f">
                    <apex:variable var="days" value="{!calendarWeek.days}" />
                    <apex:actionFunction name="changeCalUser" action="{!refreshCalendarAndSaveState}" rerender="f" status="theStatus" oncomplete="CalFunctions.onCompleteRerender(&quot;{!newOwnerId}&quot;)">
                        <apex:param name="newOwnerId" assignTo="{!calendarUserId}" value="" />
                    </apex:actionFunction>
                </apex:form>
            </td>
        </tr>
    </table>
</div>
```

Aura

The screenshot shows the Salesforce Opportunity page for 'Acme - 1,200 Widgets'. The top navigation bar includes Service, Home, Chatter, Groups, Files, Accounts, Contacts, Cases, Reports, and Dashboards. The 'Accounts' and 'Contacts' dropdown menus are open, with 'Accounts' currently selected. A red box highlights the 'Recent Records' section of the 'Accounts' dropdown, which lists 'Acme' and 'RECENT LISTS'. Below the dropdown is a button for 'All Accounts'. The main content area displays the opportunity details: Account Name (Acme), Close Date (8/6/2011), and Amount (\$140,000.00). A green progress bar at the bottom indicates the opportunity's stage: 'Received' (green), 'Proposal / Quotation' (yellow), 'Negotiation' (blue), 'Closed' (grey), and 'Mark Stage as Complete' (blue). The 'ACTIVITY' tab is selected, showing options to 'Log a Call', 'New Task', or 'New Event'. Below this are fields for 'Subject' (labeled 'Call') and 'Comments', with a 'Save' button. On the right side, there are three expandable sections: 'Contact Roles (0)', 'Products (0)', and 'Notes & Attachments (0)'. At the bottom left, a message says 'No next steps. To get things moving, add a task or set up a meeting.' The 'Past Activity' section also states 'No past activity. Past meetings and tasks marked as done show up here.'

```
javascript:void(0);
```



Aura

The screenshot shows the Salesforce IDE interface with the following details:

- Project Structure:** On the left, the project structure is visible, showing various components and files under the `ui-global-components` directory.
- Selected Component:** The component `navItemDropdown.cmp` is selected and highlighted with a red box.
- Component Editor:** The main area displays the `aura:component` definition for `navItemDropdown.cmp`. The code includes attributes like `entityApiName`, `label`, `currentAppId`, and `menuItems`, along with event handlers for `menuExpand` and `menuTrigger`.
- Code Snippet:** A yellow box highlights a portion of the code, specifically the `aura:menuList` section where items are being iterated over.
- Code Completion:** A tooltip or completion dropdown is shown at the bottom of the highlighted code snippet, listing options like `action`, `isNewAction`, `iconKey`, `label`, `labelClass`, `disabled`, `section`, and `value`.



Why Aura?

Versioned, metadata driven, component based architecture that is designed to thrive in a push update multitenant ecosystem - no existing UI framework has this as goal. Timing factored into this too - Aura grew up at or before Angular, Ember, React, Polymer - all of these have evolved together because they solve a common set of problems and that problem set is not unique.

Lightning Design System



Search

Getting Started

Platforms

Guidelines

Overview

Accessibility

Color

Data Entry

Displaying Data

Layout

Loading

Localization

Markup and Style

Messaging

Motion

Navigation

Typography

Voice and Tone

Components

Design Tokens

Icons

Downloads

Articles

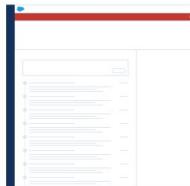
FAQ



Usage

Visual Messaging

Certain colors have inherent meaning for a large majority of users, although we recognize that cultural differences are plentiful. For example, we use red to communicate an error.



Opportunity



People



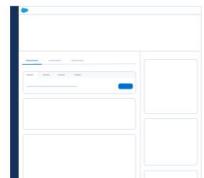
Dashboard



Feed

Visual Differentiation

Salesforce uses many secondary colors in conjunction with iconography to visually differentiate between similar types of content, such as records of different object types. However, it's important to not always rely on color to provide visual differentiation. If too many use cases employ color in this manner, the colors lose their meaning.



Visual Hierarchy

Color is used sparingly to draw attention to important elements and those that we want the user to take action on. Because most of the application is gray, pops of color catch a user's eye.



Lightning Design System

The screenshot shows the Salesforce Lightning Design System interface. On the left, there is a sidebar with a navigation menu. The 'Components' section is expanded, and 'Cards' is selected, which is highlighted with a blue background. Other components listed include Overview, Utilities, Touch, Activity Timeline, App Launcher, Badges, Breadcrumbs, Buttons, Button Icons, Button Groups, Data Tables, Datepickers, Docked Composer, Docked Utility Bar, Feeds, Files, File Selector, and Forms. At the bottom of the sidebar, there is a line of code: `javascript:void(0);`

The main content area has a dark blue header with a purple cube icon and the word 'Cards'. Below the header, there is a brief description: 'Cards are used to apply a container around a related grouping of information.' A 'Base' example is shown with three size options: Small, Medium, and Large. The 'Large' option is selected, showing a card structure with a header containing a small icon and the text 'Card Header', and a body with the placeholder text 'Card Body (custom goes in here)'. To the right of the example, there is a link to the 'Lightning Components Developer Guide'. At the bottom of the page, there is a snippet of the component's HTML and CSS code.

```
<article class="slds-card">
  <div class="slds-card__header slds-grid">
    <header class="slds-media slds-media--center slds-has-flexi-truncate">
      <div class="slds-media__figure">
        <span class="slds-icon_container slds-icon-standard-contact" title="description of icon w
          <svg class="slds-icon slds-icon--small" aria-hidden="true">
            <use xlink:href="/assets/icons/standard-sprite/svg/symbols.svg#contact"></use>
          </span>
      </div>
      <div class="slds-media__body">
        <h2>
          <a href="javascript:void(0);> class="slds-card__header-link slds-truncate">
            <span class="slds-text-heading--small">Card Header</span>
          </a>
        </h2>
      </div>
    </header>
  </div>
</article>
```



Javascript Training (Beginning and Advanced)

UI Resources

“UI” on GUS - announcements, discussions and help.
Any UI question is allowed – from simple to complex –
including 508 help and code review requests. Most questions
are answered quickly.

Also check:

“Aura Help”, “Aura Interest”, “Salesforce1”, and “SFX”

Thank You

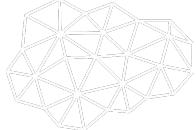


Daniel Sonnenfeld

UX/Accessibility Compliance &
Abilityforce Global Accessibility Chair

dsonnenfeld@salesforce.com

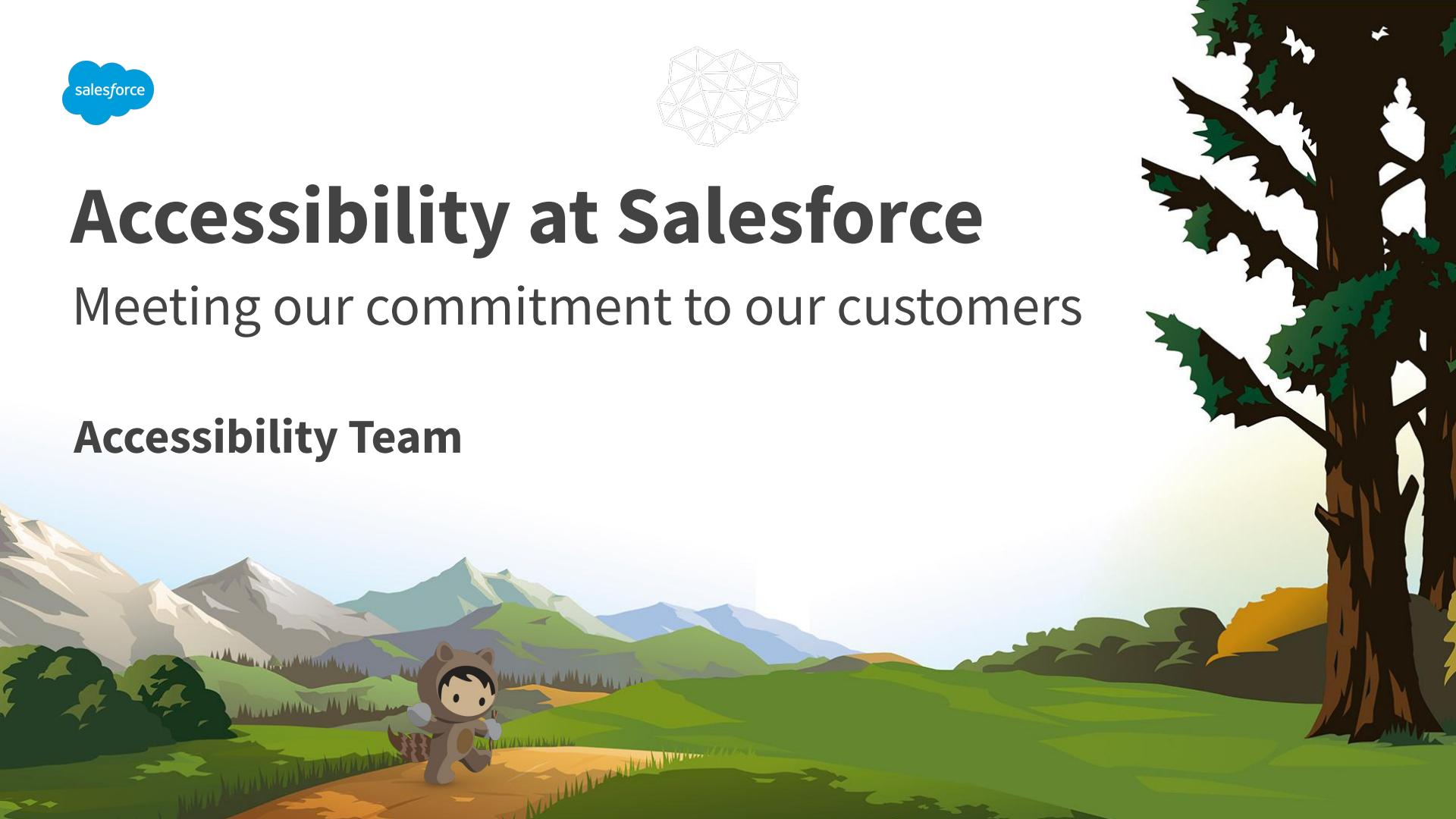




Accessibility at Salesforce

Meeting our commitment to our customers

Accessibility Team



Today we'll cover

- What is Accessibility?
- Who benefits?
- Examples
- Keys to Success
- Resources

Accessibility definition

Ensuring people with disabilities can perceive, understand, navigate within, interact with, and contribute using technology



Who benefits?



	Permanent	Temporary	Situational
Touch			
	One arm	Arm injury	New parent
See			
	Blind	Cataract	Distracted driver
Hear			
	Deaf	Ear infection	Bartender
Speak			
	Non-verbal	Laryngitis	Heavy accent

Inclusive Design Personas



www.adonline.id.au

salesforce

Examples

**What does it look like when
Accessibility is implemented
well? Or poorly?**



Sign-up Form

Name

Jeffrey Jones

Email

jeff@jones

Password

Retype Password

Submit

Sign-up Form

Name

Email

Password

Retype Password

Sign-up Form

Name

Jeffrey Jones

Email

jeff@jones



Password

Retype Password

Submit

Button Label

CHATTER

ENGAGEMENT

QUIP

Post

Question

Poll

Thanks

Share an update...

Share

Latest Posts ▾

Search this feed



Anusha Surepeddi

Edited July 11, 2017 at 2:01 PM

button

Hi SLDS Team, I was browsing icons in <https://lightningdesignsystem.com/icons/>, are there existing icons for the following?

Group Details

Group Details

Information

Internal users can well as our product "Lightning Design

External home pa

External open source salesforce-ux/design

Internal bugs/iss

Show More

Description

Button Label

CHATTER

ENGAGEMENT

QUIP

Post

Question

Poll

Thanks

Share an update...

Share

Latest Posts ▾

Search this feed



Refresh this feed, button



Anusha Surepeddi

Edited July 11, 2017 at 2:01 PM

Hi SLDS Team, I was browsing icons in <https://lightningdesignsystem.com/icons/>, are there existing icons for the following?

Group Details

Group Details

Information

Internal users can s
well as our product
"Lightning Design S

External home pag

External Open Sou
[salesforce-ux/design](https://salesforce-ux/design-system)

Internal bugs/ issue

Show More

Description



The Keys to Success

How can I help create accessible products at Salesforce?



Top Three Tips

1. Take the trail: sfdc.co/a11y-trail
2. Use Salesforce components.
3. Test your app with the keyboard.



Resources

**How will Salesforce help me
create accessible products?**



Lightning Components

The screenshot shows the Salesforce Developers website with a focus on the Lightning Web Component Tabset. The page includes a navigation bar with links for Products, Resources, Community, Blog, Trailhead, Search, Login, and Sign Up. A sidebar on the left lists various Lightning Web Component components. The main content area displays the Tabset component's documentation, including its purpose (Represents a list of tabs), descriptor (lightning-tabset), and supported experiences (Lightning Experience, Lightning Communities, Salesforce Mobile App, Standalone Lightning App). It features an example section with a preview showing three tabs: Item One, Item Two, and Item Three, with Item One currently active. Below the preview is a Lightning Mini Playground with code snippets for basic.html, basic.js, and other files like scoped.html, activeTab.html, etc. The basic.js snippet is selected and contains the following code:

```
1 import { LightningElement } from 'lwc';
2 
3 export default class TabsetBasic extends LightningElement {}
```



Design System React

 Lightning Design System for React

- Getting Started
- Components
 - App Launcher
 - Breadcrumbs
 - Button Groups
 - Buttons
 - Cards
 - Checkboxes
 - Data Tables
 - Datepickers
 - Dropdown Menus
 - Global Header
 - Global Navigation Bar
 - Icons
 - Inline Edit Inputs
 - Inputs
- Markup | Source | Edit

Tabs

Tabs keeps related content in a single container that is shown and hidden through navigation.

Interactive Examples

ITEM ONE ITEM TWO ITEM THREE DISABLED

Item One Content

ITEM ONE ITEM TWO ITEM THREE DISABLED

Item One Content

Property Details

NAME	TYPE	REQUIRED	DEFAULT	DESCRIPTION
id	string			HTML id attribute of primary element that has .slds-tabs--default on it. Optional: If one is not supplied, a



Accessibility Release Training

Every release we run training.

Sign up for our Jan/Feb talks at sfdc.co/a11y-talks



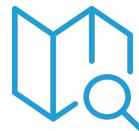
CODING

Coding and developing accessible user interfaces.



TESTING

Techniques for manually testing your features.



DESIGN

A breakdown of WCAG standards & design impact.



INTRO FOR PMs

Writing documentation with accessibility in mind.

Release Talks recordings archive



Product Accessibility Team



**Adam
Rodenbeck**
(Sales)



**Cordelia
McGee-Tubb**
(Service)



**Donielle
Berg**
(Communities)



**Lee
White**
(Lightning Platform)



Hiring now
(Marketing Cloud,
Industries - India)



**Daniel
Sonnenfeld**
(Dir, Compliance)



**Mike
Pedersen**
(Mobile)



**Mohan Raj
Rajamanickam**
(Automation)



**Sunday
Parker**
(Evangelism)



**Jesse
Hausler**
(Dir, Product)



**Richard
Boardman**
(Sr Dir, Program)

bit.ly/include-every-customer



Thank You



Content Experience

Helping external and internal Salesforce customers succeed



Your CX Presenters!



Alex Dimitropoulos



Leah Scampoli



Lynn Levy



Martha Morgan



Mackenzie Nicholson



Mersedeh Jorjani



Michael “Mike” Polce



Mary Swanson



Mark Barnard



Francis Anthony



Meryl Sustarsic



Megan Allison



Mark Leonard

Why *is* content important?



Great Content...



- **Transforms customers** into Trailblazers
- **Builds trust** with current, accurate information
- **Helps customers adopt and implement** all you create
- **Saves on training and support**
- **Educes customers** on what's new in each release



Content & Communications Experience



Transforming internal & external users into Trailblazers



This Part of the Presentation

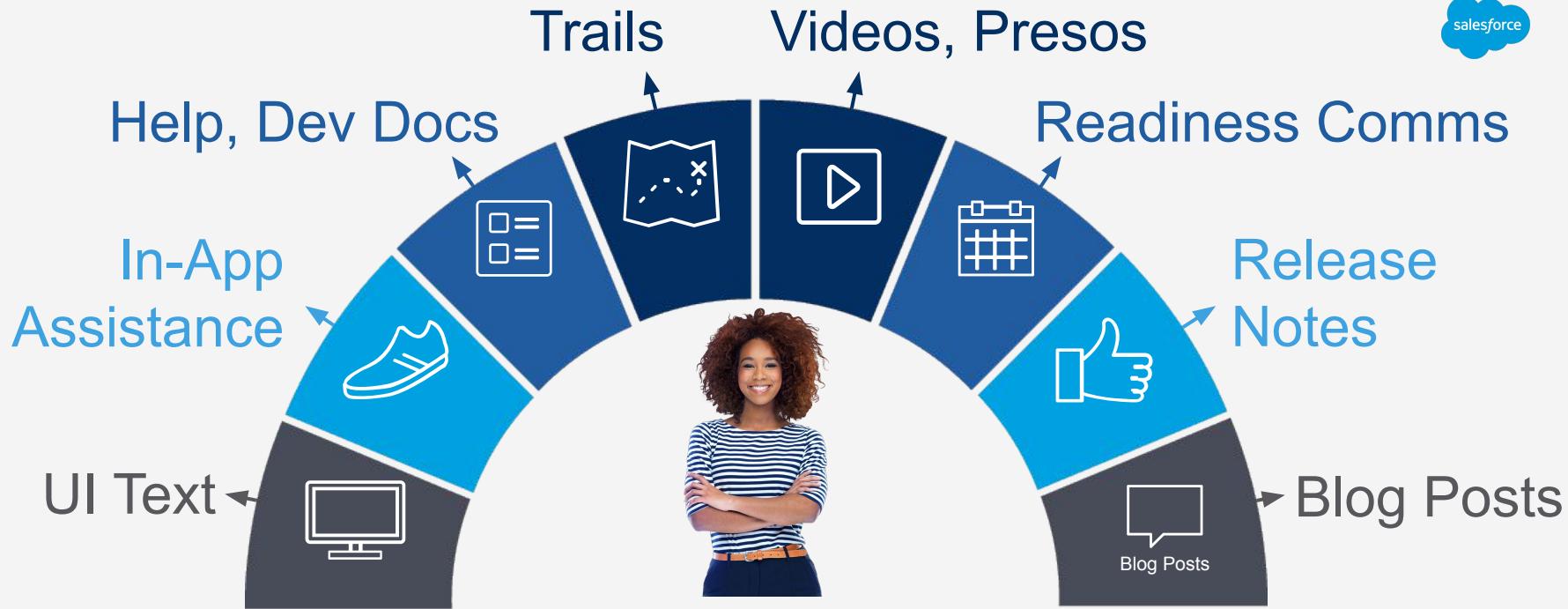
How we create public, easily available technical content for external customers



The Next Part of the Presentation

How we create confidential technical content for and with employees like you





Great content turns customers into trailblazers.

\$56 million
in annual support savings

10 million
monthly Help views

How You Might Work with Your Writer



- **Writing UI Text:** Doc writes and reviews all UI text.
- **Updating API Docs:** Let us know about any API changes.
- **Documenting Features:** Writers need your help to understand new features and write about them.
- **Scrum:** Writers attend to ask questions, give updates.
- **Review:** We need your help in reviewing the final docs.



You Should Know: Timelines



- Writers may be part of the scrum team, but we have different timelines and deadlines.
- When you finish your work, ours kicks into high gear.
- Our deadlines are driven by localization.
- We need your help to get accurate content out on time!



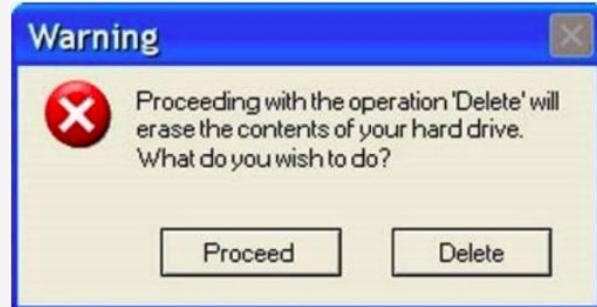
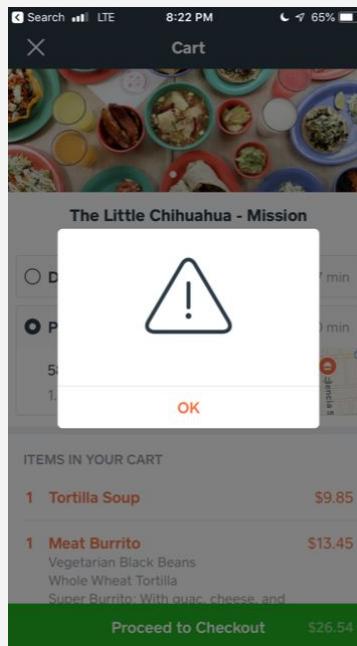
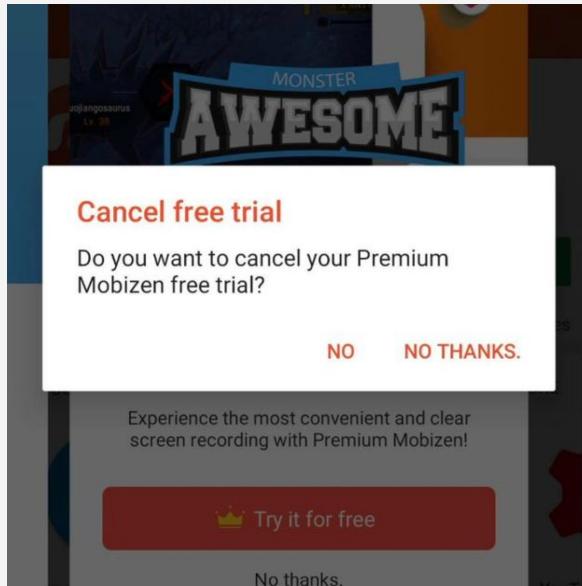
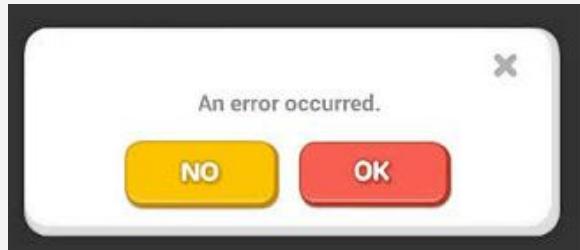
We Always Start with Great UI Text



- Includes page text, labels, messages, and pop ups.
- It's the first information the user sees.
- Good UI text should be the only help most users need.
- Users can continue working without leaving the app.



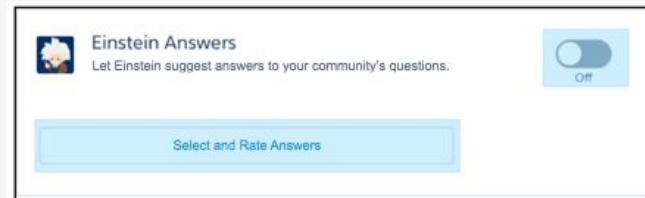
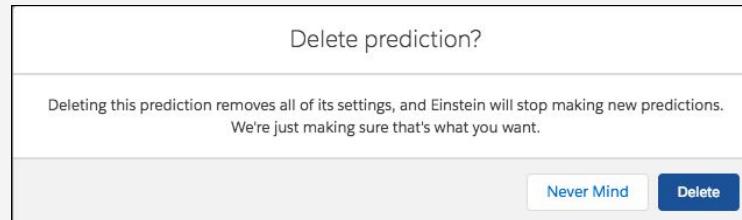
INVALID OPERATION!



What Writers Consider When Writing UI Text



- Consistency
- Overall flow of the feature
- Customer feedback
- Grammar and punctuation
- Salesforce style and standards
- Voice and tone
- Localization



API Doc Updates



- API entity names, field names, and picklist items are UI text, too!
- Set **Doc Status = New** in GUS for API bugs & user stories
- Don't have a writer assigned to your team? Contact **CCX** for help



Ekaterina Geta Pro
@EkaterinaGeta

[Follow](#)

Did you know that a new ADDMONTHS function was added in [@salesforce #Spring18Release](#) ?

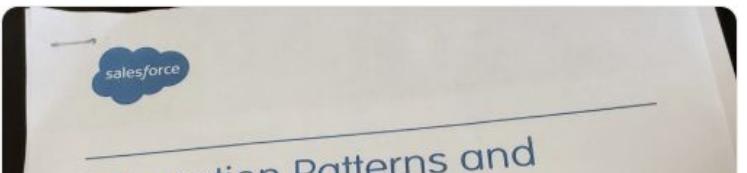
Don't be surprised if you don't find it in the documentation - it was forgotten :(To help you out in the meantime I put together an article - bit.ly/2BqQGzA [#askforce](#)

Our Customers Notice



Gaspar Santos @GasparSantos17 · Jan 12

Weekend preparation for next weeks interview. Thank you all @salesforcedocs for providing awesome documentation as always. #Salesforce #Ohana #TrailBlazer



Blanca V. Leon-Carter
@blancavleon

Thank you @salesforcedocs @trailhead for the FREE learning platform to obtain hands-on practice, for the extensive documentation, and for hosting #CertificationDays. @ElToroIT your course was instrumental for all of us on this journey.

6:11 PM - 7 Mar 2019

16 Likes



16



2



1



16



Cynthia Bell McGillis
@cynthiamcgillis

5. Finally, I have so much admiration for the @salesforcedocs team. Their documentation is truly the best I have ever read. A gold standard for software user docs, IMO.

4:03 AM - 4 Apr 2018

6 Likes



1



6



Arnab Bose
@ArBose

Follow

🙏 to the @salesforcedocs team for building out this @trailhead module on building Flows with the all new Flow Builder. We've never had such great content on Flow basics & getting started with Flow!



RAD Women Code
@RADWomenCode

Replies to @RADWomenCode @SalesforceTay and 3 others

@salesforcedocs developers guide has extremely helpful information, especially for visualforce code, apex, security threats and everything else! 👍👍

3:55 PM · Jun 11, 2019 · Twitter for iPhone



Igor Corti
@SFDC_Cortilgo

Follow

Replies to @TheChrisDuarte @salesforcedocs and 2 others

We are working through our Lightning Migration and this Module is coming with me to the office on Monday.

The unit "Communicate the Rollout to Your Company" with the sample made my Sunday!

Stefanie (@salesforcedocs), thank you for this awesome module!

8:42 AM - 7 Apr 2019

3 Likes



3



1



1



3



Resources

External Doc Office Hours

Help and Training Portal

Trailhead

Developer Doc Portal

CCX Chatter Group in GUS

CX Content Example Gallery

The screenshot shows a navigation bar with links: In-app UI, Release Notes, Trails, Visuals and Videos, Help & Guides, Tools, Social, and Testimonials. Below this, a section titled 'In-app UA' discusses various kinds of in-application user assistance. It highlights the 'Onboarding Modal, or Welcome Mat' as a 'getting started panel for a product or feature set'. A screenshot of the 'Lightning Auto-Migration Welcome Mat' is shown, featuring a title 'Give Lightning Experience a Try', a brief introduction, and four numbered steps: 'Take It for a Spin' (2 minutes), 'Find Your Way Around' (5 minutes), 'Get Your Bearings' (15 minutes), and 'Become a lightning Experience Pro' (30 minutes). At the bottom, there's a link 'Was this helpful?' and a 'Key Deals - Recent Opportunities' section.



Content & Communications Experience



Transforming internal & external users into Trailblazers



The Previous Part of the Presentation

How we create public, easily available technical content for external customers



This Part of the Presentation

How we create confidential technical content for and with employees like you



Who here likes to read bad docs?

Content creation is a team sport!

To keep our content at the top of its game, we all:

- Consider our users' needs.
- Provide content that goes into docs.
- Explain concepts as part of our jobs.

Activity!

1. Pull out a sheet of paper.
2. Diagram the staggered rollout of major releases.

Question

How did that assignment
make you feel?

What We Can Help You Do



<https://sfdc.co/internaldoccentral>



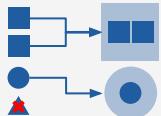
Tackle the Blank Page



Improve Existing Docs



Highlight Process Gaps



Organize Sources of Truth



Market Tools and Services



Preferred Internal Content Tools



Side-by-Side Comparison of Tool Features



Quip

For collaboration, planning, and note taking

Draft, share engineering notes



Google Drive



For sharing folders/files, making presos

Present data (Sheets), Strategies (Presos)



For portals that are single sources of truth

Create a one-stop shop about your tool/service

Three Important Confluence Hubs



 Confluence
landing
page



port
80



port
80 blogs



Confluence Landing Page

Your starting point for all things Confluence



A screenshot of the Confluence at Salesforce landing page. The header features a search bar and five navigation links: Request Space, Quick Start Guide, Confluence FAQ, Chatter (org62), and Chatter (GUS). Below the header is a cartoon illustration of a bear standing on a rock, looking through a telescope, while a small character sits nearby. The main content area includes a "Featured Content" section with tiles for Port 80, Speed Dial for TMP Escalations, Security, Process Innovation, Patents & Innovations, and Meetingforce. On the right side, there are "Favorite Spaces" and "Recently Viewed" sections, each listing several items with small icons and titles.

sfdc.co/confluence



Port 80

Your portal to Salesforce technology content



The screenshot shows the Port 80 homepage. At the top, there's a navigation bar with links: "I'm New Here", "Services", "APIs", "News & Releases", and "About". A search bar says "Search Technology Content". The main header "port:80" is in a large, stylized font. Below it, a banner features a graphic of a document with a blue stamp that says "PATENTED". A call-to-action button says "Learn How". The sub-header "Connecting employees with internal technology content." is followed by a "Submit Feedback on Chatter" button. The left sidebar has a heading "How we build Salesforce" and a sub-section "Learn about the key facets of developing applications, features, and infrastructure services at Salesforce." It lists various services in a grid: CORE APP, CORE SERVICES, HEROKU; marketing cloud, commerce cloud, security; EINSTEIN, PUBLIC CLOUD, RELEASE management; LICENSING & PROVISIONING, MOBILE PLATFORM, INFRASTRUCTURE; CHANGE management, BIG DATA, MONITORING. The right sidebar has a heading "STAY UP TO DATE" and a "port 80 blogs" section. It encourages users to stay in the loop with Port 80 Blogs, your one-stop-shop for the latest blogs and newsletters! It shows two blog posts: "Developer Monthly - December 2019" by Mary Vynchar (Dec 05, 2019) and "PCTW - 20 November 2019" by Jeal Levy (Nov 20, 2019).

sfdc.co/port80



Port 80 Blogs

TMP's blog channel



I'm New Here Services APIs News & Releases About

Search Technology Content

port:80



Port 80 Blogs
TMP's Newsstand

Dec 05, 2019 Developer Monthly - December 2019 CORE APP DEVELOPMENT

By Chad Holdorf—Can you believe it's almost 2020? Yeah, me neither. Feels like just yesterday I was furiously trying to fix 12k bugs. Boy, those were the days. As we wrap up another decade, I have two requests: Request 1: Every year we try to make developers as productive and happy as possible at Sa...
[READ MORE](#)

Nov 20, 2019 PCTW - 20 November 2019 PUBLIC CLOUD TRANSITION

The health and performance of any particular Falcon Instance is determined by the health of its components, down to each individual service. Having a standard set of metrics to monitor gives us a common measuring stick when evaluating the various individual services in our Falcon Instances....
[READ MORE](#)

Blog Channels

- All Blogs
- Strategy Now
- Public Cloud Transition
- Architecture Strategy
- Developer Monthly
- Sriini's Top of Mind
- Engineering Best Practices

Manage My Subscriptions

sfdc.co/port80blogs



Two Essential Tools for Members of TMP



What Does This Number Refer To?

Hint: It's related to terminology used at Salesforce.

~222 glossaries before GlossaryHub!



Action #1: Install GlossaryHub!

Find definitions of Salesforce-specific terms in context



Installation Instructions

A screenshot of the Salesforce Service Catalog interface. At the top, there's a search bar and navigation links for "Service Catalog", "Home", "Service Catalog", and "Services". Below the header, there's a banner for "Ajna Ingestion" with a profile picture of a person named "Ajna Ingestion" and a "Discover" button. The main content area shows a "Service Details" section with tabs for "Overview" and "Description". The "Overview" tab contains a brief description of Ajna Ingestion, mentioning it's used by users of the Ajna REST API. It also lists "Most Recent Activity" with several entries from users like "Ajna Ingestion" and "Ajna Ingestion - Remington Tang". The "Description" tab contains more detailed information about the service, including its purpose ("Ajna Ingestion is a service that helps your organization manage its glossary of terms in context across all its applications and systems. It provides a central location for defining and managing terms, and allows users to search for definitions and usage examples within their own applications and systems. It also provides a way for users to request new terms and definitions, and for administrators to review and approve them. Ajna Ingestion is designed to be easy to use and integrates with other Salesforce services like Einstein AI and Data Quality."), its status ("Active"), and its last update ("Last updated: 10 minutes ago").

Action #2: Bookmark the Service Catalog

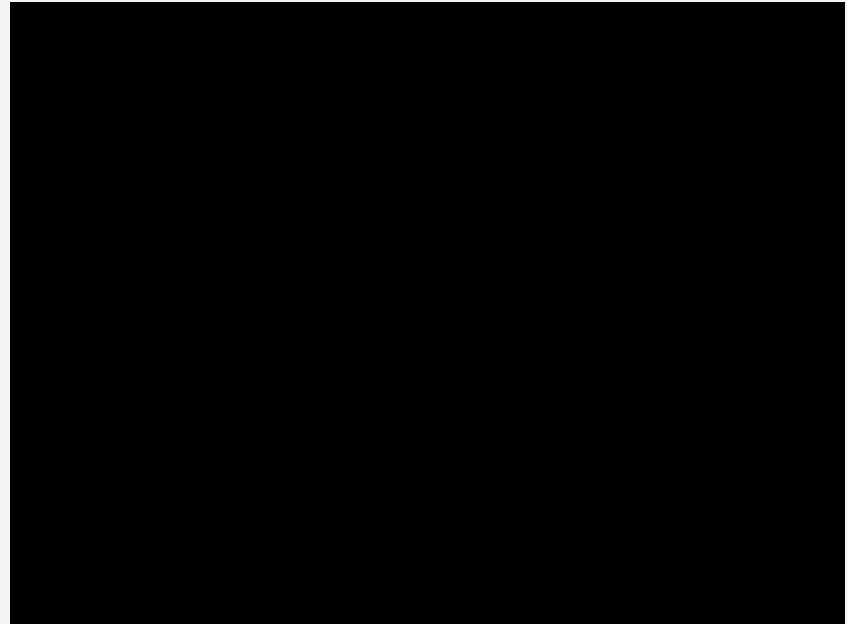


Find definitions of Salesforce-specific terms in context

A screenshot of the Salesforce Service Catalog interface. The top navigation bar includes links for 'Service Catalog' and 'About', and a search bar labeled 'Search Catalog, Capability, Service, Alt Name, Role'. Below the search bar, there are tabs for 'Capability' and 'Service', with 'Capability' being the active tab. A status filter shows 'Service Status' with options for 'GA' (green), 'In Dev' (yellow), and 'Decommissioned' (grey). The main content area displays a list of capabilities under the 'Catalog' category. Each capability is represented by a blue line connecting it to a small blue square icon, which likely links to a detailed definition or documentation page.

Catalog	Capability	Service
	Access Control	
	Audit	
	Build and Release Pipeline	
	Capacity and Lifecycle Management	
	Configuration Management	
	Data Analytics	
	Data Transformation	

<https://sfdc.co/servicecatalog>



Summary



- Content is key to customer success and trust.
- Content development is a team sport.
- Need help with internal docs? We've got resources.

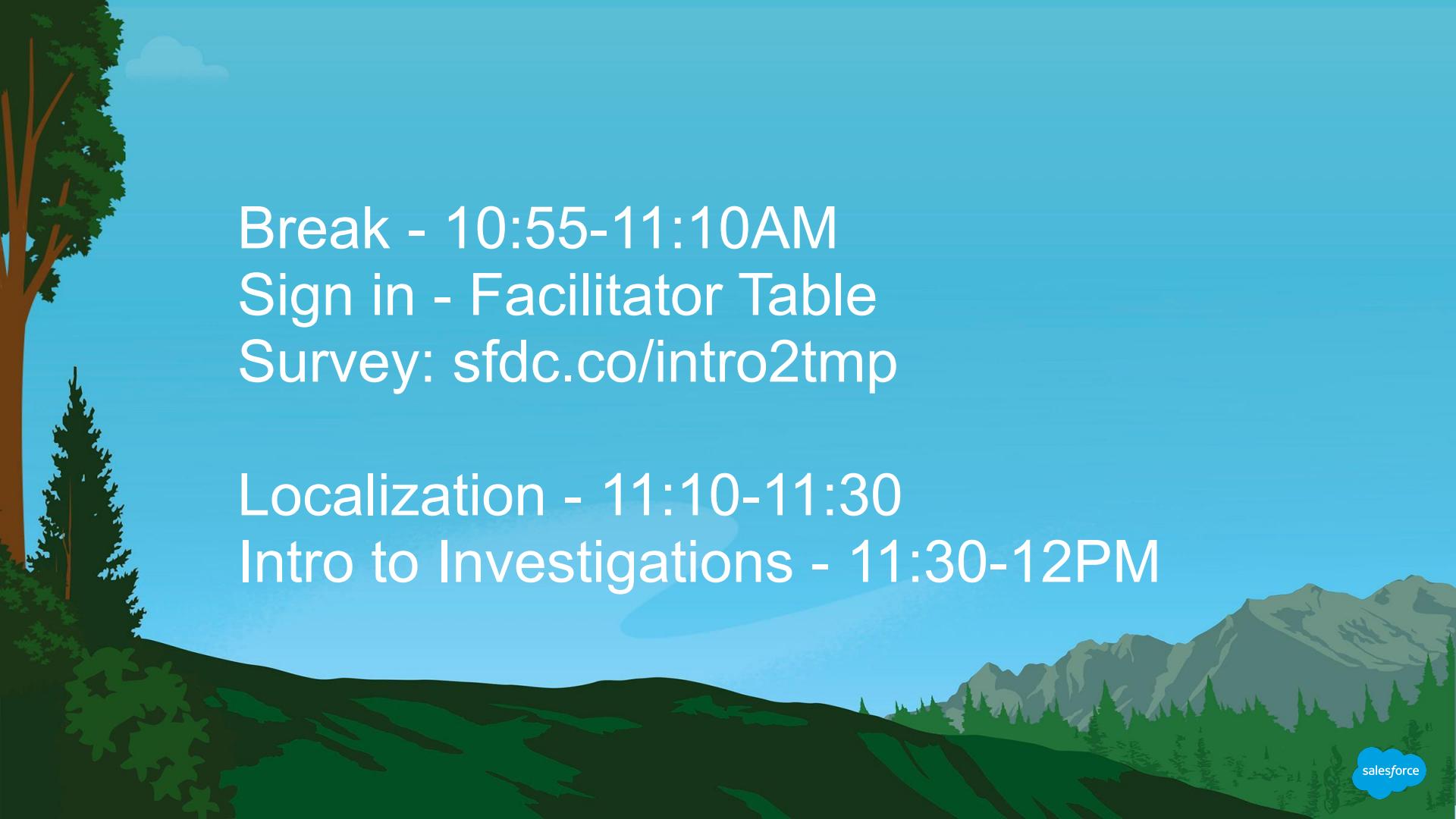
Questions?

We love questions.



thank
you





Break - 10:55-11:10AM
Sign in - Facilitator Table
Survey: sfdc.co/intro2tmp

Localization - 11:10-11:30
Intro to Investigations - 11:30-12PM

Localization

Raffaella Buschiazza

Director, Localization



R&D Localization Team



Teresa Marshall
VP, Globalization
Localization



Raffaella Buschiazzo
Director, Localization



Stephan Cocron
Localization
Program Director



Kumiko Jacobs
Localization Lead



Kanae Standard
Localization Lead



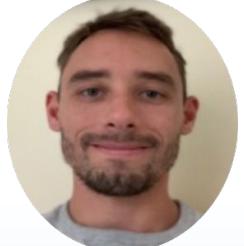
Michael Fang
Localization Engineer



Kristina Sosine
Localization PM
(Core UI)



Glory Choe
Localization PM
(Managed packages)



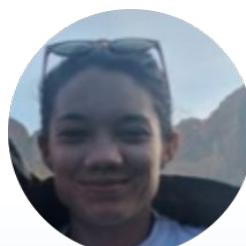
Jasper Gries
Localization PM
(Documentation)



Corey Roy
Localization PM
(Marketing Cloud)



Cissy Liu
Localization PM
(Trailhead)



Elisabet Perez Bautista
Localization PM
(Core UI)

Learning Objectives



- Define localization and internationalization
- Explain your impact on international customer experience
- Demonstrate international awareness



Why Go International?

TOYOTA



Coca-Cola
EUROPEAN PARTNERS



ROSSIGNOL R



vodafone

JP 日本郵政グループ

SCB
ไทยพาณิชย์

Life Is On

Schneider
Electric

KLM
Royal Dutch Airlines

SIEMENS
Ingenuity for life

PHILIPS

salesforce

Localization (L10n)
+
Internationalization (i18n)

= **Globalization (G11n)**

Internationalization (i18n)



Process of designing and developing software so that it can be adapted to various languages and regions.

Who?: Globalization Team owns infrastructure and features.

Infrastructure:

- Locale support (i.e. date/time formats, user name, sorting)
- (limited) RTL-support
- Grammaticus (open sourced):
<https://github.com/salesforce/grammaticus>

Features to support global deployment:

- Translation Workbench
- Multi-currency support
- State/Country Picklist

Localization (I10n)



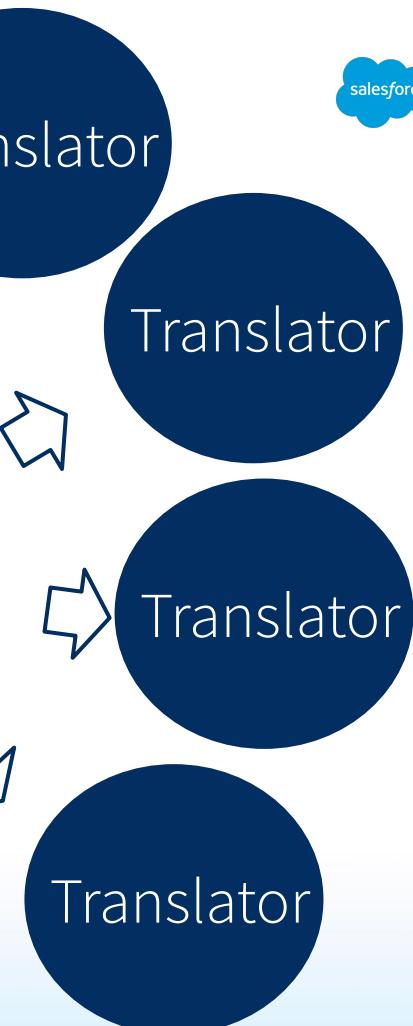
Process of adapting internationalized software for a specific region or language by adding locale-specific components and translating text.

Who?: Localization Team owns the process.

- Translation
- Terminology management
- Localizability check (UI layout, content, label structure, etc.)
- Localization QA
- Pseudo Localization



Who Does Localization?



How Many Languages Does Salesforce Offer?

34 + English

What Do We Localize?



Pretty much everything.



H&T

Trust



Developer Guides



All Clouds

Communications

Notes

Knowledge



When Do We Localize?



During Development:

- Localizability Check
 - Label Review (pls work with CCX Team)
 - Pseudo Localization



FEATURE FREEZE = LABEL FREEZE
(Or whatever the agreed upon deadline is)

What If I Miss a Deadline? Should I Be Afraid?



Come to us! We won't bite! Don't go to Google Translate!



What's “Localizability”?



Hard-coded Text

Externalize early and often

```
<section name="AccountSplash" all_languages="yes">
    <param name="title">Introducing Accounts</param>
    <param name="description">Salesforce.com gives your entire company a complete 360-degree view of your customers, enabling you to maintain deep knowledge on every account, facilitate collaboration across your organization, and build and maintain strong, lasting customer relationships. </param>
    <param name="keyFeatures">Key features and benefits</param> <!-- Aliased across labels - do not change -->
    <param name="numBenefits">4</param>
    <param name="benefit1">&lt;b&gt;Complete Account and Contact repository&lt;/b&gt; provides online, company-wide access to all account data including contact information, customer org charts, relevant documents, partners involved in the account, and more</param>
    <param name="benefit2">&lt;b&gt;Integrated account history&lt;/b&gt; tracks and provides a view of all customer history in one place – including marketing campaigns, sales opportunities, customer service cases, and every other interaction</param>
    <param name="benefit3">&lt;b&gt;Account hierarchy&lt;/b&gt; enables you to define parent-child relationships between account to depict complex organizations with multiple subsidiaries or divisions</param>
    <param name="benefit4">&lt;b&gt;Team account management&lt;/b&gt; allows you to define all the people involved in managing an account along with their respective roles. (For example, executive sponsor, dedicated support rep, etc.)</param>
    <param name="resourceCenter" alias="Page_Overviews.resource_center_title"/>
    <param name="helpLabel">Online Help</param> <!-- aliased across labels; do not change -->
    <param name="helpKey" dnt="true">accounts</param> <!-- do not translate -->
    <param name="bestPracticeKey" dnt="true">accounts</param> <!-- do not translate -->
    <param name="training">Register for FREE Training</param> <!-- Aliased across labels - do not change -->
    <param name="viewDemo">View Sales Demo</param> <!-- aliased across labels; do not change -->
    <param name="demoLink">http://www.salesforce.com/democenter</param> <!-- aliased across labels; do not change -->
    <param name="demoText">Carl Schachter salesforce.com</param> <!-- aliased across labels; do not change -->
    <param name="informTitle">Inform Your Sales Manager</param> <!-- aliased across labels; do not change -->
    <param name="provide">Provide us a contact and we'll email them more information</param> <!-- aliased across labels; do not change -->
```

Context is Essential

- Word with multiple meanings:

```
<param name="title">Title</param>
```

(Subject of an article or a job title?)

```
<param name="state">State</param>
```

(As in “status” or a “state” of California?)

- Word that can be a verb, a noun, or an adjective

```
<param name="Post_New">Post</param>
```

(A verb or a noun?)

```
<param name="Open">Open</param>
```

(A verb or an adjective?)



Context for Parameters



```
<param name="PostOnEntity">{0} posted on {1} #{2} :  
{3}</param>    <!-- {0}=username, {1}=object, {2}=object ID,  
{3}=content -->
```

 **Airing of Grievances** — Teresa Marshall (ursprünglich gepostet von Kumiko [ooo ~end of March] Jacobs (Iwamoto))

Hi {0}, I am {1} and {2} today. But maybe {3} by next week. I hope {4} will {5} and {6} will NOT {7}. Yes, {8} am/are {9}. {10}!!!

Kommentieren · Gefällt mir · Teilen · November 8, 2012 um 12:40 PM

 Das gefällt Kartik Lakshminarayanan, Mark Leonard, Sheng Wang und 6 weiteren Personen .

 Alle 5 Kommentare anzeigen

 **Kevin Hawkins**
Ooo madlibs! I love this game. Let me try:

Hi Rufus, I am melancholy and indisposed today. But maybe catatonic by next week. I hope ringwraiths will perish and hobbits will NOT starve. Yes, I am/are gesticulating. WOLVERINES!!!

Gefällt mir nicht mehr ·  26 Personen · November 8, 2012 um 2:10 PM

Concatenation



Using multiple labels to construct a sentence or phrase solely based on the English grammatical rules.

Text in the UI: “After 3 Days of inactivity”

Text in XML:

```
<param name="RefreshTokenValidityInactivityPre">After </param>
<param name="RefreshTokenValidityInactivityPost"> of
inactivity</param>
```

Syntax in Japanese: “3 Days of inactivity after”

Best Practice:

```
<param name="RefreshTokenValidityInactivity">After {0} days of
inactivity</param>
```

Text Expansion

The shorter the English, the longer the translated text can be.

Salesforce durchsuchen

1.801s

?

CREATE

SETUP

Startseite

salesforce

Salesforce1 Mobile einrichten

Verwenden Sie den Assistenten, um die mobile Anwendung Salesforce1 einzurichten.

Assistenten starten

Weiter

AppExchange aufrufen

Entdecken Sie den führenden Marktplatz für Geschäftsanwendungen.

Weiter

Objekte erkunden

Objekte sind die Datenbanktabellen in der Cloud, auf denen Salesforce basiert.

Verwenden Sie den Objekt-Manager, um Felder hinzuzufügen, Layouts zu erstellen und vieles mehr.

Weiter

Pseudo Localization



Pseudo localization is a cost-effective preventive measure which allows you to test and detect certain i18n & l10n issues before the text is actually localized.

English:

```
<param name="title">Introducing Accounts</param>
```

After Pseudo Localization:

```
<param name="title">[Eöü 是]Introducing Accounts[Eöü 是]</param>
```

You can look for:

- Hardcoded text
- Layout issues due to text expansion (truncation, overlap, overruns)



Today

Opportunities

Leads

Tasks

Notes

Hard-coded Text

Accounts

Contacts

Dashboards

Reports

Feed

Groups

Events



Eöw is [[Search Salesforce]] is wöE

2.014 s



New-Eöw is [[My Quarterly Performance]] is wöE-New

NEW-EÖW is [[CLOSED]] is wöE-NEW 0

NEW-EÖW is [[OPEN (COMMIT)]] is wöE-NEW 0

NEW-EÖW is [[GOAL]] is wöE-NEW --



New-Eöw is [[Set Your Goal]] is wöE-New

New-Eöw is [[Click here to set your goal for this quarter.]] is wöE-New



Text Expansion/Truncation

New-Eöw is [[Recent Records]] is wöE-New

New-Eöw is [[Assistant New

New-Eöw is [[You have nothing in today.]] is wöE-New

Resources

R&D Localization Chatter Group on GUS

Globalization Chatter Group on GUS

R&D Localization Team Site

Globalization Trail on Org62

Email: localization@salesforce.com



Now Are You Able to...

- Define localization and internationalization?
- Explain the impact you have on international customer experience?
- Demonstrate international awareness?



THANK YOU





Production Support + Introduction to GUS Investigations

Jeff Dangel

jdangel@salesforce.com

Director, Customer Centric Engineering



Intro to Investigations

Gordon Engel

Customer Centric
Engineering

Before we start...



... an amazing volunteer opportunity – LIGHT THE NIGHT 2018



From Company Kickoff February 2016 - I was talking to Marc about company culture, and then...

Before we start...



... an amazing volunteer opportunity – LIGHT THE NIGHT 2018



someday is today



LEUKEMIA &
LYMPHOMA SOCIETY®

Before we start...



... an amazing volunteer opportunity – LIGHT THE NIGHT 2018

Meeting
my bone
marrow
donor,
Martin
(2013)



Before we start....



... an amazing volunteer opportunity – LIGHT THE NIGHT 2018

Salesforce LTN Fundraising History					
		Team	Sponsorship	Total	YOY
FY18	2017	\$963,454	\$100,000	\$1,063,454	-51.28%
FY17	2016	\$2,082,914	\$100,000	\$2,182,914	287.20%
FY16	2015	\$563,763		\$563,763	54.11%
FY15	2014	\$365,828		\$365,828	30.25%
FY14	2013	\$280,860		\$280,860	38.97%
*FY13	*2012	\$197,101	\$5,000	\$202,101	
FY12	2011	\$61,917		\$61,917	
FY11	2010	\$7,371		\$7,371	
FY10	2009	\$6,310		\$6,310	
Grand Total		\$4,529,517	\$205,000	\$4,734,517	
*indicates year the partner joined National Partner Program					

jg took over as
LTN Captain :)



Thanks, Marc! :)



Before we start...



... an amazing volunteer opportunity – LIGHT THE NIGHT 2018

How to get involved:

- **Join your office's LTN team and WALK**
 - Walks are in Sep/Oct/Nov
- **Donate to your office's team**
- **Become a Captain!**
 - (T&P Team in HQ needs a Captain for 2018!!)
- **Join the LTN Chatter Group in org62 →**

A screenshot of the Salesforce Chatter interface. At the top, there is a navigation bar with icons for Home, Chatter, People, Groups, Files, and V2MOM. Below the navigation bar, there is a search bar and a user profile icon. The main content area shows a group feed for 'Light the Night'. The group has a blue banner with three balloons (yellow, red, white) and the text 'LIGHT THE NIGHT'. The group is labeled as 'Public'. There are buttons for 'Owner' and 'Every Post'. At the bottom of the screen, there are tabs for CHATTER, ENGAGEMENT, and QUIP, with CHATTER being the active tab.

Pop Quiz



What is the #1 Value on the Salesforce company V2MOM?

Ding! It's Trust!
You guys were paying attention in NHO ☺



Pop Quiz



- What is the #1 Value on the Salesforce company V2MOM?

VISION

We deliver the **trusted #1 CRM** to our Ohana of trailblazers.

We empower our world class technologists to do the best work of their careers.

We integrate all clouds, platforms and datacenters to create a unified customer success platform.

VALUES



TRUST

1. **Trust** - Security, availability, quality, performance & compliance.
2. **Agility** - We empower our employees to do the best work of their lives.
3. **Integration** - All clouds, platforms, public clouds and private clouds seamlessly integrated.



How Do WE Build Customer Trust



- Build great features
- Test those features
- Support Those Features!

Production Support is the responsibility of everyone in Technology & Product



So what *is* Production Support?



- When Tier 3 Support escalates a customer Case to R&D, your team must respond! You are providing “Production Support.”

What is Production Support?



When Support can't
figure it out, YOU
must provide the
"Production Support."





Production Support is different here

- At Salesforce, we, not the customer, decide when everyone upgrades



- If we ship a regression...
- Many customers suffer and we *lose trust!*
- We must respond fast

Wait... isn't there a Production Support Team?



- Yes, Customer Centric Engineering (CCE) does Production Support, but...
- We're not a huge team
- We service more than 150 scrum teams at a time
- And, even when we support *your* scrum team...
- Our role is to triage, identify bug, etc. Then we pass to you!
- Scrum teams are responsible for their code

This includes BUG fixes!



Where is CCE?



8 Countries
9 Time Zones
14 Cities
120+ Problem Solvers and growing

Where in the world is CCE?



San Francisco

Indianapolis

Toronto

Tampa

Chicago

Burlington

Dublin

London

Tokyo

Hyderabad

Delhi

Nova Scotia

New Brunswick

~100 CCE Engineers, 8 offices worldwide

Where is CCE?



8 Countries
9 Time Zones
14 Cities
100+ Problem Solvers and growing

CCE Color Teams: Globally Organized Scalable Delivery



Black	Blue	Green	Silver	Gold	Yellow	White	Onyx	Orange	Purple	Cyan	Maroon
Sales Lightning Data	Service Analytics	Kernel Auth/API Encryption	Apex/VF ISV/ Metadata Industries	Sandbox Search Database	Community	Lightning Platform Process Mobile	QTC	MC Messaging	MC Journeys MC Platform	MC Social	MC Platform
Jason Nassi	Greg Costanzo	Kenji Taniguchi	Gordon Engel	Travis Corson	Chris John	Rajiv Kochumman	Travis Wasson	Ryan Storm	Brian Nauta	John Bowman	Dan Maehler
AMER EMEA HYD	AMER EMEA HYD	AMER EMEA HYD	AMER EMEA HYD	AMER EMEA HYD		AMER EMEA APAC HYD	AMER EMEA APAC HYD	AMER HYD	AMER EMEA APAC HYD	AMER HYD	AMER HYD



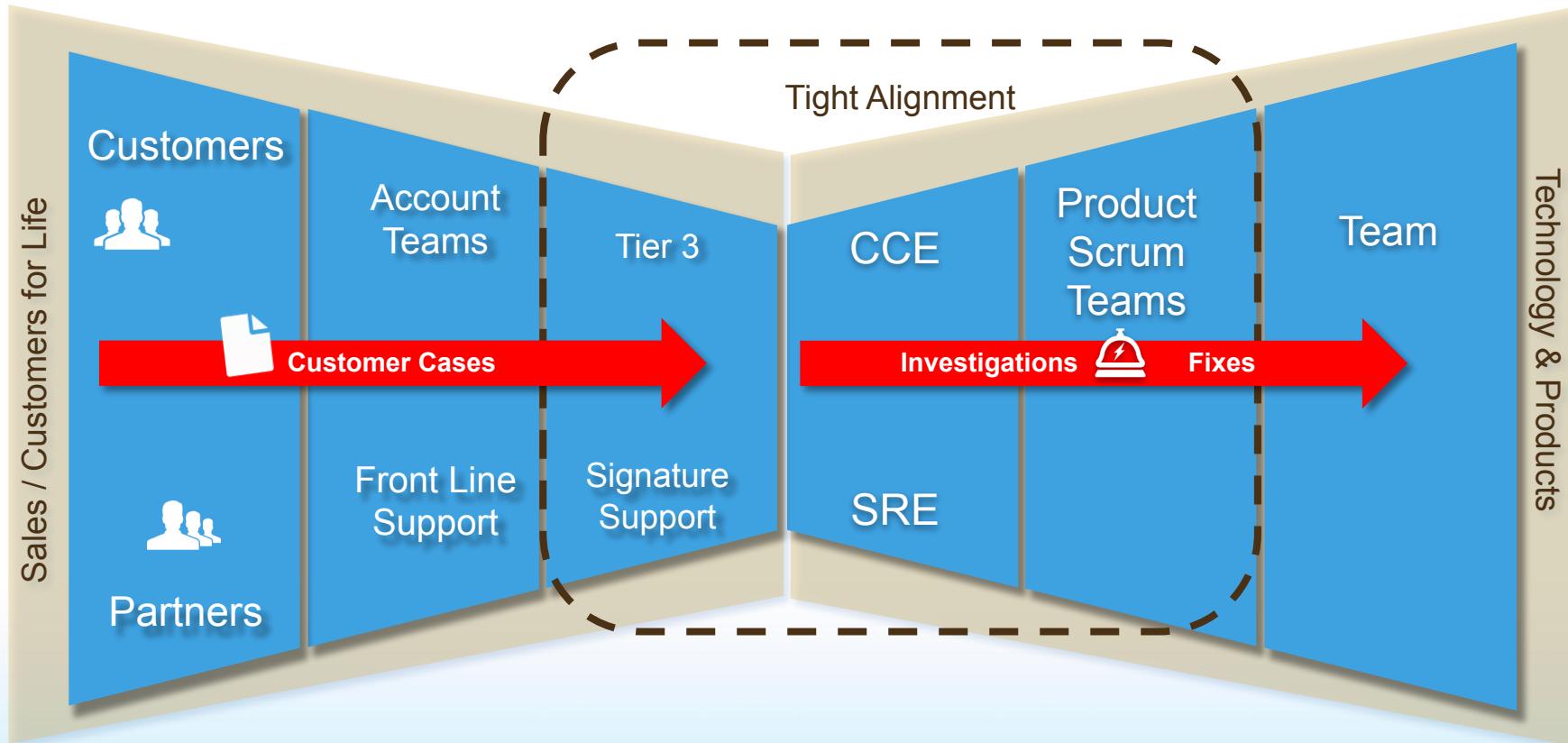
Hi-Level Production Support Flow



Escalated to R&D



High Level Production Support Flow



Intro to GUS Investigations



- Customer escalations are tracked in an **Investigation**
- An **Investigation** is a *type* of Work in GUS
- Tier 3 or Signature Support creates an Investigation which routes to R&D via Assignment Rules

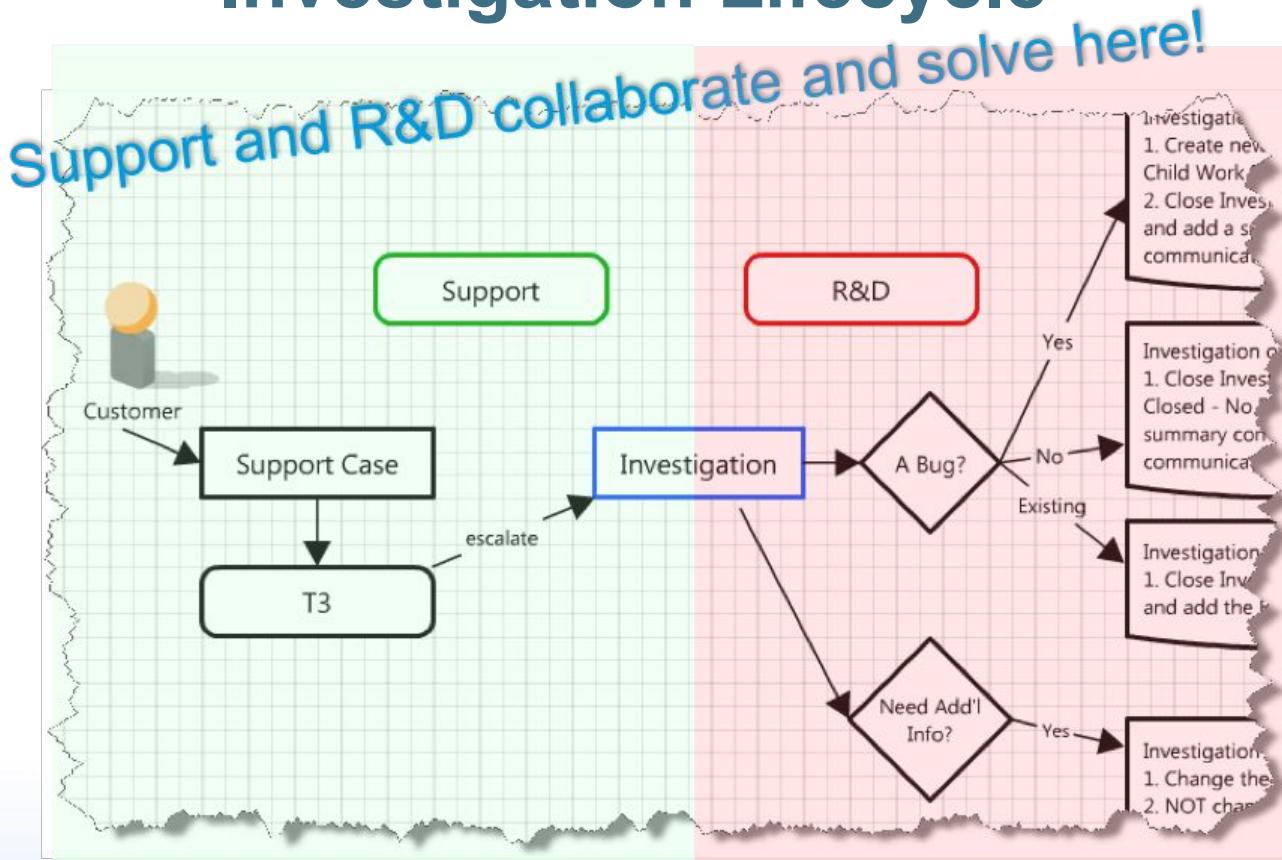
New Work

Select a record type

- Bug
Used to track defects or problems
- Investigation
Used to request R&D triage/diagnosis support for a customer support escalation
- Template
Used to store common values which can then be applied to new Bugs
- ToDo
Used to track a unit of work that does not need to have anything checked into Source Control nor does it need to have auto assignment rules applied
- User Story
Used to create feature requests. You are able to check in code against the user story record.

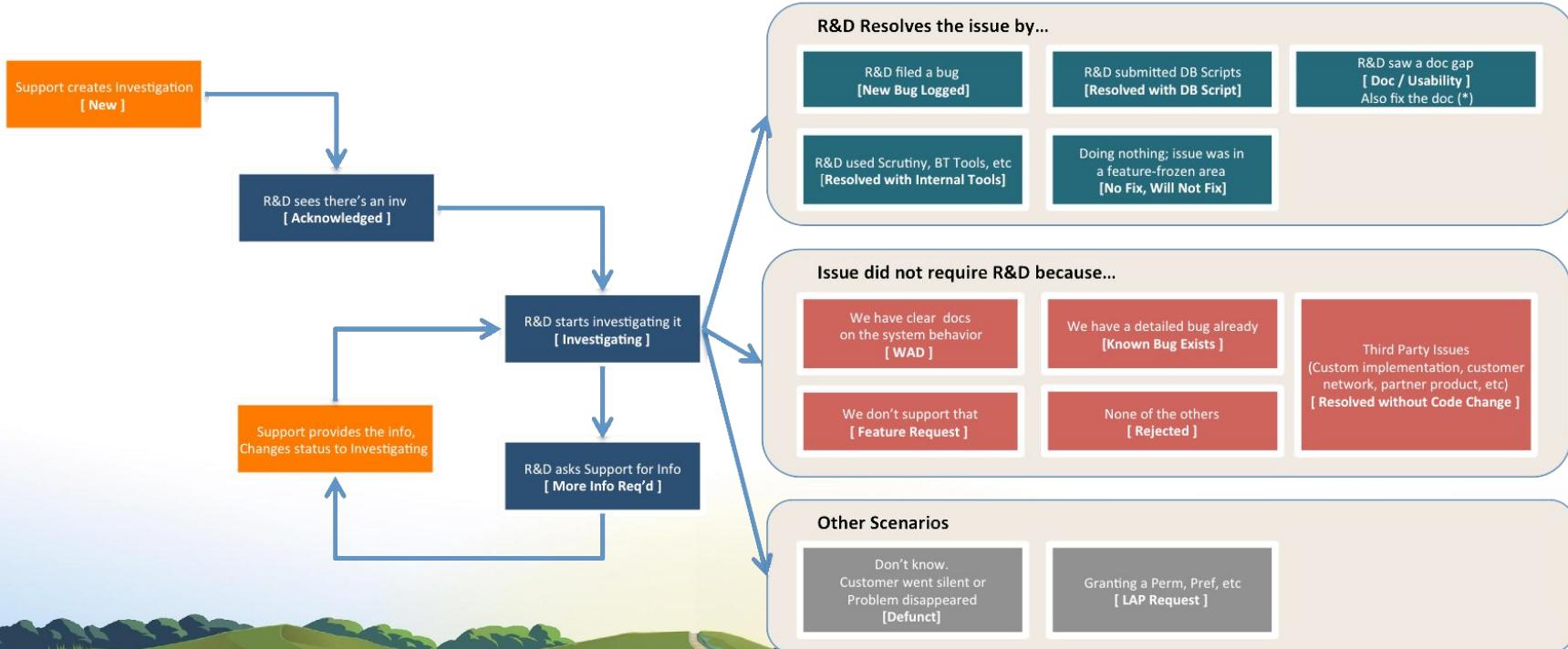
Cancel Next

Investigation Lifecycle



Investigation Lifecycle

Learn more [here](#).



Severity Level Definitions (R&D <-> Support)



Issue	Description	NEW Column1	NEW Column1	Segment 3	Segment 4
Catastrophic Problems					
<i>Security Breach/Lost Data</i>	We compromise data or disrupt service	Follow Security Incident Response			
<i>Instance level Incidents</i>	Entire pod severely impacted	Follow Site Reliability Incident Response			
App-level (mostly R&D) Issues					
Single customer total Outage	System unavailable; system completely unusable for all users of an org	S1#	S1#	S1	n/a
Multi-customer Regression	We put out a release or patch impacting multiple customers	S1#	S1#	S1	n/a
Deployment Failed#	Deployment to Production failed (suspected sfdc bug or service issue)	S1#	S2#	S2#	S2#
Performance Regression	A release (major, patch, e) caused a substantial change in performance	S1#	S2#	S2	S3
Feature Regression	A release (major, patch, e) caused functionality to break	S2#	S2#	S2	S3
Performance Issue	API or App performance slowdown	S2#	S2#	S3#	S3#
Feature not working correctly	Incorrectly functioning or not working	S2#	S3#	S3#	S4
Usability	Unnecessary mouse clicks, forces awkward customer workflow	S3#	S3#	S4	S4#
Cosmetic	Misspelling, miscoloration, mispositioning	S3#	S3#	S4	S4#

indicate changes -- all changes indicate an increase in R&D responsiveness to Support

Segmentation Key	Customer Type	Impact
Segment 1	MCS Customers only	Core Business Impacted, Go-live/Rollout/Event Impacted, Deal/Renewal at Risk
Segment 2	Mega, Large Partner, or PT Red	Core Business Impacted, Go-live/Rollout/Event Impacted, Deal/Renewal at Risk
Segment 3	Not Segment 1 or 2	Core Business Impacted, Go-live/Rollout/Event Impacted, Deal/Renewal at Risk
Segment 4	Anyone	Core Business not Impacted

<http://sfdc.co/sfdconcall>

Service Level Agreements (R&D <-> Support)



Internal SLAs for Investigations and Exception Requests Table

Sev Level	ACK SLA	ACK Owner	Status Update SLA	✓ Status Update Owner	Notes
Sev 1	7 Minutes	Sev1 Assignee*	Hourly until fix is deployed in production	Investigation Assignee	See separate page
Sev 2	4 Hours#	Sev2 Assignee*	Twice a day until issue has been triaged	Investigation Assignee	See separate page
Sev 3	8 Hours	Sev3 Assignee*	Every 48 hours until issue has been triaged	Investigation Assignee	See separate page
Sev 4	N/A	Sev4 Assignee*	N/A	Investigation Assignee	See separate page
Exception Requests (IERs)	4 Hours	ER POC*	N/A	N/A	See separate page

Hours are Local Business Hours of Scrum Team

* Investigation Assignee and Exception Request POC are determined via [Investigation Assignment Rules](#). Scrum Masters own their teams Assignment rules.
For CCE Supported additional areas, Assignment Rules route certain Investigations directly to the R&D Production Support team.

Key FY18 Metrics on Srini's V2MOM:

- Achieve 7-day average Investigation Closure
 - Do not defer Investigation work to Bugs!

Severity Level Definitions (R&D <-> Support)



Issue	Description	NEW Column!		NEW Column!	
		Segment 1	Segment 2	Segment 3	Segment 4
Catastrophic Problems					
<i>Security Breach/Lost Data</i>	We compromise data or disrupt service	Follow Security Incident Response			
<i>Instance level Incidents</i>	Entire pod severely impacted	Follow Site Reliability Incident Response			
App-level (mostly R&D) Issues					
Single customer total Outage	System unavailable; system completely unusable for all users of an org	S1#	S1#	S1	n/a
Multi-customer Regression	We put out a release or patch impacting multiple customers	S1#	S1#	S1	n/a
Deployment Failed#	Deployment to Production failed (suspected sfdc bug or service issue)	S1#	S2#	S2#	S2#
Performance Regression	A release (major, patch, e) caused a substantial change in performance	S1#	S2#	S2	S3
Feature Regression	A release (major, patch, e) caused functionality to break	S2#	S2#	S2	S3
Performance Issue	API or App performance slowdown	S2#	S2#	S3#	S3#
Feature not working correctly	Incorrectly functioning or not working	S2#	S3#	S3#	S4
Usability	Unnecessary mouse clicks, forces awkward customer workflow	S3#	S3#	S4	S4#
Cosmetic	Misspelling, miscoloration, mispositioning	S3#	S3#	S4	S4#

indicate changes -- all changes indicate an increase in R&D responsiveness to Support

Segmentation Key	Customer Type	Impact
Segment 1	MCS Customers only	Core Business Impacted, Go-live/Rollout/Event Impacted, Deal/Renewal at Risk
Segment 2	Mega, Large Partner, or PT Red	Core Business Impacted, Go-live/Rollout/Event Impacted, Deal/Renewal at Risk
Segment 3	Not Segment 1 or 2	Core Business Impacted, Go-live/Rollout/Event Impacted, Deal/Renewal at Risk
Segment 4	Anyone	Core Business not Impacted

<http://sfdc.co/sfdconcall>

Service Level Definitions

Decision Matrix

This matrix defines our severity levels based on the following two factors:

Customer Segment
Type of Issue



Issue	Description	Segment 1	Segment 2	Segment 3	Segment 4		
Catastrophic Problems							
Security Breach/Lost Data	We compromise data or disrupt service			<i>Follow Security Incident Response</i>			
Instance level Incidents	Entire pod severely impacted		<i>Follow Site Reliability Incident Response</i>				
App-level (mostly R&D) Issues							
Single customer total Outage	System unavailable; system completely unusable for all users of an org	Sev1#	Sev1#	Sev1	n/a		
Multi-customer Regression	We put out a release or patch impacting multiple customers	Sev1#	Sev1#	Sev1	n/a		
Deployment Failed#	Deployment to Production failed (suspected sfdc bug or service issue)	Sev1#	Sev2#	Sev2#	Sev2#		
Performance Regression	A release (major, patch, e) caused a substantial change in performance	Sev1#	Sev2#	Sev2	Sev3		
Feature Regression	A release (major, patch, e) caused functionality to break	Sev2#	Sev2#	Sev2	Sev3		
Performance Issue	API or App performance slowdown	Sev2#	Sev2#	Sev3#	Sev3#		
Feature not working correctly	Incorrectly functioning or not working	Sev2#	Sev3#	Sev3#	Sev4		
Usability	Unnecessary mouse clicks, forces awkward customer workflow	Sev3#	Sev3#	Sev4	Sev4#		
Cosmetic	Misspelling, miscoloration, mispositioning	Sev3#	Sev3#	Sev4	Sev4#		

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Segment 4	Anyone	Core Business not Impacted

Service Level Agreements (SLA)

Investigation update frequency.

SLAs are between **T&P** and **Support**.

Severity levels drive the timings of
acknowledgement and updates.

T&P has a joint metric to close our Investigations within 7 days!

Don't push your investigation work into BUGS!



Severity Level	ACK SLA	ACK Owner	Status Update SLA	Status Update Owner
Sev 1	7 Minutes <i>24x7</i>	Sev 1 Assignee*	Hourly until fix is deployed in production <i>Applies 24x7 where practical</i>	Investigation Assignee
Sev 2	4 Hours <i>Business Hours</i>	Sev 2 Assignee*	Twice a day until issues has been triaged <i>Business Hours</i>	Investigation Assignee
Sev 3	8 Hours <i>Business Hours</i>	Sev 3 Assignee*	Every 2 days until issues has been triaged <i>Business Days</i>	Investigation Assignee
Sev 4	N/A	Sev 4 Assignee*	N/A	Investigation Assignee
Exception Request (IER)	4 Hours <i>Business Hours, except After Hours Requests</i>	ER POC*	N/A	N/A



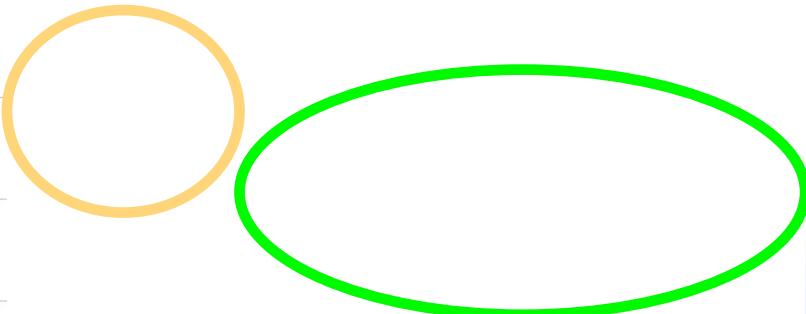
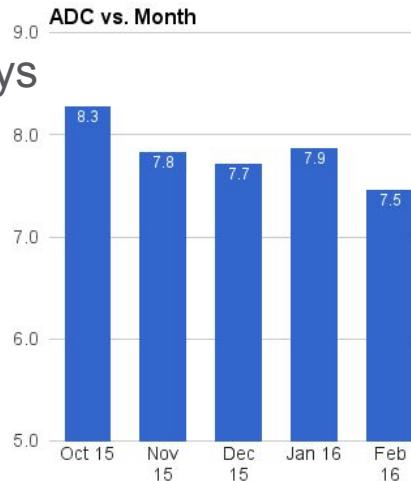
GUS Investigations



“Average days to close customer issues drops to **7 days** across all **clouds**, regardless of whether they employ CCE or Product Team.”



Average Days To Close Trends



Success!



SLA Notifications



- Email is a *warning* that you are *approaching* the SLA.
- Chatter will *alert* you that you've violated the SLA.

SLA Warning - Sev2 investigation W-4383718 is due in <2 hours

Investigation SLA Monitor Notification
to me □
Yu An,

Warning: Your Sev2 investigation W-4383718 is an acknowledgement SLA due on 10/12/2017 at 11 PM.
WHAT YOU NEED TO DO:
To acknowledge the investigation, please make sure the investigation is assigned to the correct product tag and person (not a shared team user), then change its status to "Acknowledged" or "Investigation".

Assignee: Yu An
Subject: Test SLA Warning Notifications
Status: New
Number of customer cases: 0
Link: <https://gus.mysalesforce.com/case/07B00000042kpZ>

More information about GUS Investigations SLAs: <https://salesforce.quip.com/Rv4RAPSHYS41>

Questions? Post here: <https://sfdc.co/Lv300Xteam>

OVERDUE

W-4383718 – slamonitor to GUS Only
October 15, 2017 at 8:51 PM

Hi @Yu An,

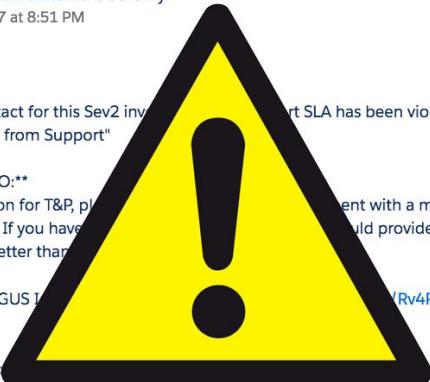
You are the Support Contact for this Sev2 investigation. The current SLA has been violated. Investigation current status is "More Info Reqd from Support"

****WHAT YOU NEED TO DO:****
To update the investigation for T&P, please provide the progress you are making. If you have any questions, feel free to ask. It would provide that as an update to T&P and explain why, this is better than nothing.

More information about GUS Investigations SLAs: <https://salesforce.quip.com/Rv4RAPSHYS41>

Thank you!
CCE Invs SLA Team(<https://sfdc.co/Lv300Xteam>)

cc @Jason Nassi



Known Issues: Public Facing Bug Site

The screenshot shows the Salesforce Success community interface. At the top, there's a navigation bar with links for Answers, Help & Training, Events, Collaboration, Ideas, and More. On the right of the navigation bar are buttons for Known Issues, Search, Log In, and a user icon. Below the navigation is a search bar and a sidebar titled "Known Issues". The sidebar contains filters for Status (In Review: 694, Scheduled: 114, Release In Progress: 0, Fixed: 162, No Fix: 30) and Tag (Any Tag: API (38), Activities (27), Analytics (89), Apex (88), AppExchange (17), Authentication (13), CTI (1), Campaigns (3), Change Set (21), Change Sets (19), Chatter (25), Communities (74), Content and Files (9), Custom Objects (12), Data Export (2), Data Import Wizard (4), Data Loader (14), Developer Console (7), Eclipse IDE (5), Email Clients (24), Flow (25), Knowledge (28), LMO (1), Lightning (18), Live Agent (24), Messaging (15), Metadata (28)). The main content area displays several known issue cards:

- Reports exported through "Printable View" option cannot be opened in MS Excel**
Analytics
- Reports exported through the "printable view" option are not opened in MS excel correctly. They show a "file is corrupt" dialog. - Actual Behavior: Opening the exported report shows a "file is corrupt" dialog. - Expected Behavior: File should open up correctly.
In Review · Reported By 798 · Updated Today
- Process builder process interferes with sending of record owner change email notifications**
Process Builder
When you have a Process Builder process activated (with update record action) on an object If a user changes the record owner via the UI on that same object and checks the "Send Notification Email" checkbox, the new owner will not receive the owner change email notification
In Review · Reported By 328 · Updated 3 days ago
- Flow/Process Builder: Updating percentage fields using value from another percent field produces incorrect result.**
Flow , Process Builder
When setting a Percent field with the value from another percent field using Flow or Process, the value in the target percent field is incorrect.
In Review · Reported By 266 · Updated 3 days ago
- Unable to install package due to error - This app can't be installed.**
AppExchange , Packaging , Winter 16
Certain managed/unmanaged packages will have issues installing in certain instances. One may install on all instances but one. The current issue is with package metadata has not replicated on certain instances. When installing an error ID may appear or a message of "This app can't be installed..."
In Review · Reported By 236 · Updated Today
- Approval Merge Fields Have Wrong Value for Approval Related Emails**
Workflow
When using Approval Merge Fields, the values may be incorrect when used as approval related emails (final approval/rejection, immediate email alert). Note: the approval merge fields work correctly in the Approval Assignment Email.
In Review · Reported By 144 · Updated Today

https://success.salesforce.com/issues_index

Known Issues: Internal Facing in GUS



All Work >
W-3046548

Bug

[SFX 202] Gack occurs

DETAILS AND STEPS TO REPRODUCE
This appears to share the same error stack as W-3046548.

Uncaught Action failed: forceSearchSentity\$entityType at https://ap1.lightning.m...
throws at https://ap1.lightning.m...
at AttributeSet.set (https://ap1...
at Component.set (https://ap1...
at PropertyReferenceValue.set (https://ap1...
at AttributeSet.set (https://ap1...
at Component.set (https://ap1...
at PropertyReferenceValue.set (https://ap1...
at AttributeSet.set (https://ap1...
at Component.set (https://ap1...
at Object.forceSearchSentity\$entityType (https://ap1.lightning.mobile2.t...
%3A%22APPLICATION%22&LSH=DRgkwpX2psgg%22%7D%22 at Object.forceSearchSentity\$entityType (https://ap1.lightning.mobile2.t...
22%2C%22loaded%22
22%2C%22loaded%22

STATUS Closed

SPRINT 2016.08a - Aura Components

FOUND IN BUILD 202

SCHEDULED BUILD 202.18

PRODUCT TAG Aura Components

ASSIGNED TO Iurie Cangea

IMPACT Malfunctioning

FREQUENCY Often

PRIORITY P2

QA ENGINEER Ronak Shah

PRODUCT OWNER Srinivas Araru

AUSTRALIA STATUS

INDIA STATUS

CHINA STATUS

EUROPE STATUS

TEST FAILURE STATUS

TEST RESOLUTION

HELP STATUS

EPIC

KNOWN ISSUE LINK [View Known Issue \(91 reports\)](#)

TYPE Bug

PERFORMANCE ENGINEER Manu Vijayakumar

CREATED BY Peter Sington

LAST MODIFIED BY Kimono Integration

CUSTOMER pipeline, SignedOff_R1,Aura Client Side Errors

TEST exploratory manual verification

README NOTES This fix allows navigation between objects, record view & edit works without throwing an error.

KNOWN ISSUE LINK [View Known Issue \(91 reports\)](#)

Known Issues: Public Facing Bug Site

Known Issues · Fixed

Lightning Experience - Summer '16 - ui\$inputSelect\$controller\$doInit [TypeError: Cannot read property 'xx' of null]

User Interface

Last updated Yesterday · Reference W-3046548 · Reported By 91 users

FIXED - SUMMER '16 PATCH 18.0

Summary

A 'Sorry to Interrupt' error message may appear when navigating in Lightning Experience since the Summer '16 Release.

In the "Technical Stuff" area you'll find a trace similar to:

ui\$inputSelect\$controller\$doInit [TypeError: Cannot read property 'xx' of null]

Repro

1. Log in to Lightning Experience

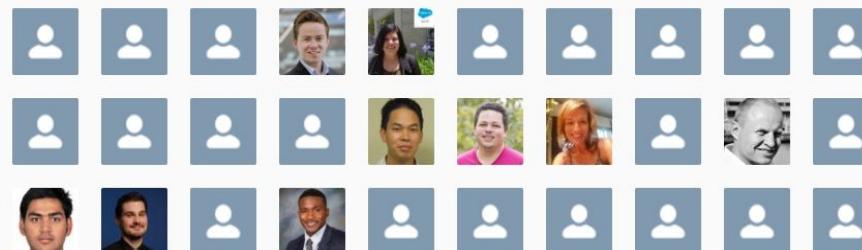
Is it Fixed?

- ✓ APO
- ✓ AP1
- ✓ AP2
- ✓ AP3
- ✓ AP4
- ✓ CS1
- ✓ CS2
- ✓ CS3
- ✓ CS4
- ✓ CS5
- ✓ CS6
- ✓ CS7
- ✓ CS8
- ✓ CS9
- ✓ CS10
- ✓ CS11
- ✓ CS12
- ✓ CS13
- ✓ CS14
- ✓ CS15
- ✓ CS16
- ✓ CS17
- ✓ CS18
- ✓ CS19
- ✓ CS20
- ✓ CS21
- ✓ CS22
- ✓ CS23
- ✓ CS24
- ✓ CS25
- ✓ CS26
- ✓ CS27
- ✓ CS28
- ✓ CS29
- ✓ CS30

Last updated Yesterday · Reference W-3046548 · Reported By 91 users

FIXED - SUMMER '16 PATCH 18.0

Reported By (91)

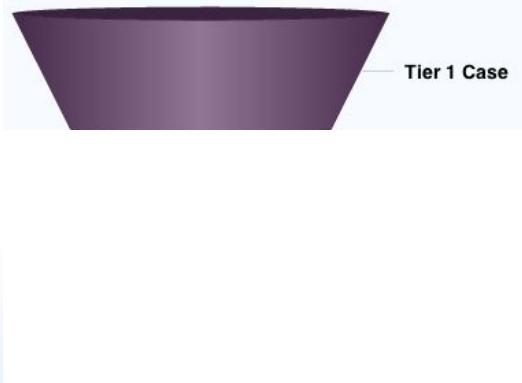


- ✓ CS16
- ✓ CS17
- ✓ CS18
- ✓ CS19
- ✓ CS20
- ✓ CS21
- ✓ CS22
- ✓ CS23
- ✓ CS24
- ✓ CS25
- ✓ CS26
- ✓ CS27
- ✓ CS28
- ✓ CS29
- ✓ CS30

GUS Investigations Stats (for Calendar Years 2014-2016)

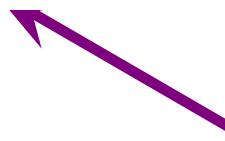


	2014	2015	2016
Total Cases	720k	746k	829k



Necessary Investigations

Unnecessary
Investigations



Goal: get this
number up!

Status

- Closed - New Bug Logged
- Closed - Resolved With Internal Tools
- Closed - Doc/Usability
- Closed - Resolved with DB Script

Status

- Closed - Known Bug Exists
- Closed - Resolved Without Code Change
- Closed - No Fix - Working as Designed
- Closed - No Fix - Feature Request
- Rejected

Special Handling: The US Govt. POD (GIA) (GIA: Government Infrastructure Architecture)



Screenshot of a Salesforce Investigation page. The title bar shows 'Investigation' with a gear icon, 'Edit', and 'Clone' buttons. The main content area displays a message: '[GIA] TIER 3 - United States Postal Service - Insufficient Privileges Error on Lead Owner Change: Standard'. Below the message are two buttons: 'Edit vs Inline Edit'. A red arrow points to the '[GIA]' prefix in the message.

GIA is a US government audited POD which is only accessible to employees who have completed a US government background check.

Requirements:

- US Citizenship (no dual citizens)
- Located on US soil



Only cleared individuals can access customer orgs, Splunk logs, and Blacktab.
Contact your manager to help you find someone who can investigate.

If all else fails, ask for help on the CCE chatter group.

US Premier Support : Support for US commercial organizations where LoginAs access is restricted to US citizens on US soil



- Focus on Supportability, Debuggability, Monitorability
 - Great logging
 - Descriptive error messages
 - Enable deep diagnostics with Blacktab, etc.
 - Fight the MVP! (unless it's a Pilot!)
- Work your Investigations with pride (and within SLA!)

Resources



- CCE Site
- Support to Technology Escalations
- CCE Chatter Group in GUS
- CCE Chatter Group in 62 org



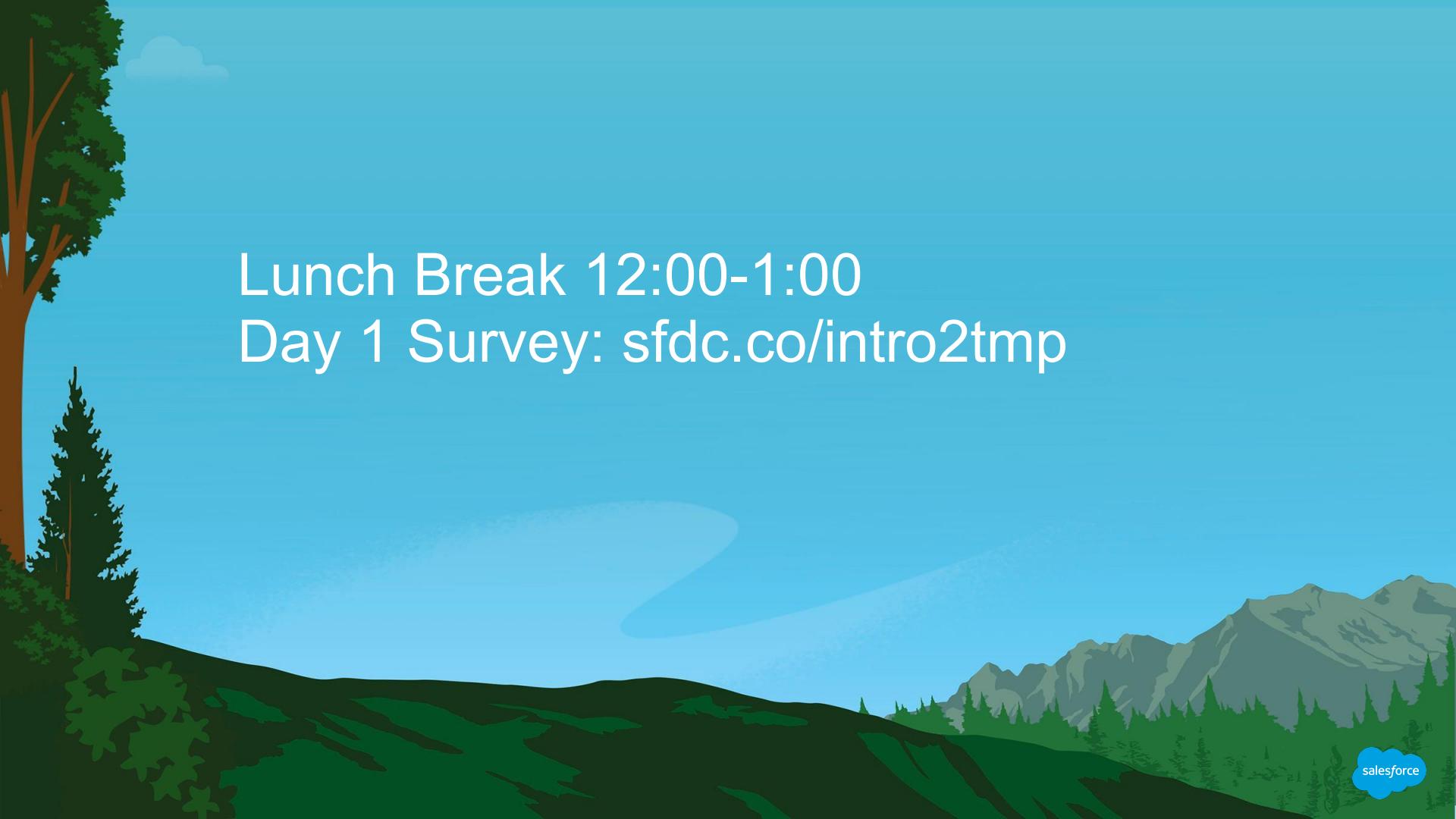
THANK YOU

A central graphic features the words "thank you" in large red letters, surrounded by various international expressions of gratitude in different colors. The background is a stylized landscape with mountains, a waterfall, and silhouettes of animals and people.

thank you

danke 謝謝
спасибо
hędnęć
obrigado
dziekuję
ngiyabonga
teşekkür ederim
dank je
gracias
mochchakkeram
go raibh maith agat
grazie
arigato
dakujem
мерси

merci
apath lat



Lunch Break 12:00-1:00
Day 1 Survey: sfdc.co/intro2tmp

1P Site Reliability

Kyle Lamb

Sr. Manager, Site Reliability
Engineering



1P Site Reliability

Nikhil Sharma

Site Reliability Engineer



Vision and Values

Vision

The SRE organization drives the **availability and reliability** of Salesforce products in partnership with service owners. Together, we monitor for, identify, respond to, and fix resiliency gaps.

Values



Equality

Our culture of family, camaraderie, and inclusion makes Salesforce an amazing place to work.



Customer Success

Nothing is more important than the trust and success of our customers, internal and external.



Collaboration

Our Ohana, processes, and technologies are aligned behind our vision and methods.



Innovation

We produce software and processes that drive employee productivity and product resiliency.

Rebuilding Trust

Salesforce.com suffers worldwide disruption after power outage

Salesforce.com has suffered a series of outages that left many unable to use the CRM service. Even the service status page was down for a while.



MARKETS

BUSINESS

INVESTING

TECH

POLITICS

CNBC TV

TECH

Salesforce says a 'major issue' with its cloud service results in outage for some customers

PUBLISHED FRI, MAY 17 2019 3:27 PM EDT | UPDATED SAT, MAY 18 2019 11:17 AM EDT

Salesforce.com hit with second major outage in two weeks

Salesforce.com said 'power problems' had been detected and fixed, but the outages persist



By Chris Kanaracus | Follow

IDG News Service



IT Services News @_it_services · 3 Jul 2016

#Salesforce outage continues in some parts of the US. Read more: owler.us/aaSBHx \$CRM



Parker Harris

@parkerharris



To all of our @salesforce customers, please be aware that we are experiencing a major issue with our service and apologize for the impact it is having on you. Please know that we have all hands on this issue and are resolving as quickly as possible.

830 9:40 AM - May 17, 2019



549 people are talking about this



Salesforce Went Down for About Three Hours Today in North America and Europe

NOVEMBER 15, 2013 AT 11:47 AM PT [Tweet](#) | [f Share](#) | [g+1 Share](#) | [in Share](#) | [Share](#) | [Print](#)

Business Continuity For All Salesforce Customers



Large or small, global businesses have no downtime



Reducing
planned/
unplanned
downtime



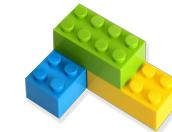
Faster
Recovery
From
Events



Keeping
Data Safe



Rapid
Incident
Response



Build &
Maintain
Plans



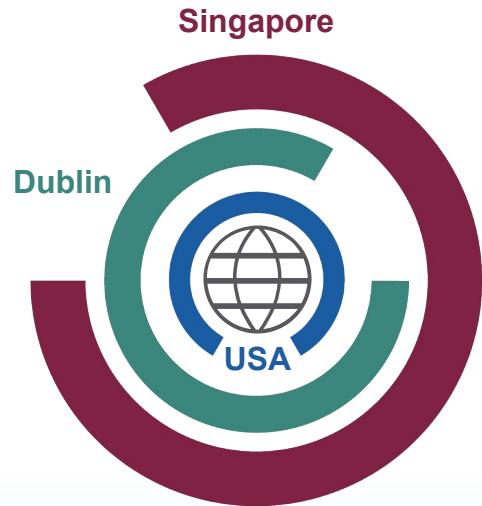
Testing DR
Plans

Where Our SR Operations Centers Are Located



Global Support Around the Clock

Full Follow-the-Sun Support for Core



24/7 Support by Cloud

Core

in SF, Herndon, Singapore, Dublin

Marketing Cloud

in Indy, Hyderabad

Commerce Cloud

in Burlington, Hyderabad

Gov Cloud

in Burlington



Typical Site Reliability Engineering Day



1,260

Sev0/1/2 incidents so far in FY20

2,179

hours spent on bridges so far in FY20

3.5M

total alerts, impeding efficient detection of & response to actionable alerts

100K

Change Case PM Starts for Change Implementers

120K

Review and respond to emails and chatters for potential issues and preventions



1P SRE Organization

Customer Experience Wins



When we engage with and focus on specific outcomes, we can expect these results.

1,349

Core incidents prevented by SRE so far in FY20

-56%

Connection pool exhaustion incidents
(in Q3, compared to Q2)

~60

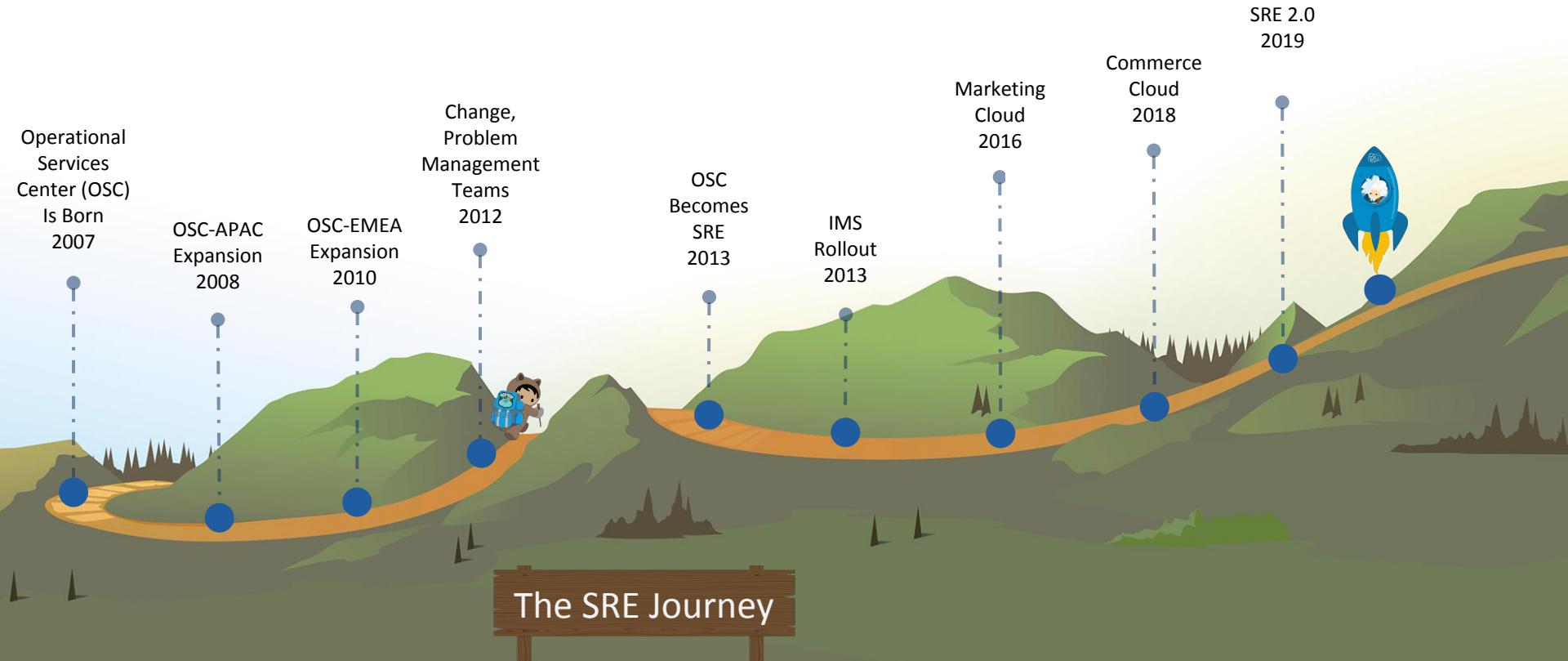
Unique auto remediations executed in production across vary services

99.9%

Improved availability of FFX service due to SRE engagement and improvement in observability and auto remediation of failures

In FY21, we need to do even more!

History of SRE at Salesforce



Functions of SRE 2.0



Efforts towards improving/enhancing operational efficiencies with automation and tooling in a scalable manner.

Time sensitive, labor intensive and interrupt driven work to keep the business running

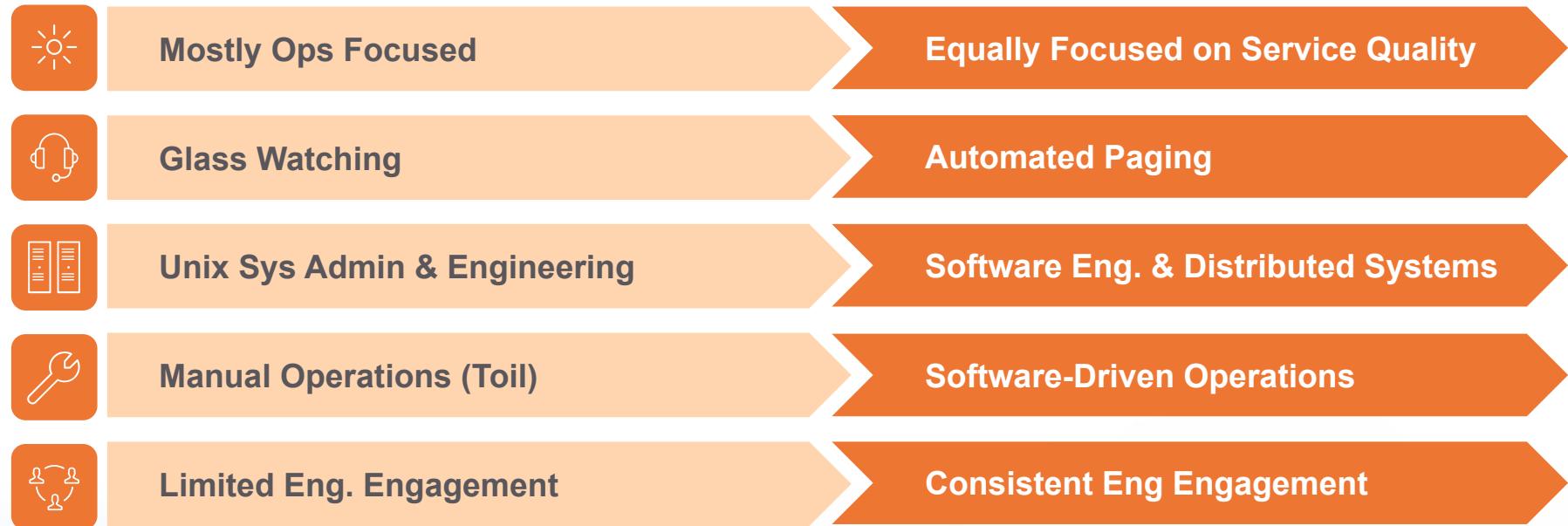
Optimize The Business
(OTB)

Tooling / Automation

Efforts towards measuring the efficiency, productivity and performance of a business and finding ways to improve those measures.

SRE 2.0 Evolution

Key Transformations



Primary RTB Roles to Keep the Lights On



- GOC++/Refocus Monitoring System and Infra health
- Slack for PM Starts for review and authorization of changes going through the system
- Emails/Chatter
- RMAs for Hardware Failures
- Incident Management System (IMS) Roles
 - Incident Commander (IC)
 - Triage and Diagnosis (TAD)
 - Incident Comms Owner for Trust and TCE's (ICO)
 - Incident Doc Owner (IDO)

Run the Business Roles and Incident Management

Daily duties for an SRE to keep the lights on



Monitoring



RMA's



Incident Commander



Triage and Diagnosis



Investigations



PM Starts
for change
implementation



Incident Doc
Owner



Incident Comms
Owner

Primary OTB Roles And Tooling



How do we reduce “TOIL”? Automate, Rinse, Repeat

Reliability

- Resiliency and Initiatives
- Toil Automation and Tooling
- Data Recovery
- Area of Weakness (AoW) Elimination
- Incident Retrospectives (PRBs)
- Process Improvements
- Gamedays & Tabletops

- **Alert response & correlation- Reaktr, Tardis and ACE**
- **Alert Data analysis - Grafana**
- **RMA Automation- Ratty**
- **ATC Automated Chat interaction in Slack**
- Instance health overview in **PODTAP**
<https://podtap.internal.salesforce.com/>



Optimization and Resiliency

Protects the Customer Experience and partners with Engineering to maintain and improve the Availability of their services.



Service
Availability Improvements



Strategic
Customer Support

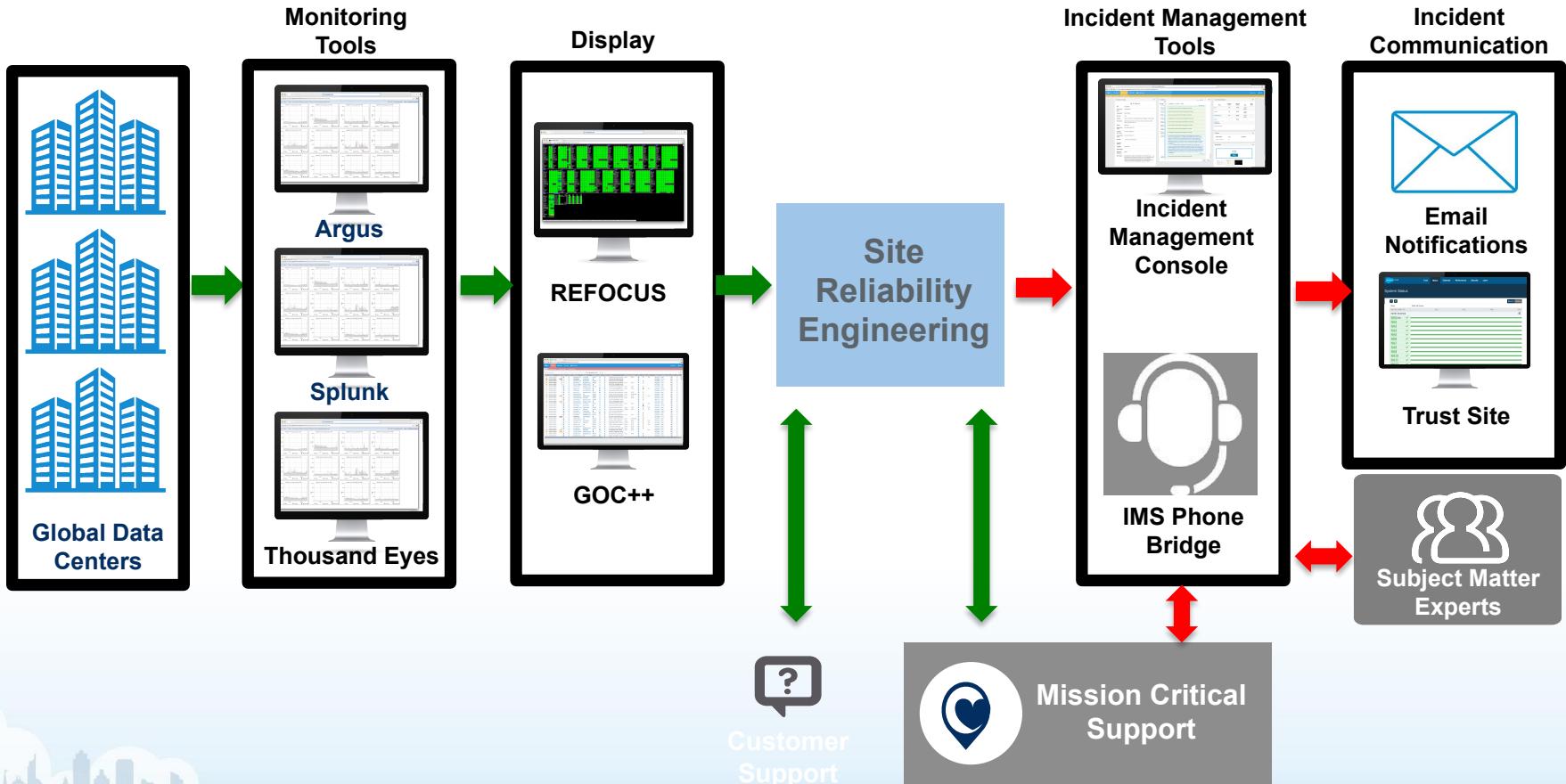


Tool
Development



Continuous
Site Switching

SRE Workflow From Alerts to Incidents



Salesforce Trust / Status

<https://status.salesforce.com/>



Trust | Status ▾

Search Instance, Domain or MID

Home

PRODUCTS

All

Sales Cloud

Service Cloud

Marketing Cloud

Social Studio

LiveAgent / Omni-Channel

Lightning Platform

Community Cloud

Einstein Analytics

Financial Services Cloud

Health Cloud

CPQ and Billing

PRODUCT Home

INSTANCES MAINTENANCES

Current Status - 835 Items

REGION Americas EMEA Asia Pacific

Available Performance Degradation Service Disruption Maintenance

AP0	AP3	AP4	AP5
AP14	AP15	AP20	AP21
DB3	DB4	DB5	DB6
DB13	DB15	DB16	DB17
DB23	DB25	DB26	DB27
DB34	DB38	DB40	DB41
DB51	DB52	DB54	DB55

Game Days and Tabletops



Number of gameday exercises performed: 100+

What we do: SRE collaborates with service owners, coordinating activities including TableTops and Destructive Tests to validate design expectations and resiliency of a service.

Business value: Increased resiliency—39 bugs found proactively to date.
Tests completed include:

- Aloha HA/DR Capability
- Peak Time Releases
- Public Proxy scalability testing
- Live Agent Jordan Kafka Network Failure testing



#5

Gameday/Chaos Engineering Program

Outcome

- Discover and resolve unknown issues before they impact customers.

Approach

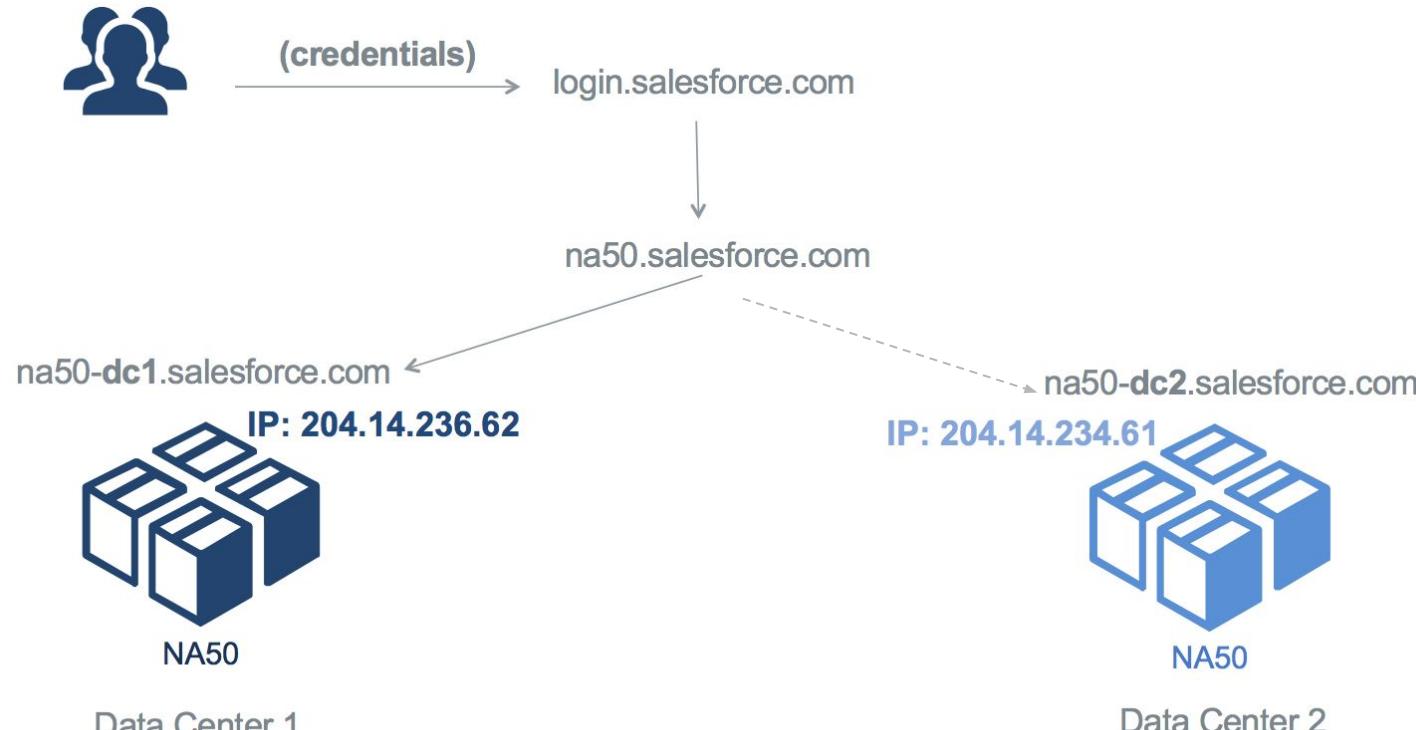
- Test product resiliency and fault tolerance.
- Validate proper response, resolution, and documentation.

Measure of success

- Improved Availability



Site Switching in CRM



thank you



Security Overview

Katrina Denos

Program Management: Sr.
Specialist



Security Overview

Josh Wyen

Sr. Manager, Security Awareness
and Engagement



Why is Trust Our #1 Value?

Salesforce is built entirely on trust and security



MARC BENIOFF | Co-CEO & Chairman

What is the most important thing in your company – is it trust or is it growth? If anything trumps trust, we are in trouble... You have to choose what is really important to you. We are in a new world...and trust better be number one... If your highest value isn't trust, then every key stakeholder – your employees, your customers and your investors – will walk out.



PARKER HARRIS | Co-Founder & Chief Technology Officer

Within trust, security is most important...Over and over again, our customers have thanked us for staying true to our values and being very clear in the heat of the moment that security is more important than anything, and the trusted safety of their data is job one.



JIM ALKOVE | Chief Trust Officer

Maintaining our customers' trust and keeping their data secure is our top priority. With the rapid rate of growth and complexity in technology, as well as our continued global expansion, doing so will take diligence, dedication, flexibility, and collaboration.



Security at Salesforce



Why Salesforce?

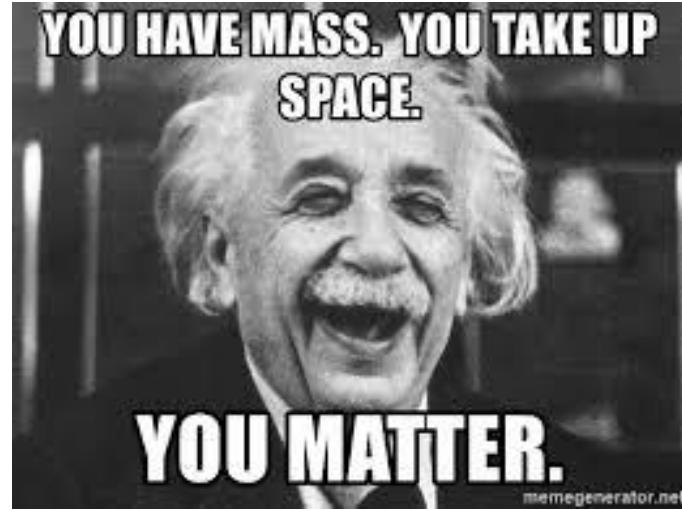


Why You?



What Can You Do?



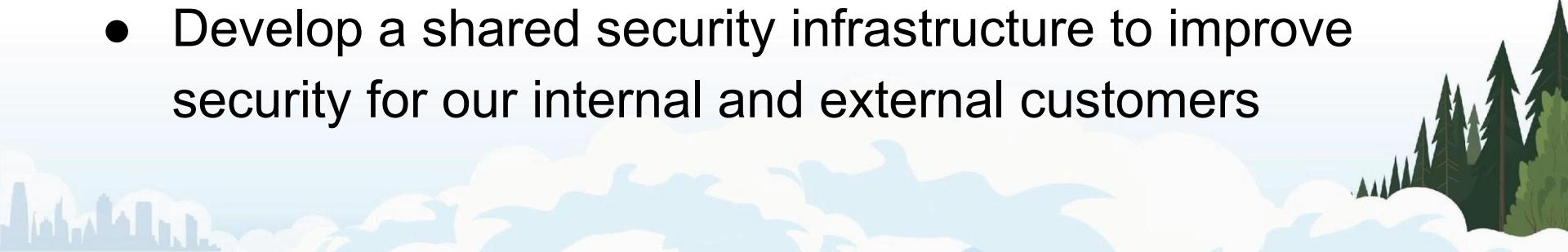


The choices you make are the most important factor
for security and trust at Salesforce

Here's What the Security Team is Responsible For...



- Ensuring the security of customer and company data
- Set security standards and policies; conduct technical security assessments, risk identification and prioritization
- Drive a security culture with our employees, customers and partners through awareness and training program
- Develop a shared security infrastructure to improve security for our internal and external customers



Salesforce NIST Cybersecurity Framework (CSF) Journey



Salesforce Confidential - Not for External Distribution

Thank you to everyone in TMP!



We can be Prone to Mistakes When We are...



- In a hurry, rushing between meetings
- Under pressure to release the product or feature on time
- Not doing our homework, e.g., not reviewing policies and standards
- Not keeping an eye on our #1 value, Trust

Let us help you to not step on that rake

The majority of high severity vulnerabilities are due to coding errors and misconfiguration



Security Bugs. What Can We All Do to Help?

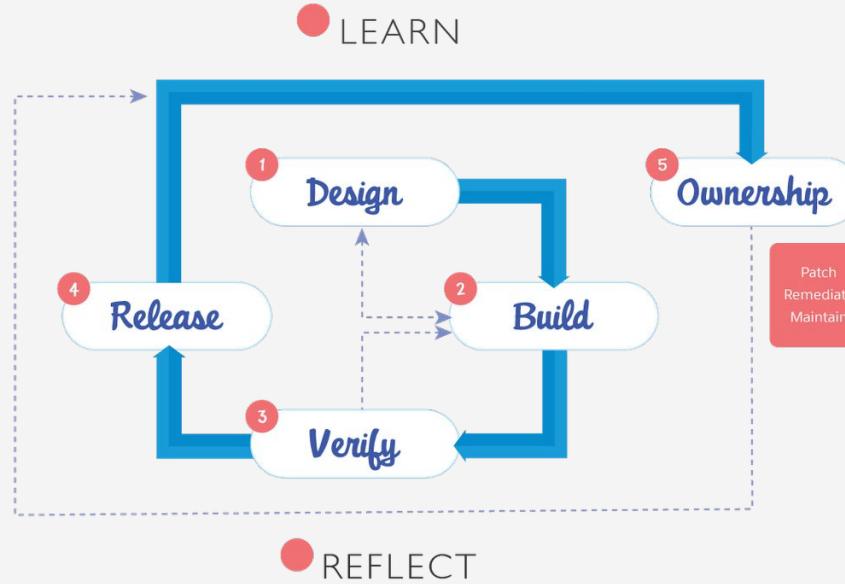


Actions to take:

- Complete the [Develop Securely At Salesforce Trail](#)
- Integrate Secure by Default practices into your work
- Understand and refer to security standards
(MetricStream M7 tile)
- Work with your partners in Security



Salesforce Secure Development Lifecycle (SSDL)



Education and Resources

Scale Through Security Champions

Automation and Technology

Key Policies Are In Place to Protect Us



Never disable security controls.

Escalate to CSIRT Command, Jason Lee, or Jim Alkove if needed during incidents.



Acquire software through BT and cloud services through SAM.

Concierge has the links you need to follow.



Always follow Global Change Management Policy. Check Chatter on GUS for details.

Gain approval before making any changes to production.



Terminate access for contractors promptly.

Log a ticket on Concierge.



Safeguard confidential information.

Contact Legal or Ethics and Integrity if anything is questionable.



Responsible Purchasing

- Just say no to freemium software
- Credit card purchases are also not ok

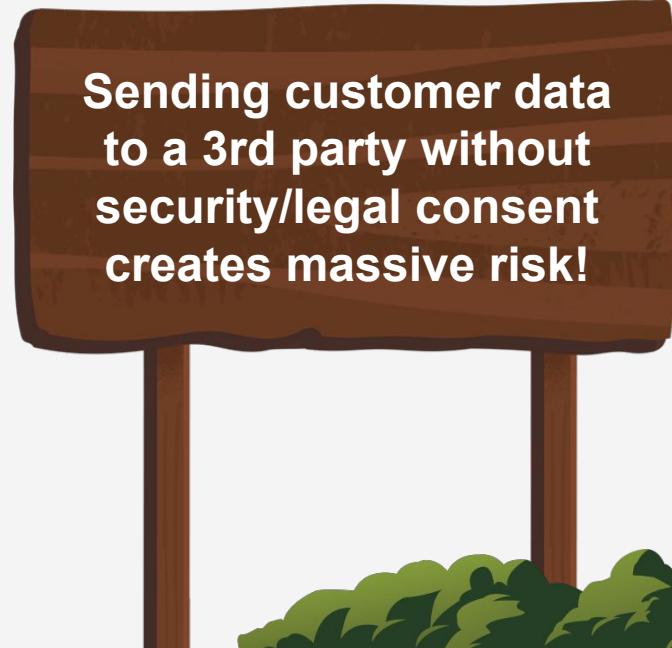
You cannot agree to click through terms for Salesforce

[Corporate Authorization Policy](#)

[Global Purchasing Process Basics Trailhead](#)

Questions?

Head to the [Salesforce Supplier Portal](#)



Sending customer data
to a 3rd party without
security/legal consent
creates massive risk!

Patching



Keeping software up to date is the easiest way to prevent security vulnerabilities

- Update on time
- Automate updates when you can
- [Check for known vulnerabilities](#) (CVEs) in 3rd party code
- Always update devices on a secure network

[Always be patching](#) - A great in-depth write up on how to keep things up to date



Our Ohana is our Greatest Security Asset



- When you see something, say something!
- Use unique and strong passwords for each one of your accounts. Use LastPass.
- Take an extra moment to review inbound emails before clicking links and opening attachments.
- Deprecate old and inaccurate information.



Our Ohana is our Greatest Security Asset



- Stop and confirm that you are sending information to the correct person, whether a customer, partner, vendor, or co-worker.
- Be aware of your surroundings when talking about work and proprietary information in public.



Our Ohana is our Greatest Security Asset



- Adopt the Secure-By-Default Mindset.
- Participate in the [SSDL](#)
- Become a [Security Champion](#)
- Implement Security Best Practices in your feature
- Reach out to the Security Team!



How to Reach Security

- Ask general questions/share information:
asksecurity@salesforce.com
- Slack: #ask-security
- Chatter: [Security Chatter group on GUS](#)
(and [Org62](#))

***Report a security
incident:***
security@salesforce.com



Even More Information!

- Security tile on Aloha (VPN required)
- Security Standards -> Aloha Tile ->
MetricStream M7

***Report a security
incident:***
security@salesforce.com



Appendix 1: Security Training Checklist



myTrailhead Trails and Modules

- [Develop Securely at Salesforce](#) - (Required for anyone who touches code)
- [Learn Secure Scripting Essentials](#)
- Secrets Management (in development)
- [Operate Services Securely](#)
 - Includes the module [Responsible Production Access](#)
- [Learn Security Infrastructure Fundamentals](#)
- [Help CSIRT Respond to Security Threats](#)
- [Explore Security GRC at Salesforce](#)

Trailhead Trails (external facing)

- [Develop Secure Web Apps](#)

PluralSight (via TMP Training)

- [Web Application Security](#) path
- OWASP Top Ten module - [Play by Play: OWASP Top 10 2017](#)
- ["Detection & Response" Pluralsight Channel](#)
- [Regulating Resource Usage Using Google Cloud IAM](#) - (GCP, Public Cloud)



Appendix 2: Operational Security Requests

- Portal for the [T&P System Access Request](#) (TSAR) for accounts, such as Kerberos, RSA, Yubikey accounts
- To request certificates and ACLs, utilize the [Infrastructure Security Guide](#) (under Service Requests)



THANK YOU



salesforce



Nikos Sarilakis

Director of Product Marketing
Technology Service Delivery
sfdc.co/tsd



salesforce



Philip Dolle

Senior Manager, Service Availability
Management
sfdc.co/tsd



THANK YOU



Technology Service Delivery



Salesforce Data Centers

Public Cloud



Technology Service Delivery Team



BUILD (& AMPLIFY) TRUST

- Technical messaging / positioning to enable acquisition & retention of revenue
- In-person customer meetings at regional HQs



REBUILD TRUST

- Engage w/ customers impacted by incidents to protect revenue



SERVICE DELIVERY MARKETING

- Technology Service Delivery Marketing
- Voice of the Customer, Events, Design / Content Services

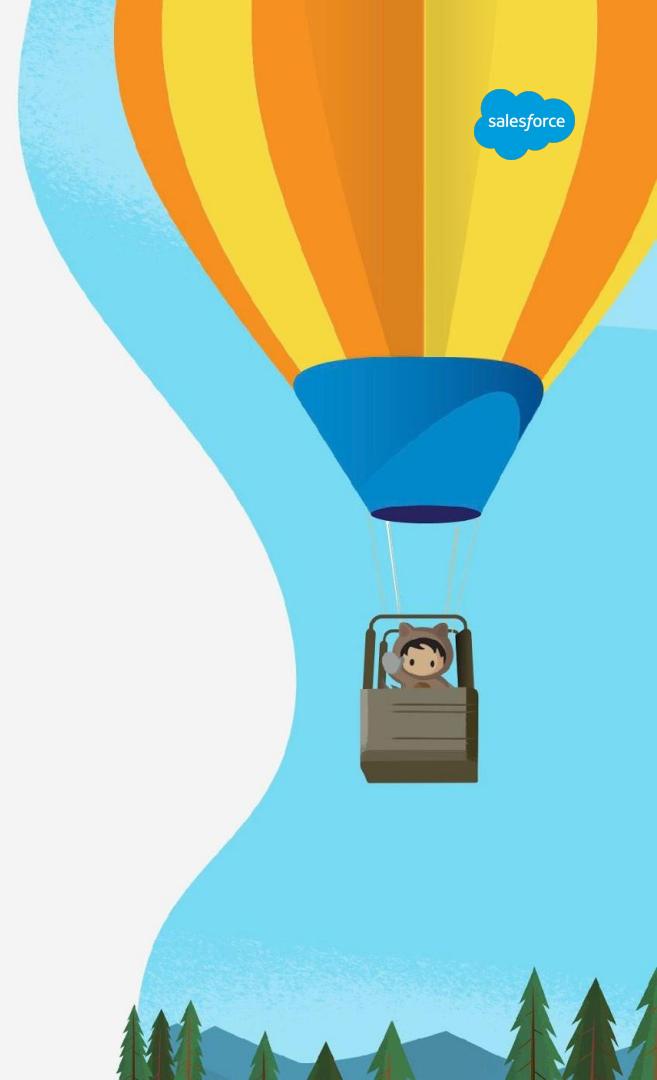


SERVICE MANAGEMENT

- Problem Management & Retrospectives (root cause analysis)

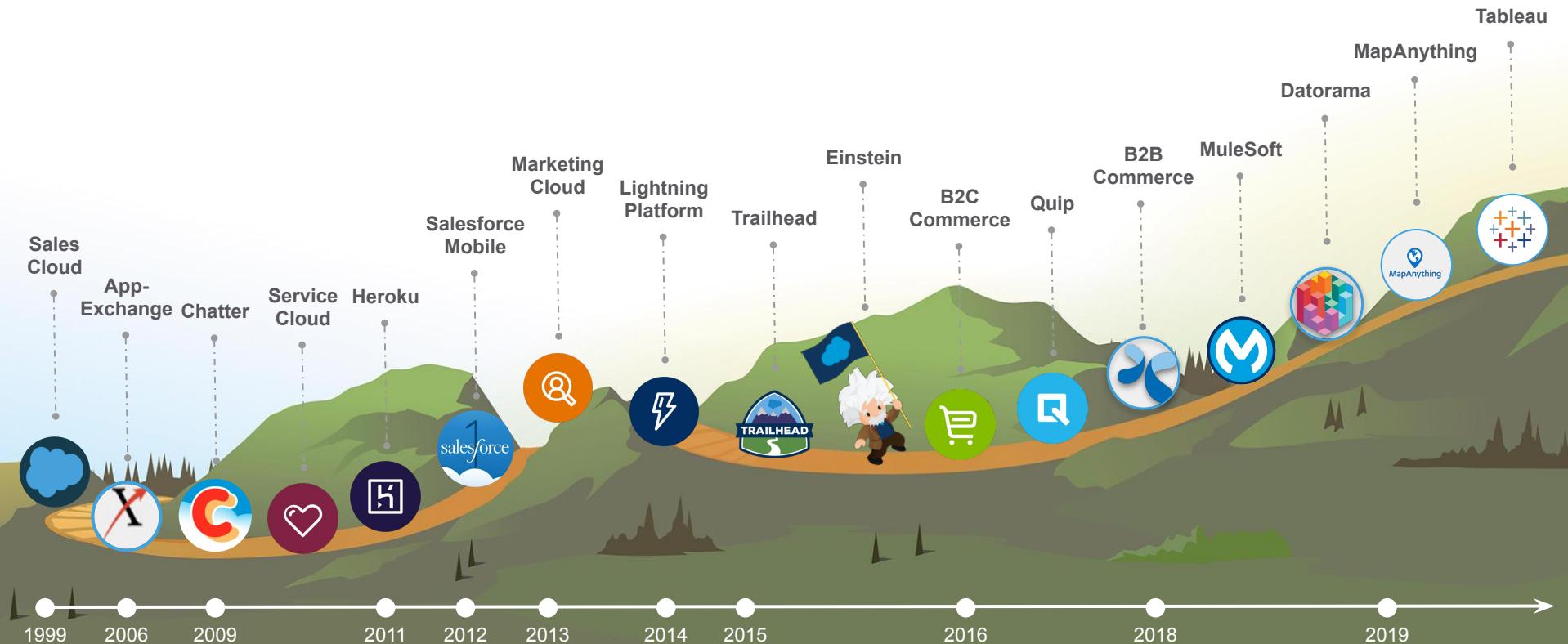
Agenda

- Infrastructure Principles
- Scale & Growth
- Global Locations
- Architecture



Lots of growth and change

Customer Feedback has Guided our Growth Strategy



Trust is Our #1 Value



Delivering the highest standard in system **availability**,
performance and **security** is our top priority.

Infrastructure Engineering Principles

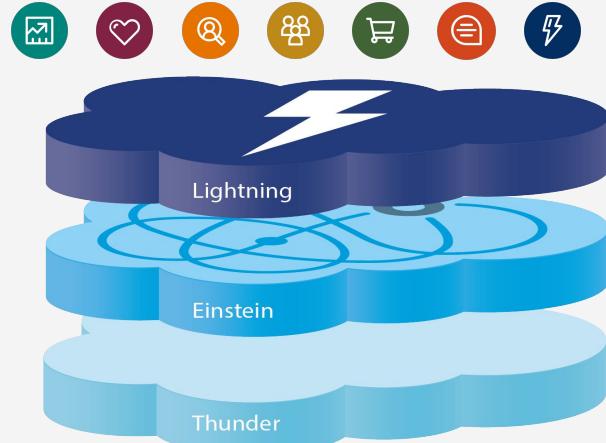
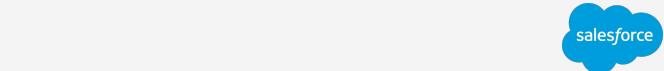
Integration and scaling

One Salesforce

- Leverage best practices and common processes

Design Principles

- Recovery-oriented architectures
- Scale-out architectures
- Simple, consistent hardware
- Service ownership
- High availability through continuous innovation



MapAnything™

ExactTarget®

demandware
move faster, grow faster

BUDDY MEDIA

cloudcraze
COMMERCE ON SALESFORCE

STEELBRICK

toopher

twinprime

radian6

heroku

datorama

Click

EdgeSpring

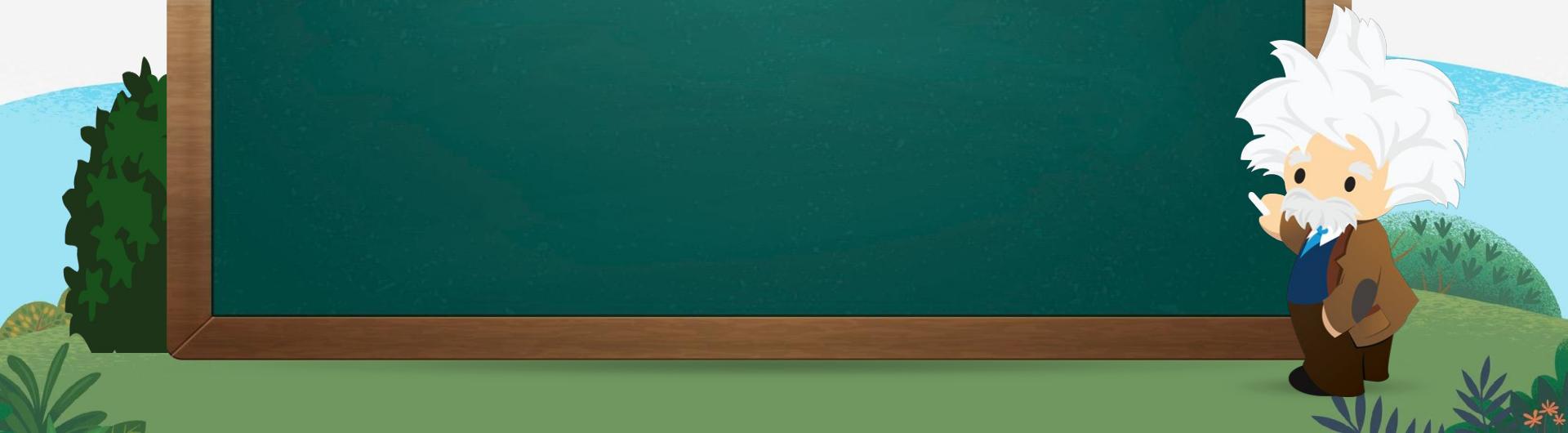
RelateIQ

toopher

twinprime

radian6

1. Name one of the key challenges for Salesforce's cloud infrastructure:



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Integrating acquisitions with different infrastructure architectures

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Integrating acquisitions with different infrastructure architectures

2. Name the three pillars of Trusted Customer Success for Salesforce's Cloud Infrastructure?



1. Name one of the key challenges for Salesforce's cloud infrastructure:

Integrating acquisitions with different infrastructure architectures

2. Name the three pillars of Trusted Customer Success for Salesforce's Cloud Infrastructure?

Security, Availability, Performance

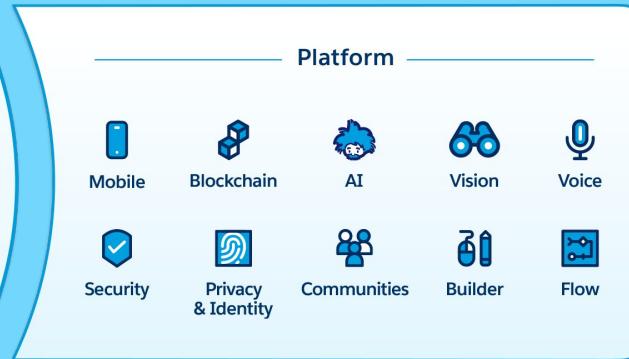


Phenomenal Growth Driving Infrastructure Engineering Optimization



Salesforce Customer 360

Trusted · Smart · Flexible · Sustainable



Salesforce Customer 360



inSTRANET



Marriott 360

Powered by the
Customer Success
Platform

Vision

Achieve a 360 view
of our guests, and
Create a seamless
and tailored travel
experience.

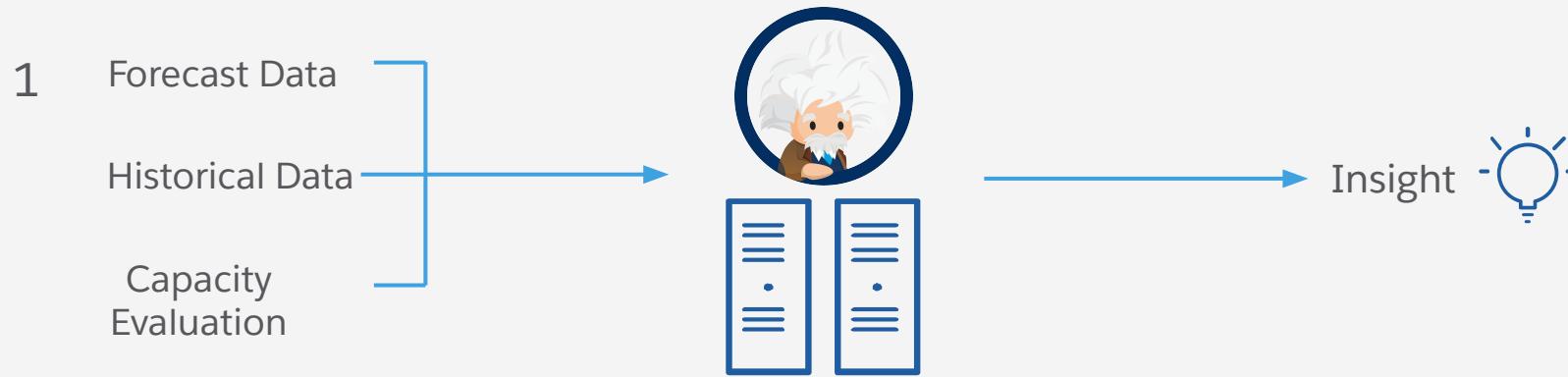


Performance at Scale

Enabling a day in the life of Salesforce customers



Scaling the World's Most Trusted Enterprise Cloud



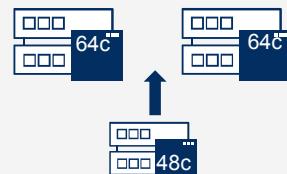
2 Capacity Additions

- Horizontal Scaling



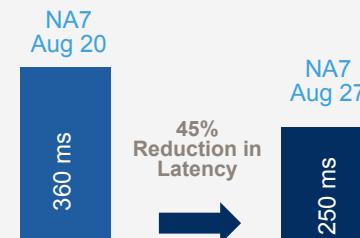
3 Technology Refresh

- Strategic / Vertical Scaling
- “Instance Refresh”



4 Performance Tuning

- Continuous App & DB Optimizations



5 Capacity Management

- Core Service Protection
- Customer Limits: Throttling, Blocking, Gov Limits



How We Deliver the Most Trusted Enterprise Cloud

Salesforce Services



Marketing Cloud



- Marketing Cloud Service Locations
- Services in Public Cloud
- Core Salesforce Services Locations

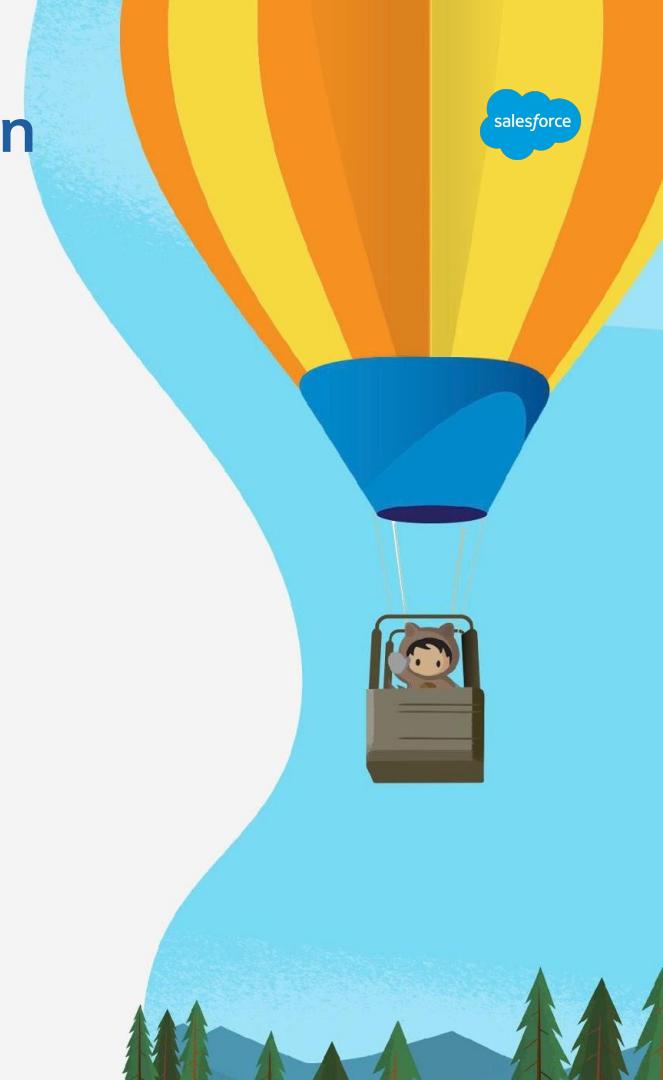
Commerce Cloud



Chapter 3: Infrastructure Transformation

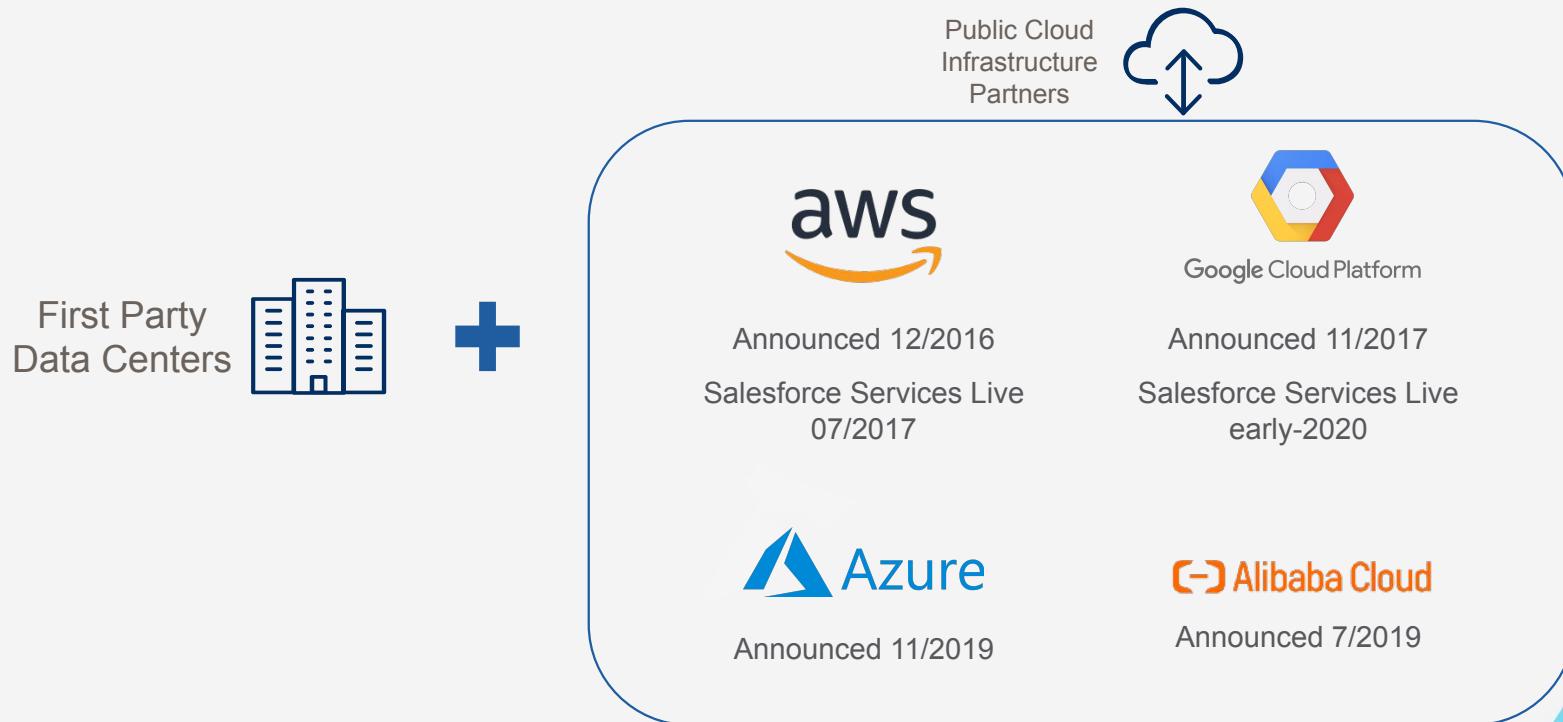
Vision

By the end of Chapter 3, a significant majority of our Infrastructure will be running in a multi-substrate public cloud providing the same levels of Trust and Compliance that our Customers have come to expect from us while significantly enhancing Agility.



Preferred Public Cloud Partners Enable Global Expansion

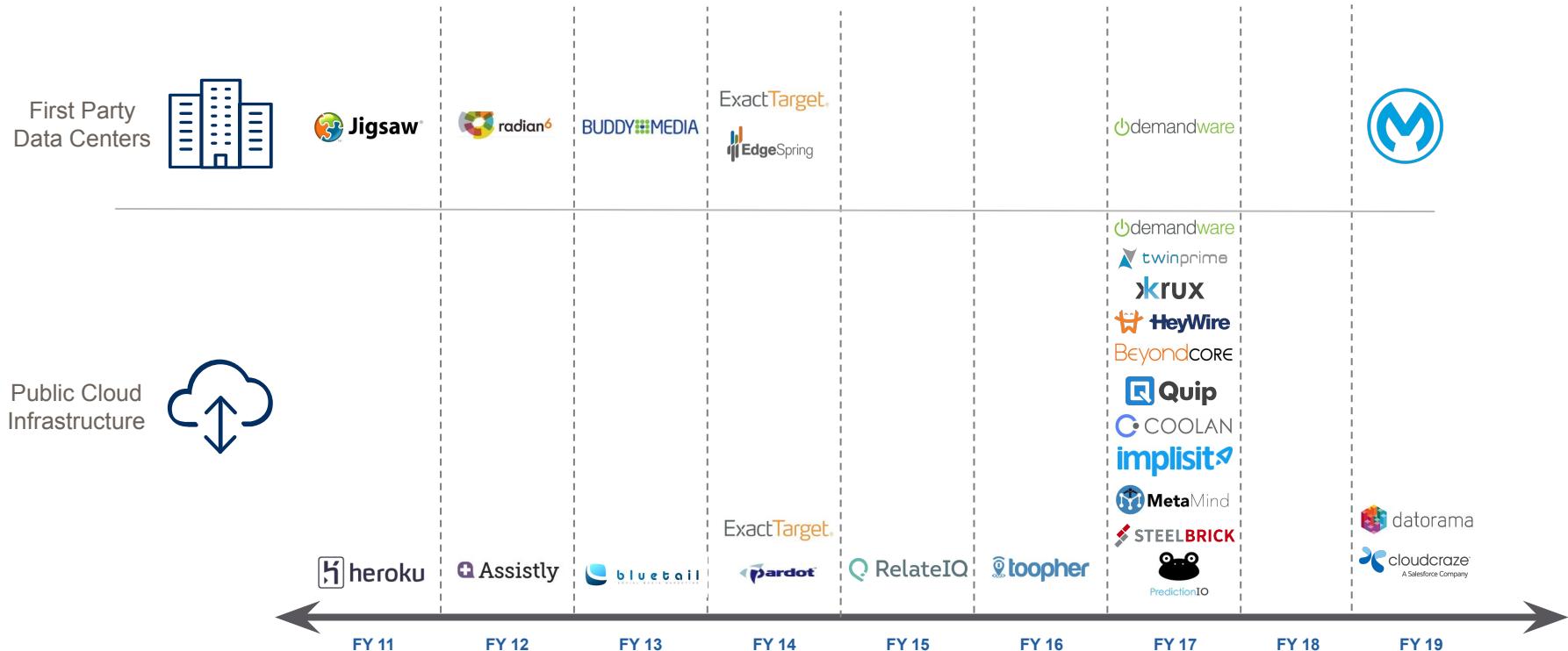
Extend Existing Global 1st Party Data Centers



Acquisitions Increasing Global Public Cloud Footprint

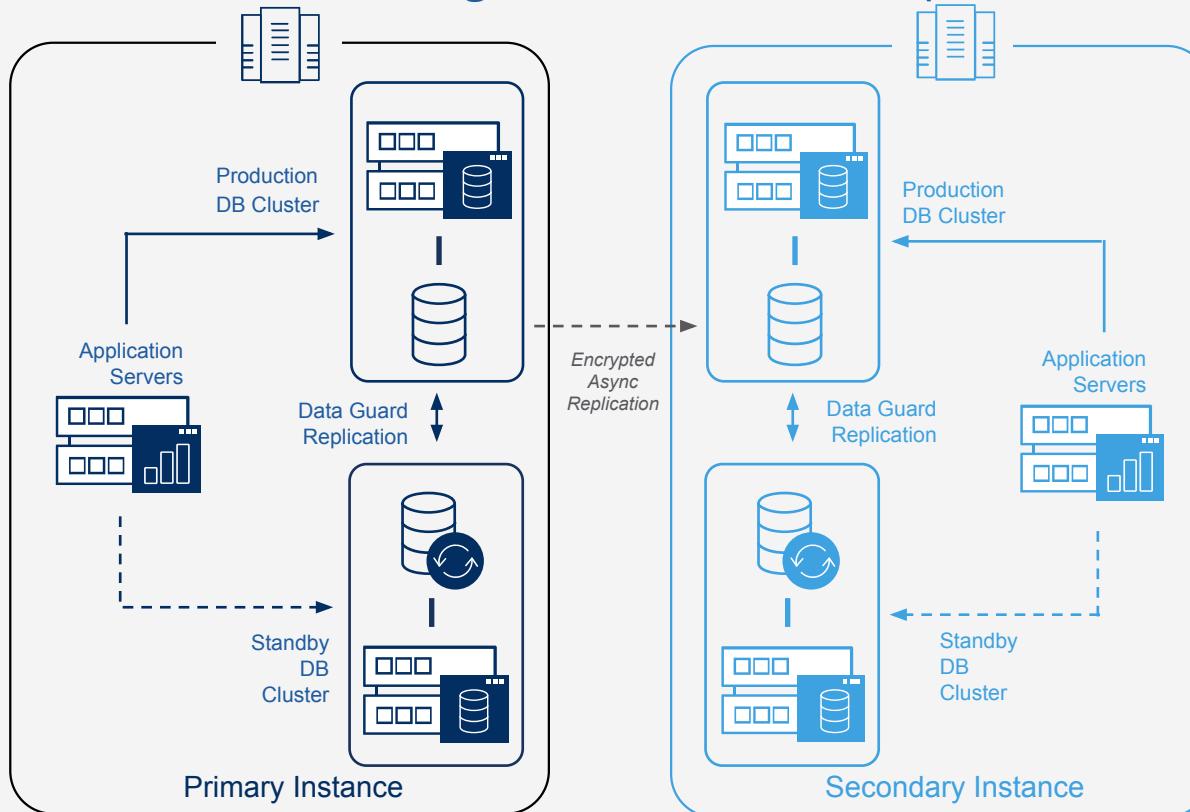


Enabling All Services On Public Cloud



Reliable Core by Design

Redundant site design with four online copies of core CRM data



Production cluster capacity

- 11+1 (active + spare nodes)
- Active Data Guard to local standby (2 node cluster) for fast data recovery

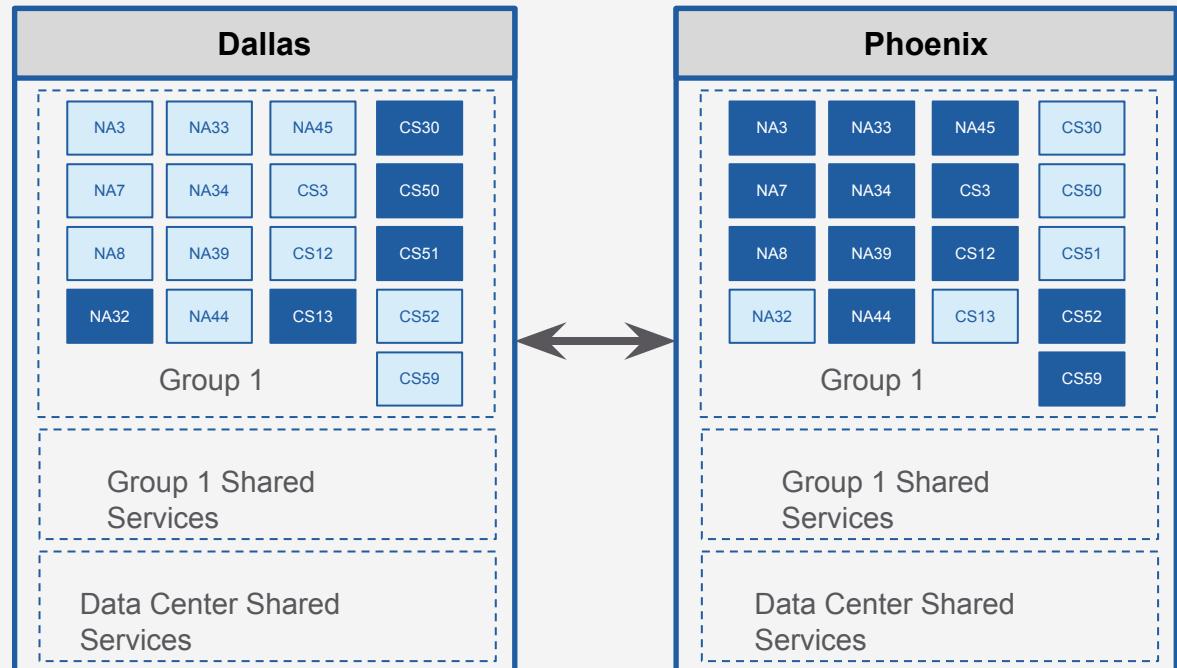
Data Guard to remote site

- Hardens remote application
- Enables faster site switching (<15 minutes)
- Shorter planned and unplanned maintenance windows

Architecture for Customer Availability

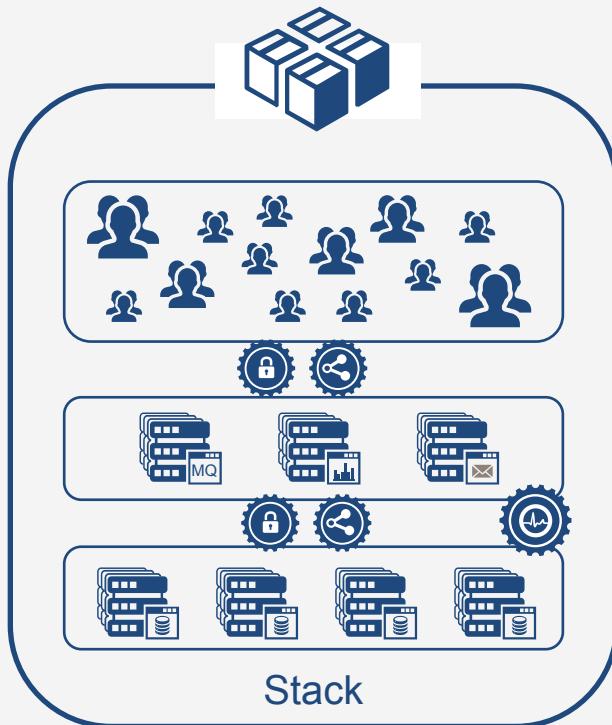


- Two identical stacks and instances per site
- Each data center has active instances
- Redundant instance-level services
- All shared services scaled for full capacity



Reliable Marketing Cloud Architecture

Resilient Service Delivery for Many Customers of Various Sizes



Core Data Services

- (n) 4 Node Database Clusters
- Unstructured File Storage (sFTP)
- Local Data Replication
- Remote Disaster Recovery

Highly Available App Servers

- Core application services
- Mail Building / Sending
- Link Serving
- Message Queues
- Batch



Architecture for Customer Availability



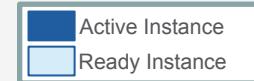
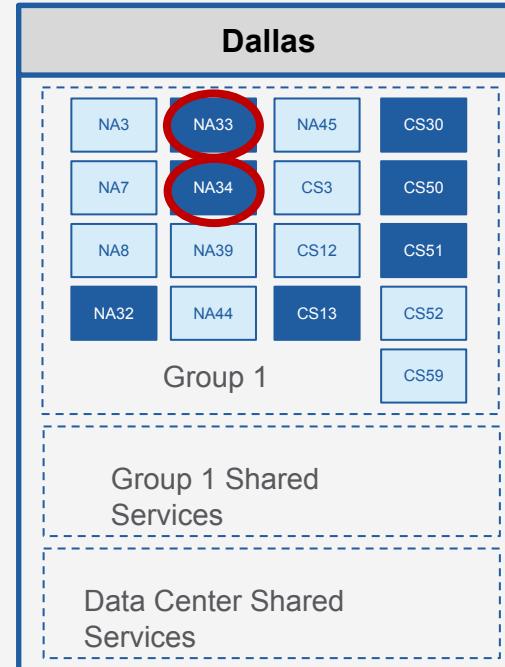
Instance Level

Disruption to 1 Instance

- Impact 2,000-10,000 customer orgs
- Automatic Sev1

Disruption to >1 Instance

- Automatic Sev0



Architecture for Customer Availability

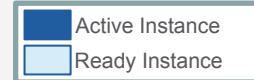
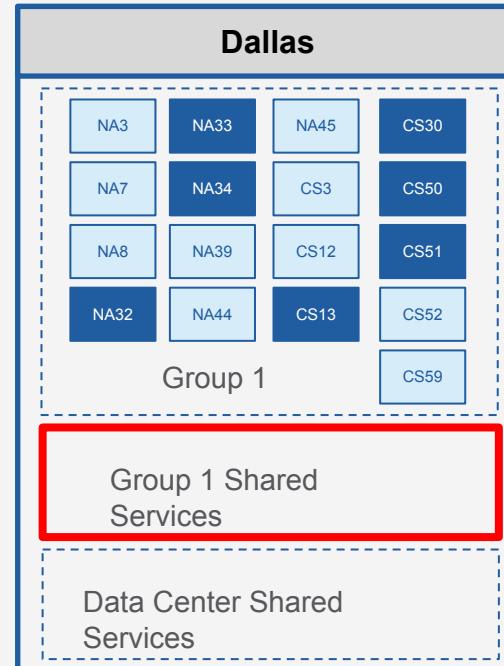


Instance Group (SP) Level

Disruption to Multiple Instances or an Instance Group (SP)

- Impact 10,000-50,000 customer orgs
- Automatic Sev0

These can and do happen



Architecture for Customer Availability

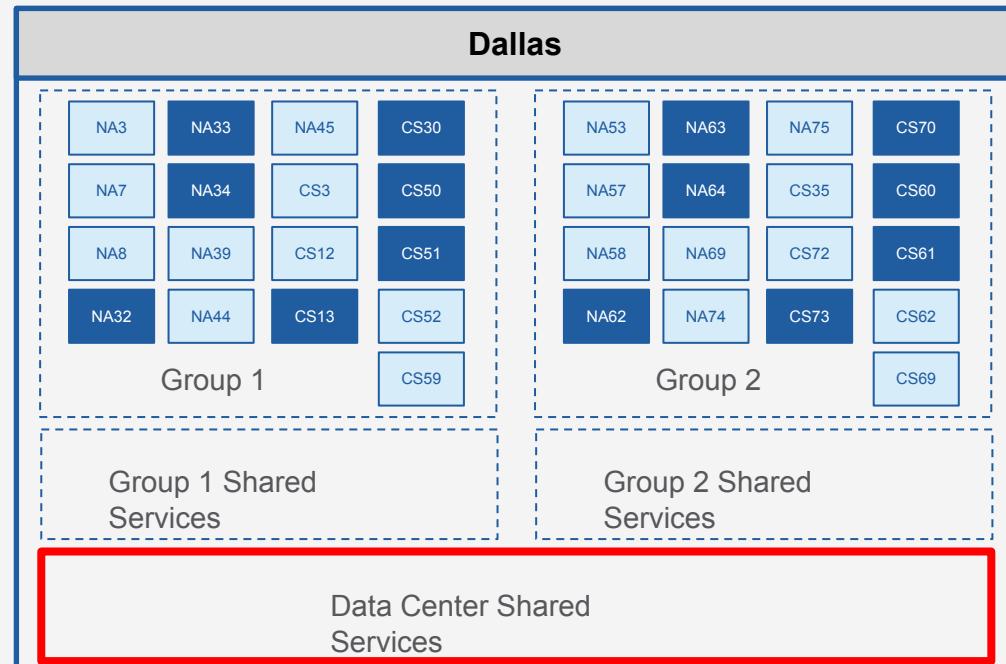


Data Center Level

Disruption to Data Center

- Impact 10,000-50,000 customer orgs
- Automatic Sev0

These can and do happen



How can I impact our customer's success?



How can I impact our customer's success?

- Be mindful of customer success and trust - always



How can I impact our customer's success?

- Be mindful of customer success and trust - always
- Build / deliver services that are resilient



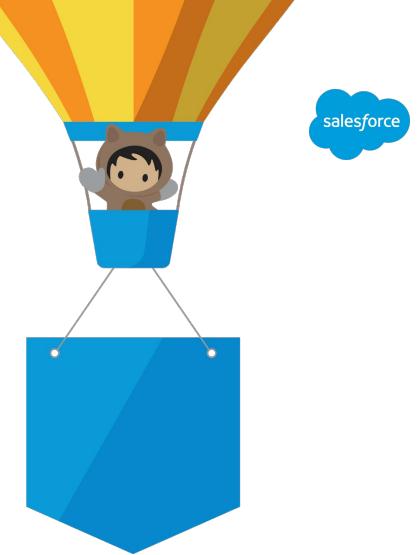
How can I impact our customer's success?

- Be mindful of customer success and trust - always
- Build / deliver services that are resilient
- Build / deliver services for quick recovery in case of the unexpected



Salesforce Customer 360

Deliver a unified customer experience



The Salesforce Trusted Infrastructure Platform



The One Salesforce Infrastructure Journey

People

- Infuse culture with innovation
- Trust
- Customer success

Technology

- Unify infrastructure
- Interconnect network
- Enhance monitoring tools
- Leverage acquired products and tools

Process

- Align incident management
- All products on one Trust site (trust.salesforce.com)
- Adopt best practices



Service Delivery Resources



Find more in **Service Delivery** Chatter Group (Org62):

- Service Delivery Overview Presentation
- Core Services Service Delivery Overview
- Marketing Cloud Service Delivery Overview
- B2C Commerce Digital Service Delivery Overview

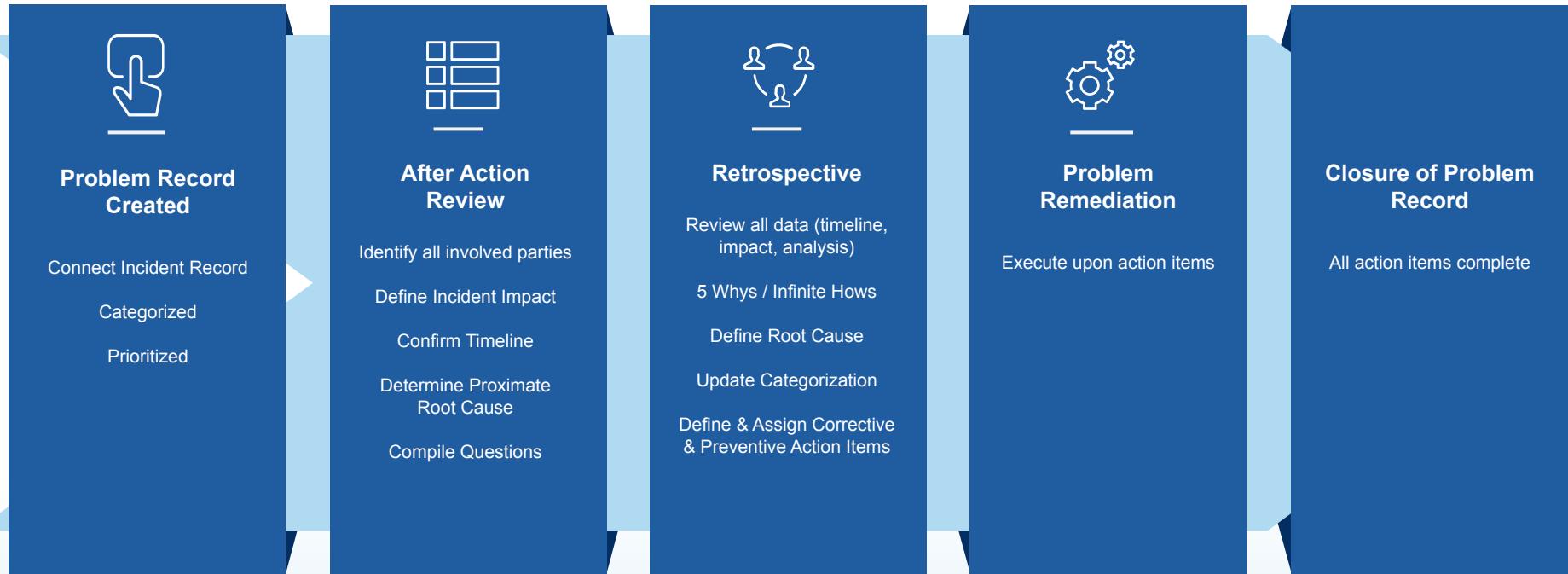
Our Portfolio



SERVICE MANAGEMENT

- Problem Management & Retrospectives (root cause analysis)
 - Driving the After Action Review and post Incident Retrospectives
 - Documenting best practices for thorough root cause analysis
 - Developing tools to guide technology teams through the problem process
 - Developing reporting and trend analysis to understand the data we have
 - Direct/Partner model support for the problem process
- Cross-organizational service management team to drive epic level Service Delivery remediations / improvements
 - Pattern recognition of systemic trends involving either intra-cloud or cross-cloud teams
 - Technical Project Management (TPM) support for epic level initiatives to better our products; increasing availability, security and resilience.
 - Using larger team insight to focus specifically on valuable efforts within the technology, marketing and product teams.

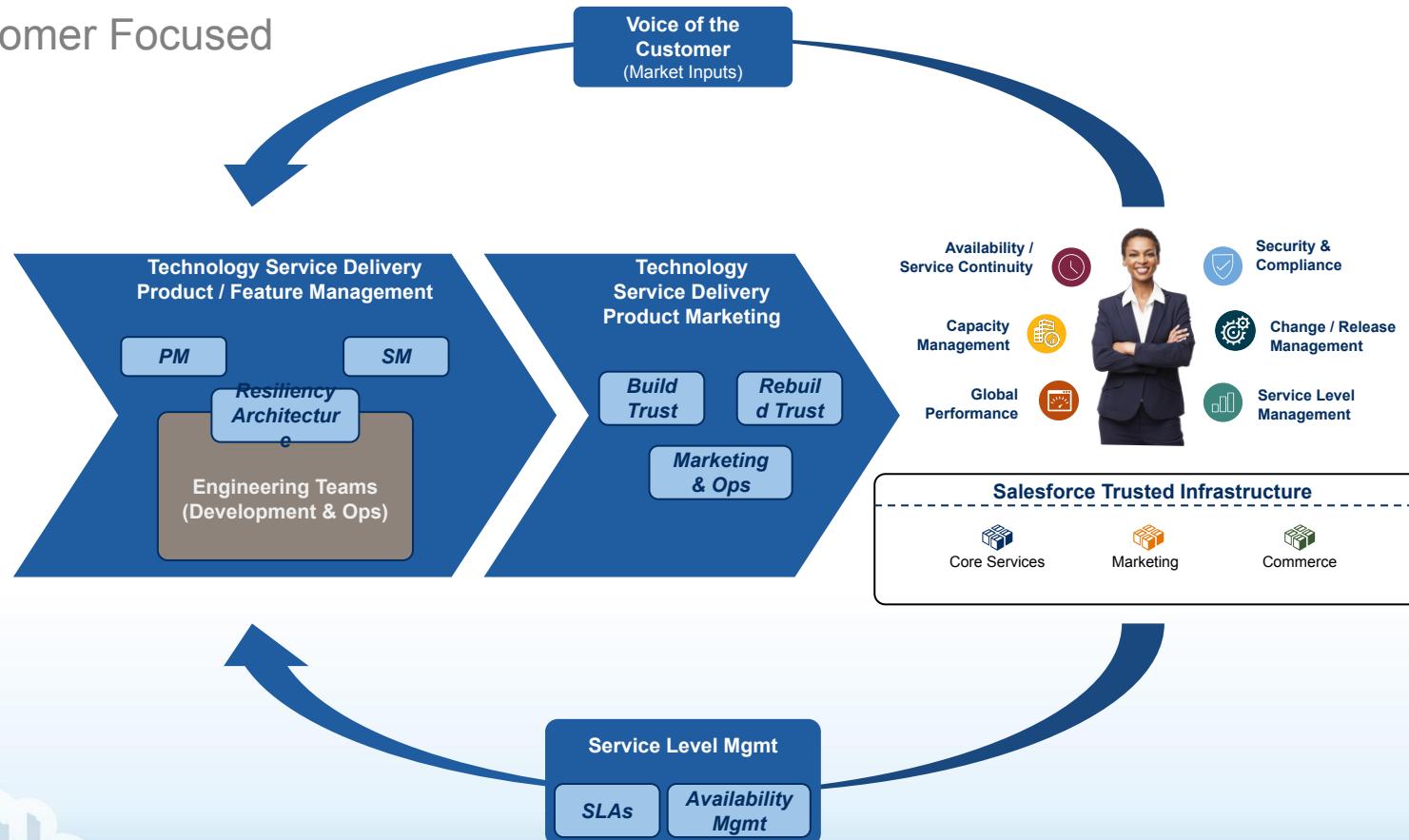
Salesforce Problem Management Overview



Technology Service Delivery Product Portfolio Life Cycle

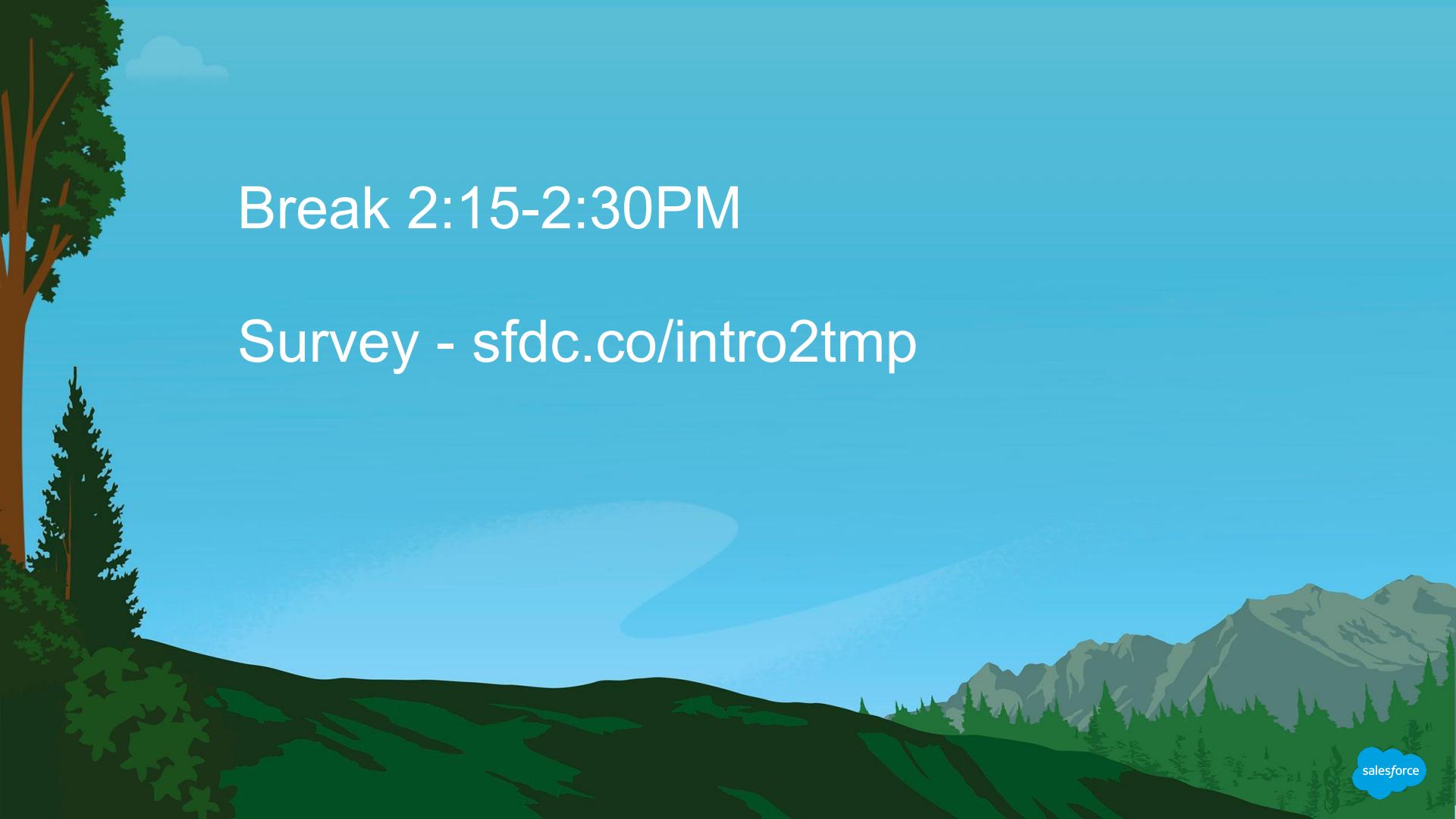


Customer Focused



thank you





Break 2:15-2:30PM

Survey - sfdc.co/intro2tmp



Architecture Overview

Xiaodan Wang



Introduction



Chris Boran
Principal Architect
Commerce



Vijay Devadhar
Principal Architect
CRM Infra



Xiaodan Wang
Architect
CRM Infra

Multitenancy: A Simplified View



We have a single logical database and schema that tenants share

<u>Contact_Id</u>	<u>Name</u>	<u>Phone</u>	...	<u>Organization_Id</u>
003x0002a8q1	Patrick Roy	555-1212	...	00Dx00000000mMJ
003x0002a8q2	Monta Ellis	555-9876	...	00Dx00000000gs8
003x0002a8q3	Christopher Kimball	555-4554	...	00Dx0000000atK9

In practice, we cluster tenants on separate database instances (but with a common physical schema)

A cartoon-style illustration of a landscape with green hills, a winding path, and several trees with autumn-colored leaves (yellow, orange, and brown) scattered across the terrain.

Multitenancy: Custom Fields

Tenants can define **custom fields** that extend common shared DB schema



Contact_Id	Organization_Id	Custom1	Custom2	...
003x0002a8q1	00Dx00000000mMJ	Canadiens	Ben & Jerry	
003x0002a8q2	00Dx00000000gs8	20.2	0.531	
003x0002a8q3	00Dx0000000atK9	2007-09-03	Vermont	

Tenants customize their logical set of fields via **metadata tables**

Organization_Id	CustomField#	Type	Length	...
00Dx00000000mMJ	1	Text	128	
00Dx00000000mMJ	2	Text	200	
00Dx00000000gs8	1	Number	4	
00Dx00000000gs8	2	Number	6	

Managing Scale



Managing Scale: Global Partitioning

Geographically distribute data to provide Disaster Recovery, some data access locality



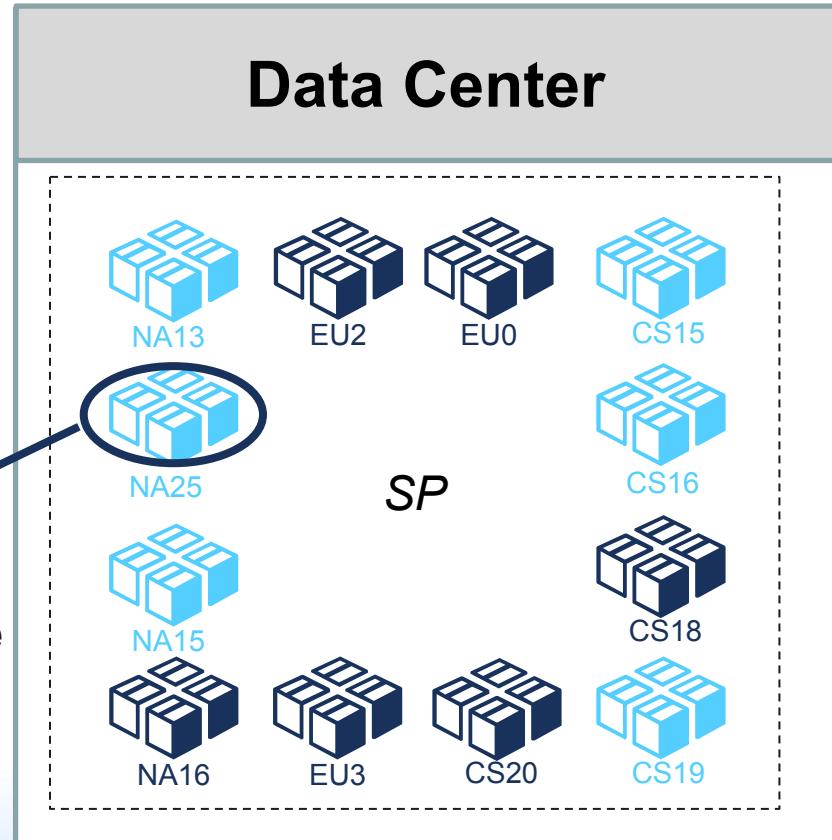
Managing Scale: Instance Partitioning



Instance

Within each data center, we partition customers by instance (NA1, NA2, ...). Each customer belongs to exactly one instance.

~ 10k
orgs/instance



Managing Scale: Database Partitioning



RAC Node: Within each instance, work is split by Oracle RAC (Real Application Cluster). RAC provides a way to scale horizontally by adding compute nodes, but with limits due to interconnect traffic.

Instance



Public Cloud Instance



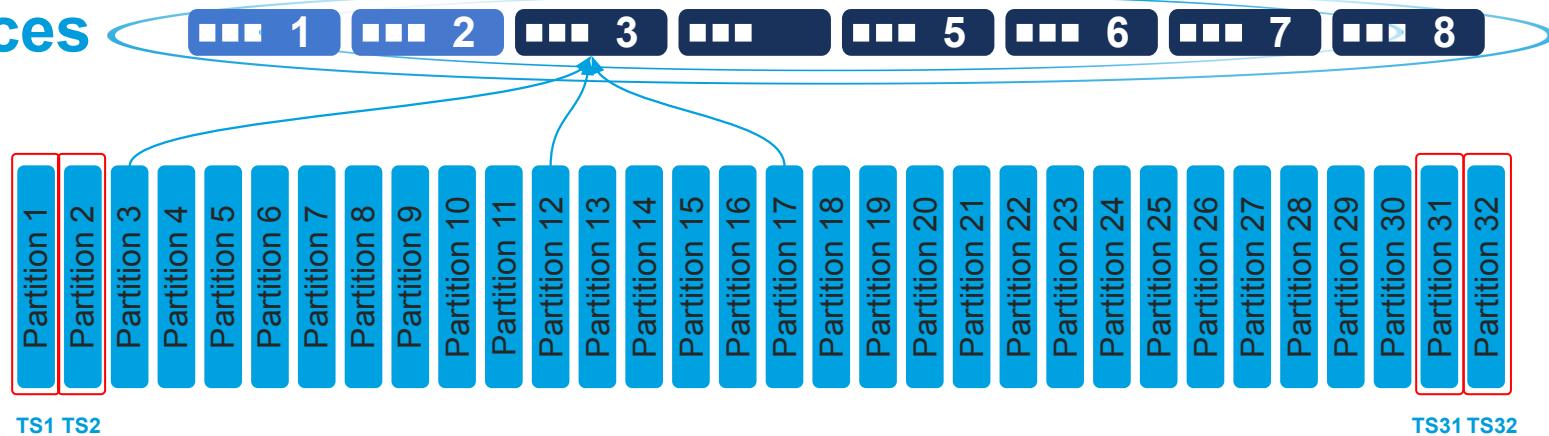
 **Active**
 **Spare**

Managing Scale: Table Partitioning



Table partitions: Each Oracle table is logically divided into 32 partitions. Each RAC node handles a subset of partitions.

Instances



Active
Spare

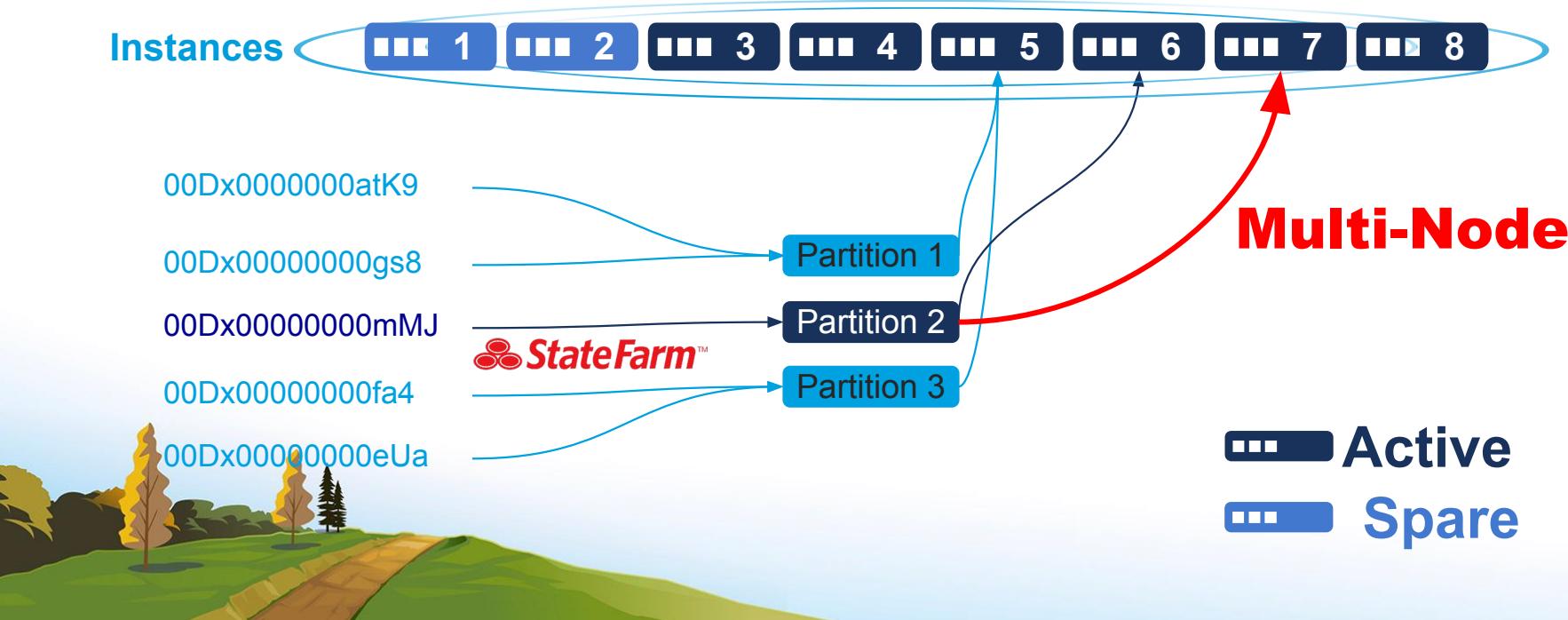
Hash

`<org_id>`

Managing Scale: Org ID Partitioning



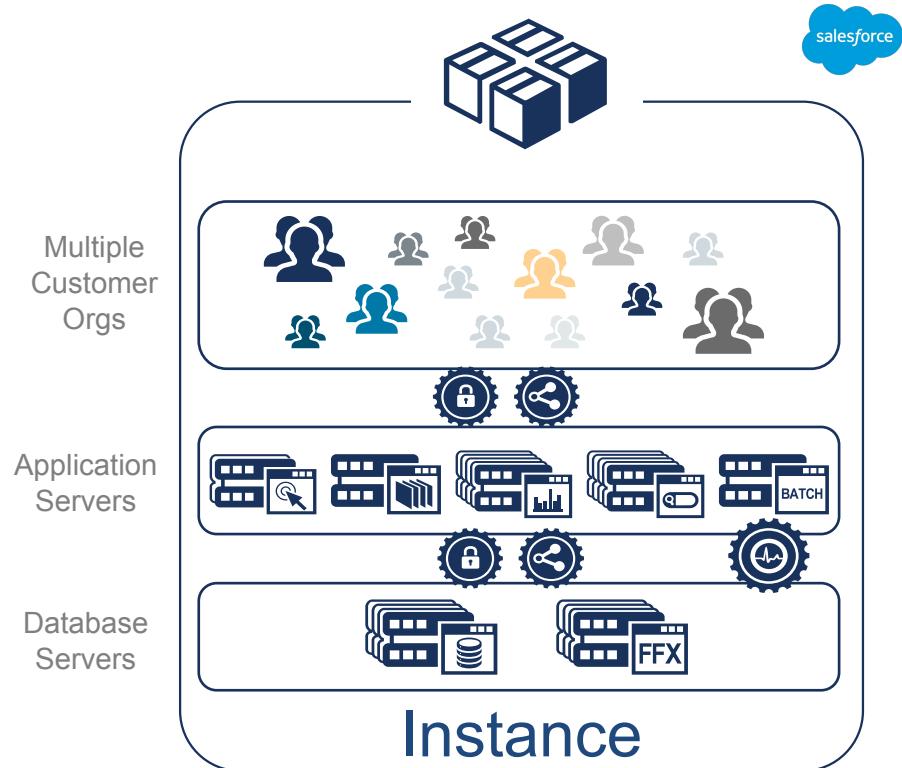
Organization (Org) id: Tables are partitioned by organization id (queries filter by org Id). Can route an org to any RAC node, but not scalable due to interconnect traffic.



System of Record

System of Record

- Database Cluster
- Fileforce (FFX)
- HBase





RAC cluster configuration

- Production – 8-12 node (x+2 spare)
- Sandbox – 4 node (3+1 spare)
- Blitz/Autobuild – 2 node
- Public Cloud – 1 node

Custom connection pool code

- Control data partitioning
- Handle transient failures



FileForce (FFX)



Database stores pointers to file location on disk

- Keep large BLOB outside DB for performance & cost
- Local storage on each server

Application servers connect via REST API

- Added in pairs for redundancy
- Separate replication from DB replication
- Metadata managed by Keystone

Files are immutable

Local caching of files on application servers



NoSQL Database

- Built on top of Hadoop
- Highly distributed, non-relational data store
- Do not require strong transaction guarantees
- Offload use cases from Oracle

Phoenix

- Open sourced by SFDC
- Compiles SQL into HBase operations
- Enables OLTP on Hadoop

Big Data as a Service Vision

Additional Callouts

Additional Callouts



#safeharbor

- Microservice Architecture (e.g. Scone)
- Support enterprise-scale orgs (e.g. Big Data as a Service)
- Securing All Services (e.g. encrypt, pw management, audit)
- Automation everywhere (e.g. instance build, splits, DR)
- Service protection (e.g. DDoS, resource contention)
- Falcon (e.g. multi-substrate, public cloud, AirGap)
- Scale: SDB, NoSQL (HBase), SFStore (distributed store)

Further Reading



Salesforce Architecture Trailhead: <https://sfdc.co/arch-trail>

Pods: <http://sfdc.co/pods>

Database Architecture:

- <http://sfdc.co/database-both-sides>
- <http://sfdc.co/database-connectivity>



Questions?

Quality at Salesforce

Presenters: **Ritu Ganguly**
Central Quality Senior Director



Our Quality Culture

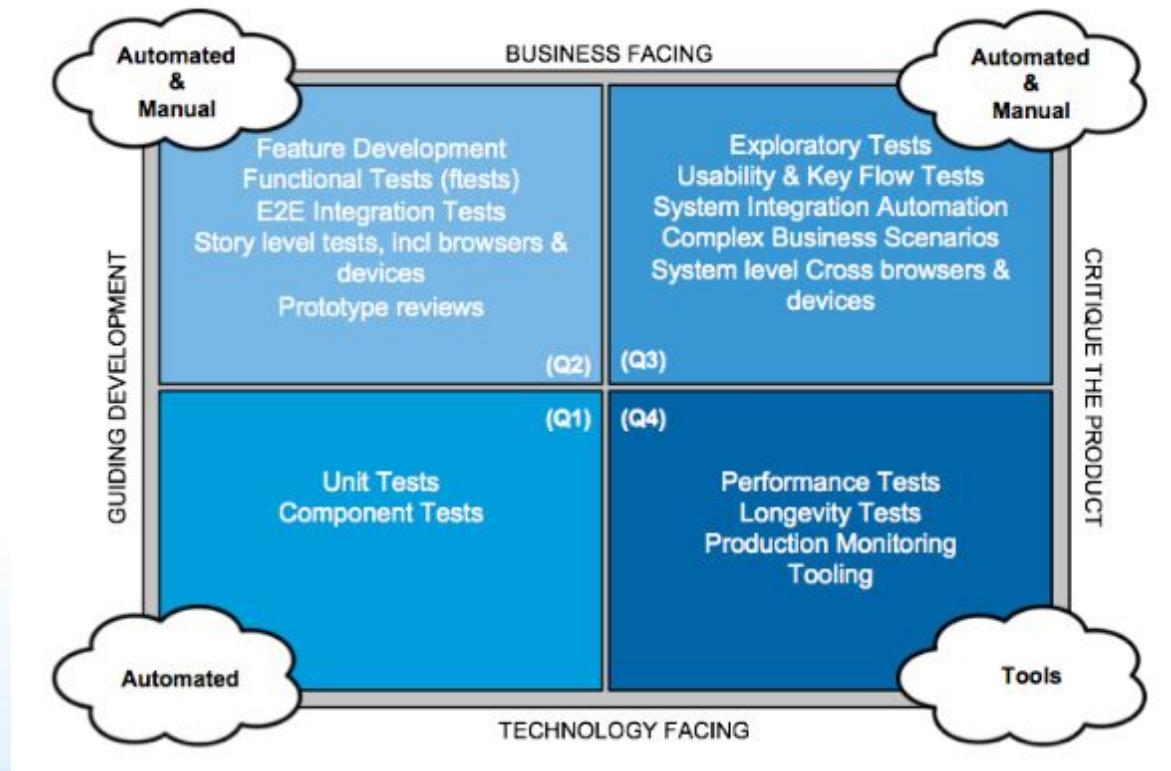
A Quality-First Mindset



- Customer Trust is our #1 Value
- Every role in TMP has its responsibilities to Quality
- Continuous Improvement supported by an environment of psychological safety and innovation

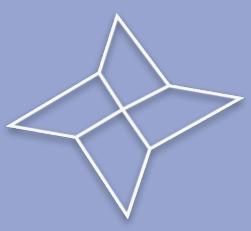
Agile Testing Quadrants

A helpful taxonomy to help teams identify, plan and execute tests



Quadrant 1: Unit Testing

The Foundation of a Healthy Test Pyramid



What is Unit Testing?

Unit Testing is testing new code in small, isolated sections to provide deterministic feedback quickly.

Fail Fast



Save Time



Reduce Cost



Examples of Best Practices

- 1 Write Effective Unit Tests
- 2 Integrate Unit Testing with Production Coding
- 3 Design & Refactor for Unit Testability

Quadrant 2: Functional Testing

Planning for Success Beyond Expectations



What is Functional Testing?

Functional Testing confirms if code correctly communicates with all its required services, databases, networks, and components your code depends on.

Find Defects



Accelerate Development



Increase Confidence



Examples of Best Practices

- 1 Understand Quality & Testing Activities - Advocate!
- 2 Conduct Code Review
- 3 Create and execute Test Plans.

Quadrant 3: Business Scenario Testing

Real World Customers, Real World Testing



What is Business Scenario Testing?

Business Scenario Tests are persona-based simulations of what customers experience using various parts of the app to accomplish a specific business objective.

Prevent Regressions



Ensure a Seamless Experience



Improve Design



Examples of Best Practices

- 1 Perform Automated, Persona-Based End-to-End Testing
- 2 Capture Personas and Customer Business Scenarios
- 3 Be the Customer Advocate

Customer Business Scenario Testing Program

An Example of Real World Customers, Real World Testing



What is Customer Business Scenario Testing?

Invite-only program offered by Central Quality to key customers. We run customer-developed automated UI tests on cloned customer orgs ahead of new releases to uncover regressions and prevent them from impacting customers.

Prevent business disruptions



Increase confidence in release reliability



Increase ROI for UI Test Automation



Program Highlights

- 10 customers across 18 lines of business
- Large, multinational customers from Retail, Services, Utilities
- Coverage cross Search, Sales, Service, Community and Platform

Found 11 product bugs in FY19

Quadrant 4: Performance Testing

Planning for Success Beyond Expectations



What is Performance Testing?

Performance Testing measures the resources our features require, and measure response time under various conditions.

Find Problems Early



Customer Satisfaction



Scale



Examples of Best Practices

- 1 Monitor performance of your released features
- 2 Perform concurrent load tests by launching multiple simultaneous user and API requests
- 3 Perform longevity testing to guard against memory and resource leakage

Quality



Why it matters?

- We are quality advocates
- Our customers expect high quality products

Why Quality matters? INTERNAL ONLY



In May 2019, we had customer cases about a synchronization bug between Pardot and Core Campaigns. A script was developed to fix the issue but had a bug that inadvertently gave elevated permissions to subset of users in specific situations. This affected US and European customers.

Although no cross data access issues occurred, here was the impact internally and externally:

1. Customers in NA and EMEA experienced 5 hours of downtime as we had to initially shut off access to all orgs in NA and Europe to ensure no further damage was done.
2. Technology team/Support/CSG on calls 24 X 7 for 7 days followed by 10 X 7 for 10 days.
3. Approx 6000 customer cases were logged
4. Approx 3700 social mentions were made
5. Approx 300 Executive outreach requests came through

HUGE COST to our company! Pain for our customers!

Resources



Engineering Best Practices Portal: [EBP Portal](#)

Bootcamp Week 2

Logigear Training

I'm Using Ze Goggles: The Salesforce Technology Vision

Josh Meier

Software Engineering,
Principal Software Architect

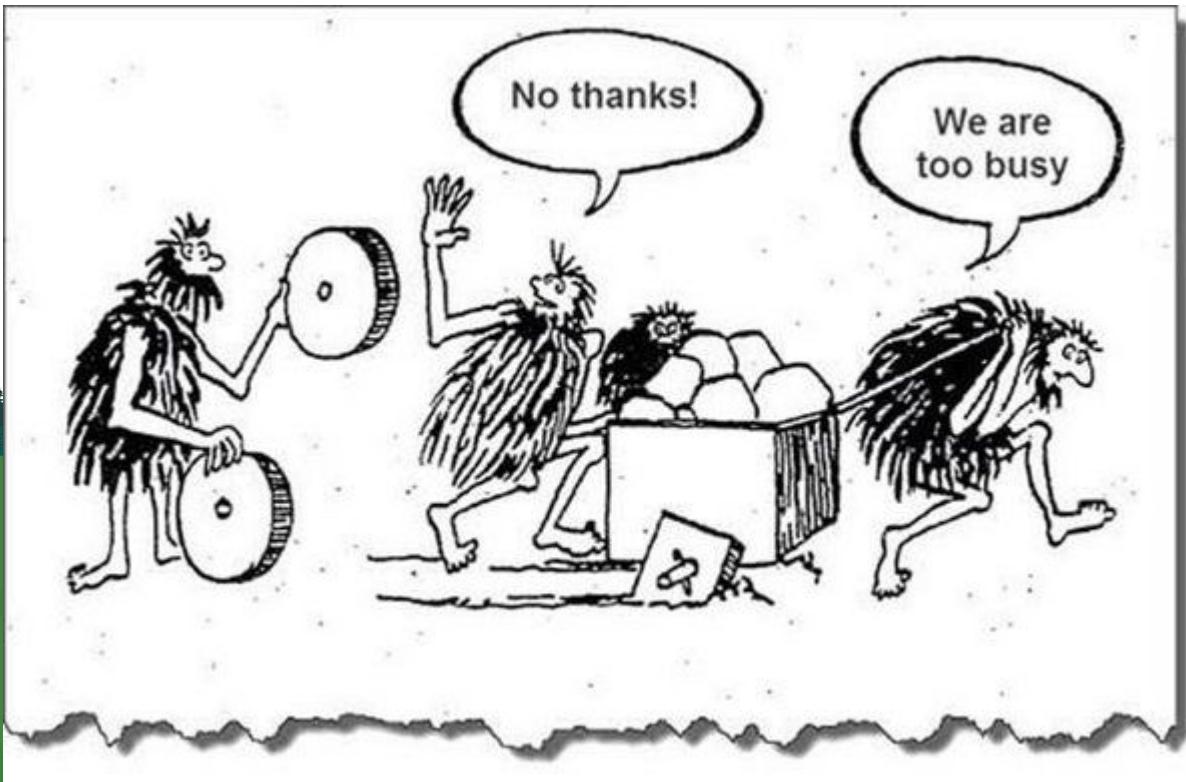


Growth above all else



We have lots of technical debt

Is it time to file Chapter 11 in Technical Debt Bankruptcy Court?



“My God... It’s full of stars!”



Time for the Feature Presentation



“I've got a fever and the only cure is more cowbell acquisitions”

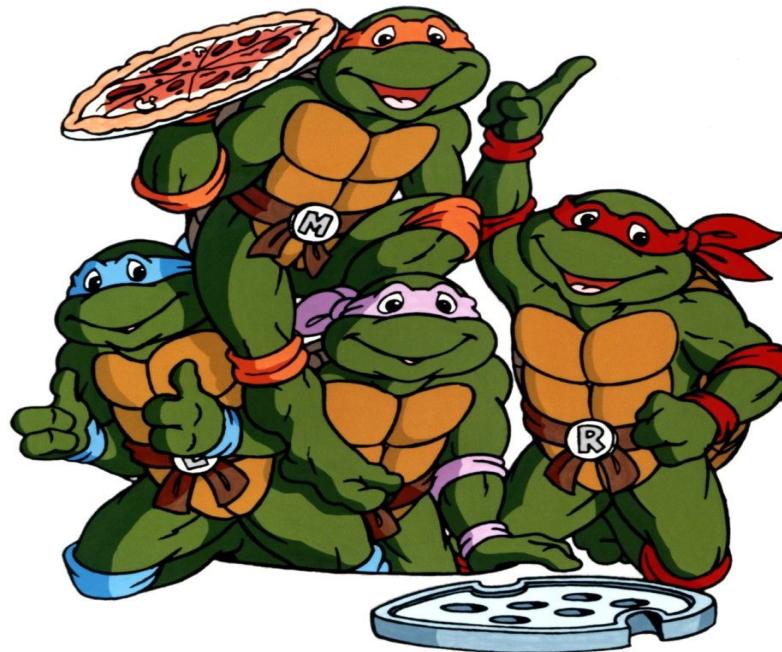


“Harris, I want you to buy up anything that has
‘dot com’ in their title.”

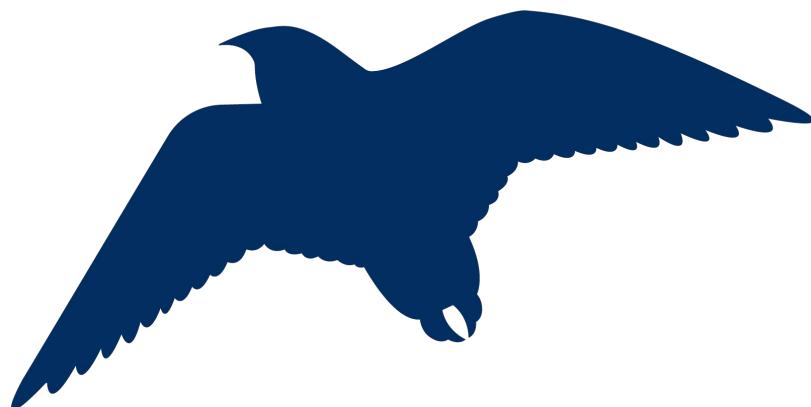


*Looks like it's time to screw things up with
a major acquisition.*

We need to transition



Enter Falcon



Enterprise vs Web Scale

Out with the old and in with the new(ish)

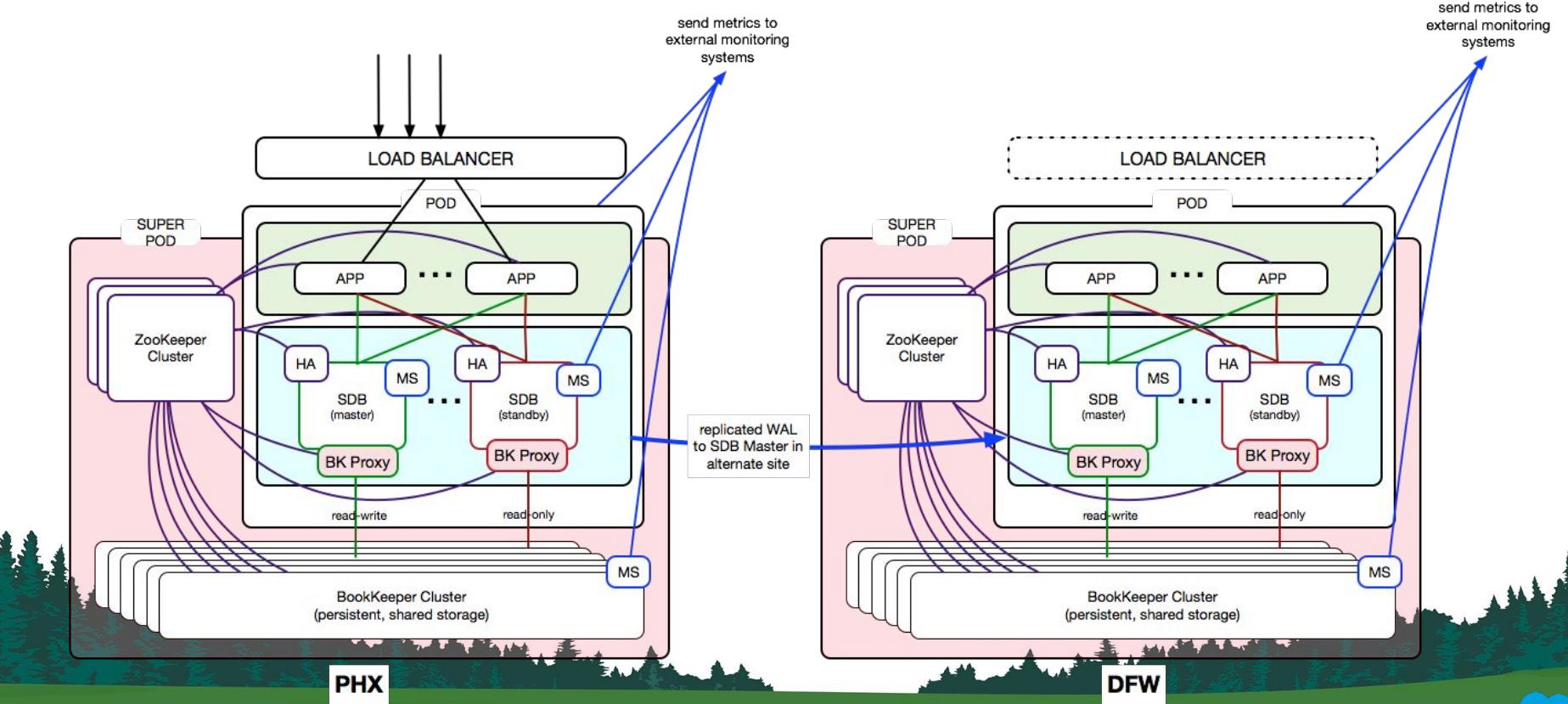


What do you think of when you hear “Enterprise?”

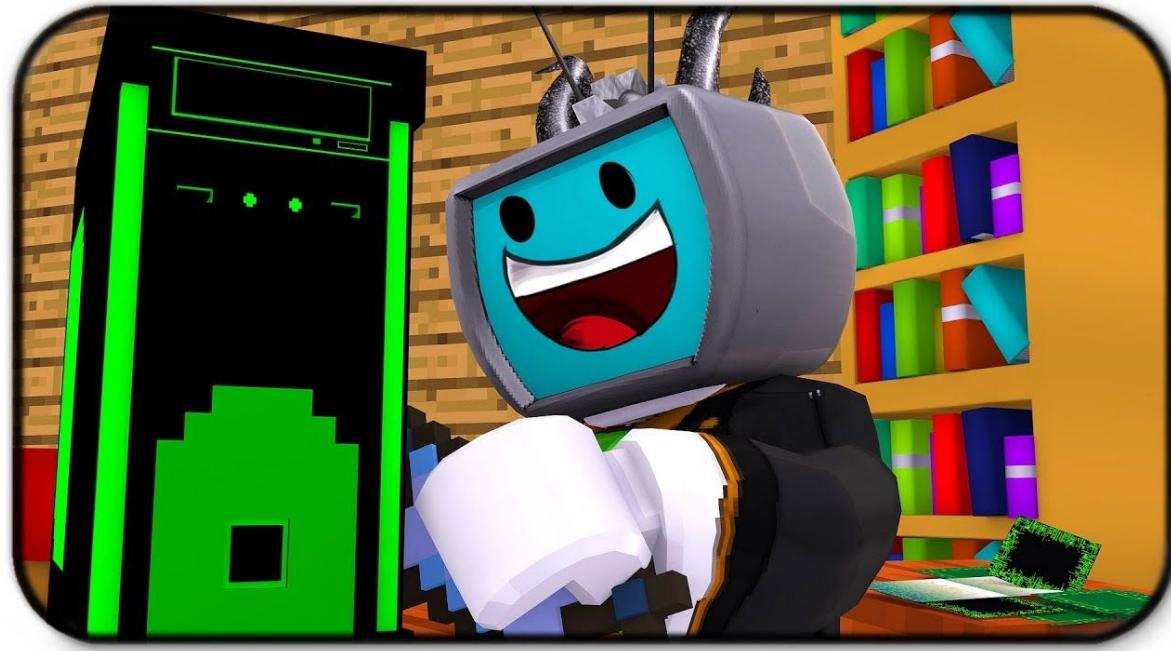
ORACLE



What about “Web Scale?”



Changes are manual and error prone



Immutable Infrastructure



@axelfontaine

IMMUTABLE INFRASTRUCTURE

RISE OF THE MACHINE IMAGES



It's all about the tickets, bout the tickets, no self-service



Rory Asplundh

Everything is self service



We are at a crossroads

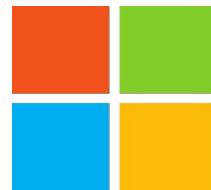


We have awesome sales people



We have competitors

ORACLE



Microsoft

SAP

®

 **zendesk**



Architects needed...

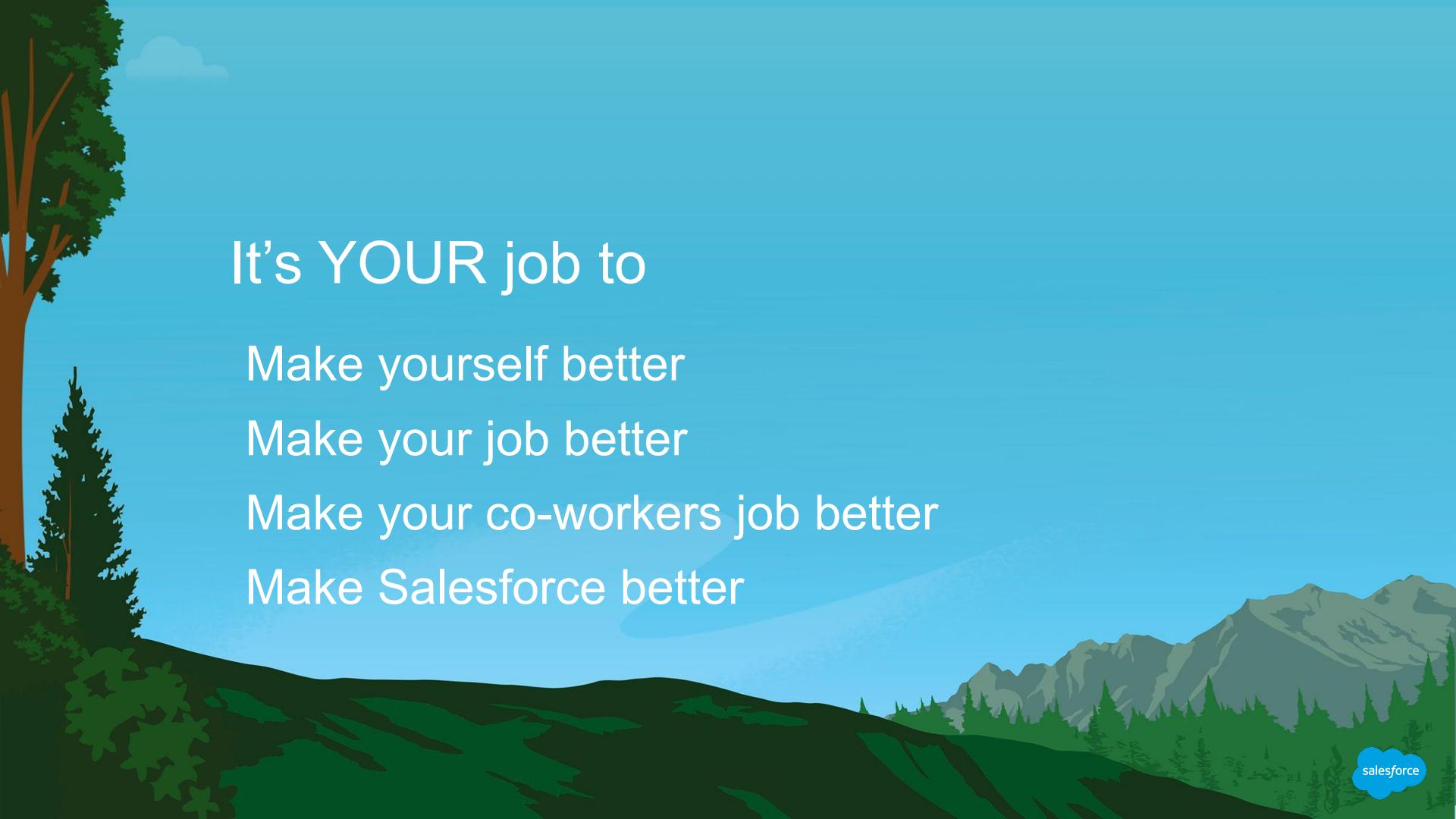


We don't have to change



Change is hard





It's YOUR job to
Make yourself better
Make your job better
Make your co-workers job better
Make Salesforce better

How can I help?

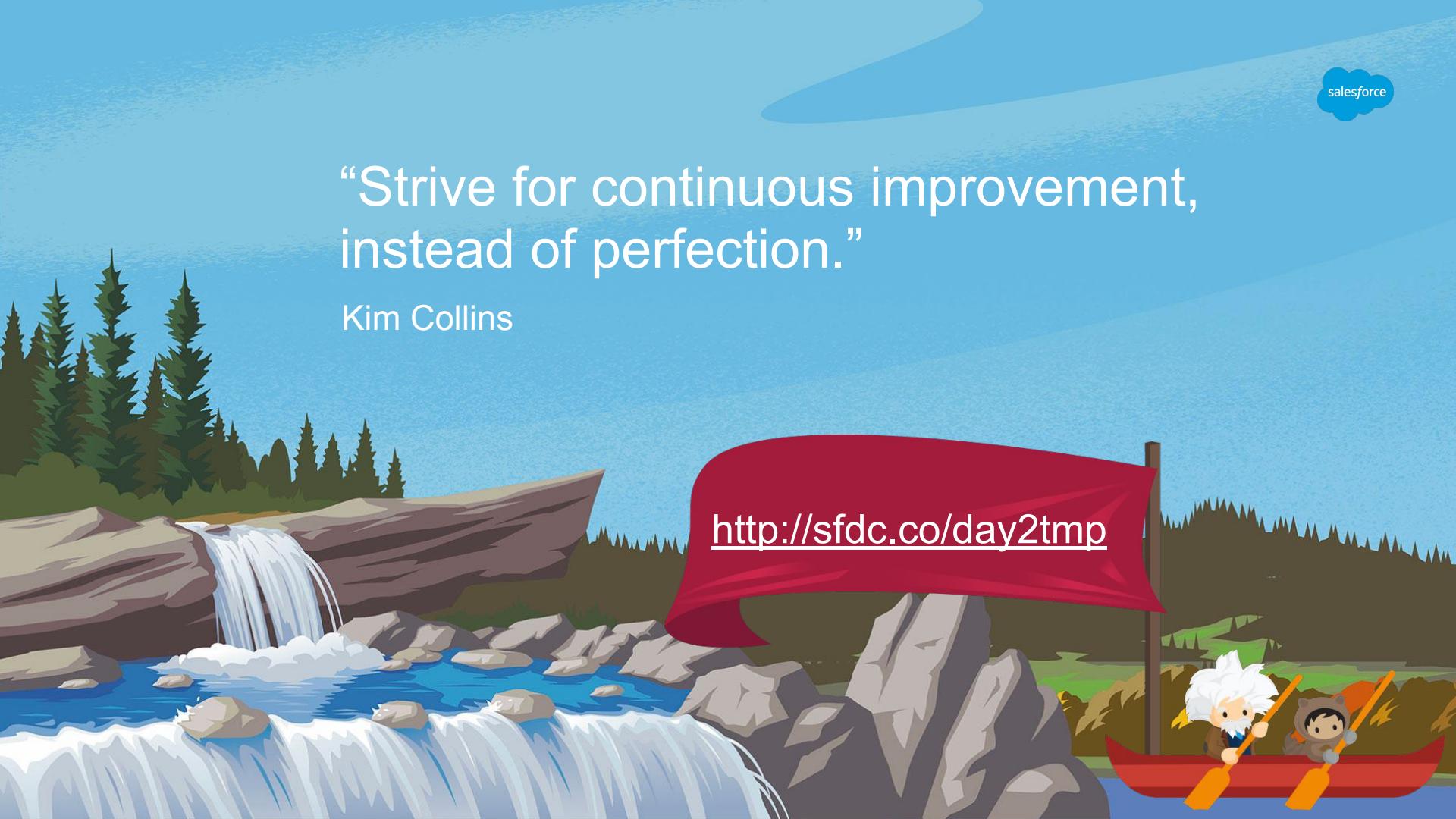


Thank You



“Strive for continuous improvement,
instead of perfection.”

Kim Collins



<http://sfdc.co/day2tmp>



That's a Wrap for Inside Salesforce

Next up, Agile @ Salesforce



Appendix



salesforce

Salesforce Corporate Google Slides Template

Template Maintained by the Corporate Messaging & Content Team

This template is maintained by the Corporate Messaging & Content team. Please send any questions to our [Chatter Group](#)

December 3, 2019



Accessibility Considerations for Building Presentations



Our template has been made with accessibility in mind, please be thoughtful when editing content to ensure the integrity and readability is maintained for everyone.

Text Contrast

Standards require a color contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. Refer to www.aremmycoloursaccessible.com to test to ensure text and informational icons have a sufficient contrast ratio against their background

Text and Images

Do not place text over non-solid or textured images

Font Size

Avoid fonts smaller than 14pt (16pt recommended)

Using Color

Avoid color as the only visual means for conveying information.
Add a text label to graphs that use color to indicate status.



Title Slide A

With Characters

Name, Title
Twitter | Email



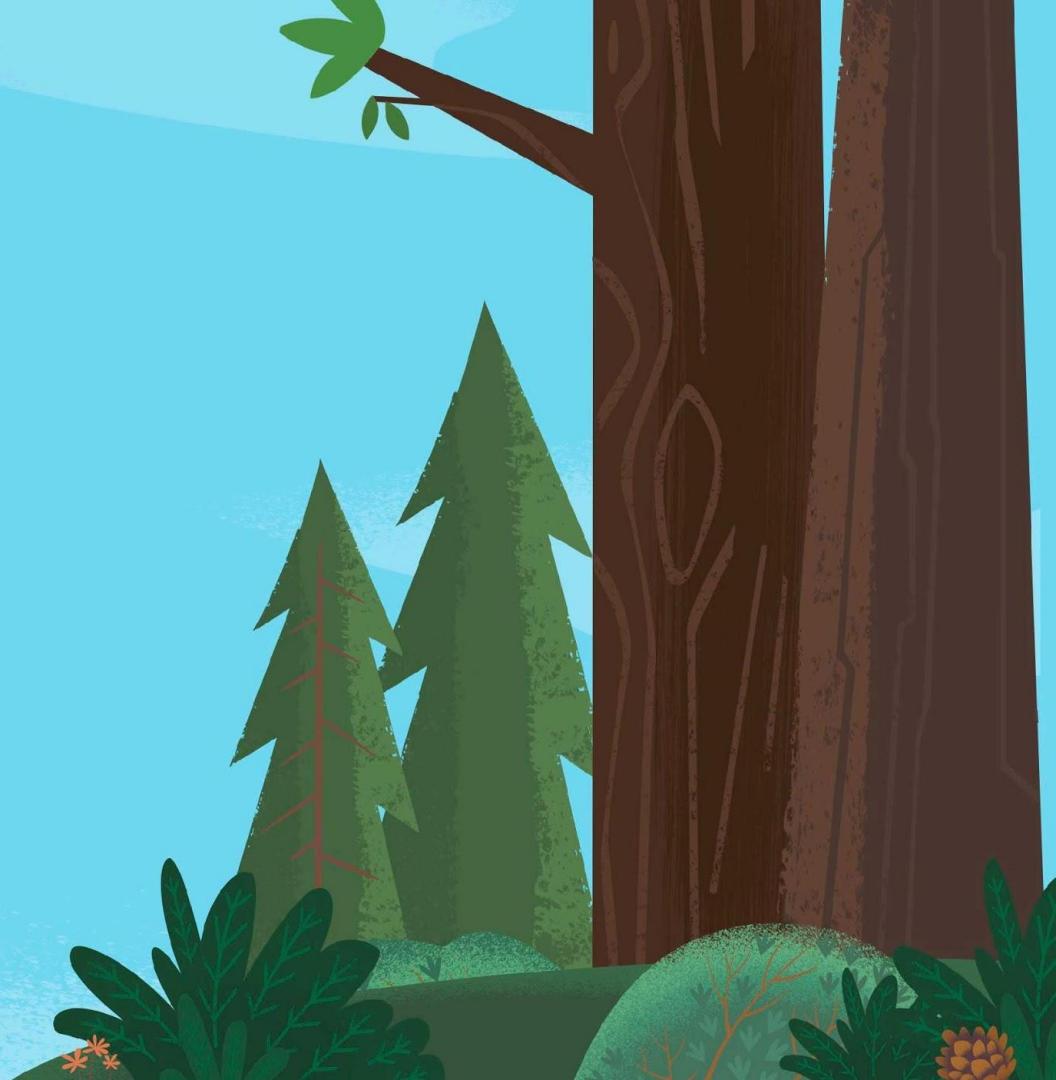
salesforce

Title Slide B

Without Characters

Name, Title

Twitter | Email



salesforce

Place Logo Here

Title Slide C

Partner or Customer Slide

Name, Title
Twitter | Email





Basic Content

Subtitle placeholder

First level text is set at twenty point Salesforce Sans and does not have a bullet

- Second level is eighteen point Salesforce Sans

First level text is set at twenty point Salesforce Sans and does not have a bullet

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Basic Content – Two Column

Subtitle placeholder

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Basic Content – Three Column

Subtitle placeholder

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Above Trees Vignette – Left

Subtitle placeholder

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Above Trees Vignette – Right

Subtitle placeholder

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Ferns Vignette

Subtitle placeholder



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Bird Vignette

Subtitle placeholder



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Road Vignette

Subtitle placeholder



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Lookout Vignette

Subtitle placeholder



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Waterfall Vignette

Subtitle placeholder



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Tree Vignette

Subtitle placeholder



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Roller Coaster Vignette

Subtitle placeholder



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Mountain Peak Vignette

Subtitle placeholder

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Balloon Vignette

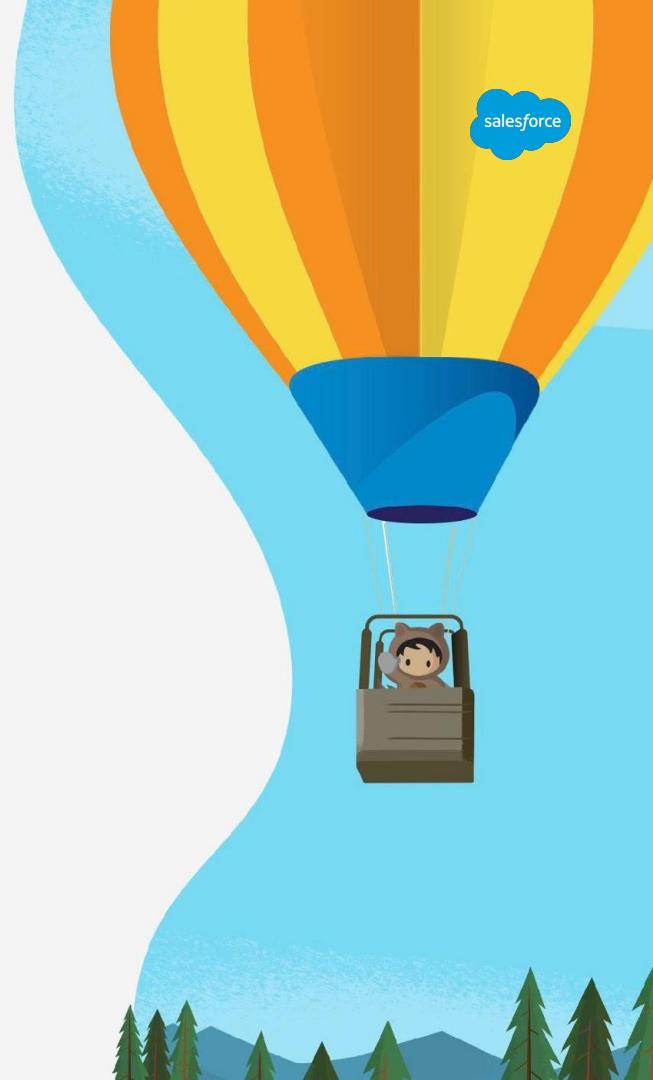
Subtitle placeholder

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Cityscape Vignette

Subtitle placeholder



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Path To City Vignette

Subtitle placeholder



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Looking Vignette

Subtitle placeholder



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Hill Staging Vignette

Subtitle placeholder

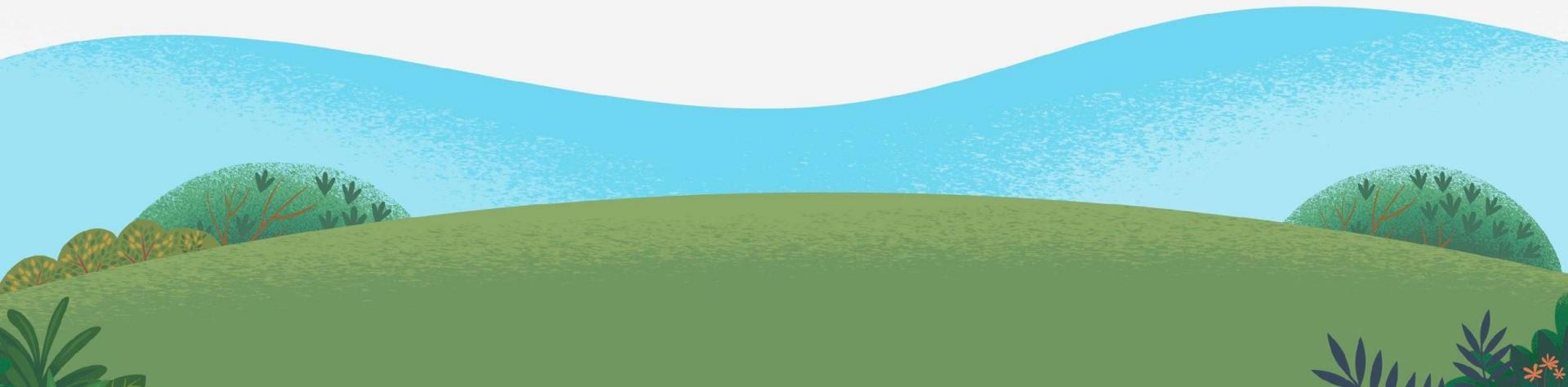


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Wall Staging Vignette - Large

Subtitle placeholder

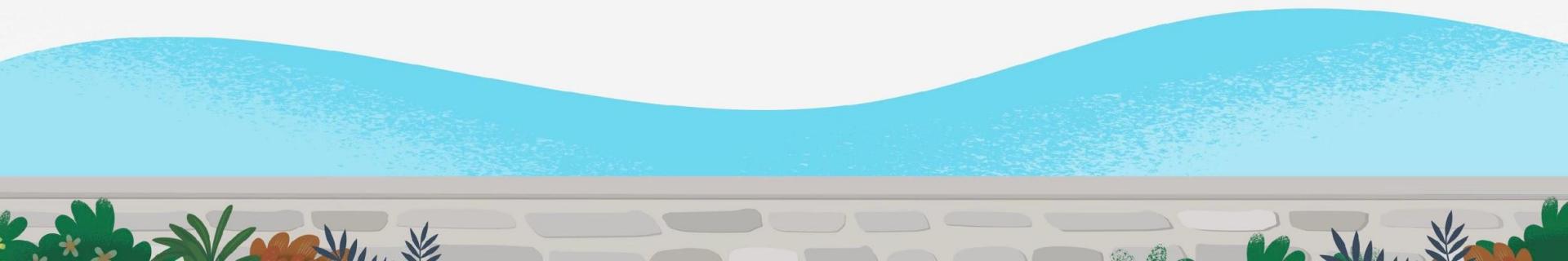


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Wall Staging Vignette - Small

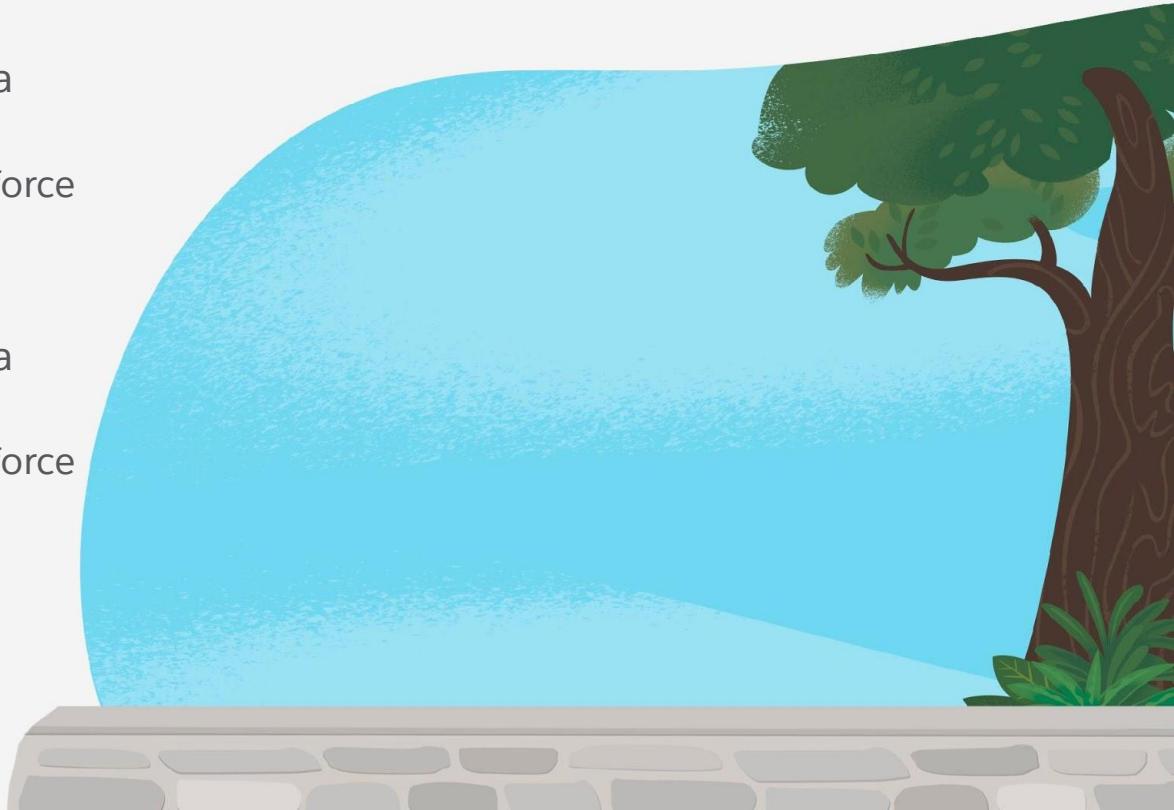
Subtitle placeholder

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First level text is set at twenty point Salesforce Sans and does not have a bullet

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Callout Sign Vignette - Large



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Footer

Callout Sign Vignette - Small

Subtitle placeholder

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Small Staging Area Vignette - Left

Subtitle placeholder

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Small Staging Area Vignette - Right

Subtitle placeholder

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First level text is set at twenty point Salesforce Sans and does not have a bullet

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Medium Staging Area Vignette

Subtitle placeholder

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First level text is set at twenty point Salesforce Sans and does not have a bullet

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Large Staging Area Vignette

Subtitle placeholder

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First level text is set at twenty point Salesforce Sans and does not have a bullet

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Path Staging Area Vignette

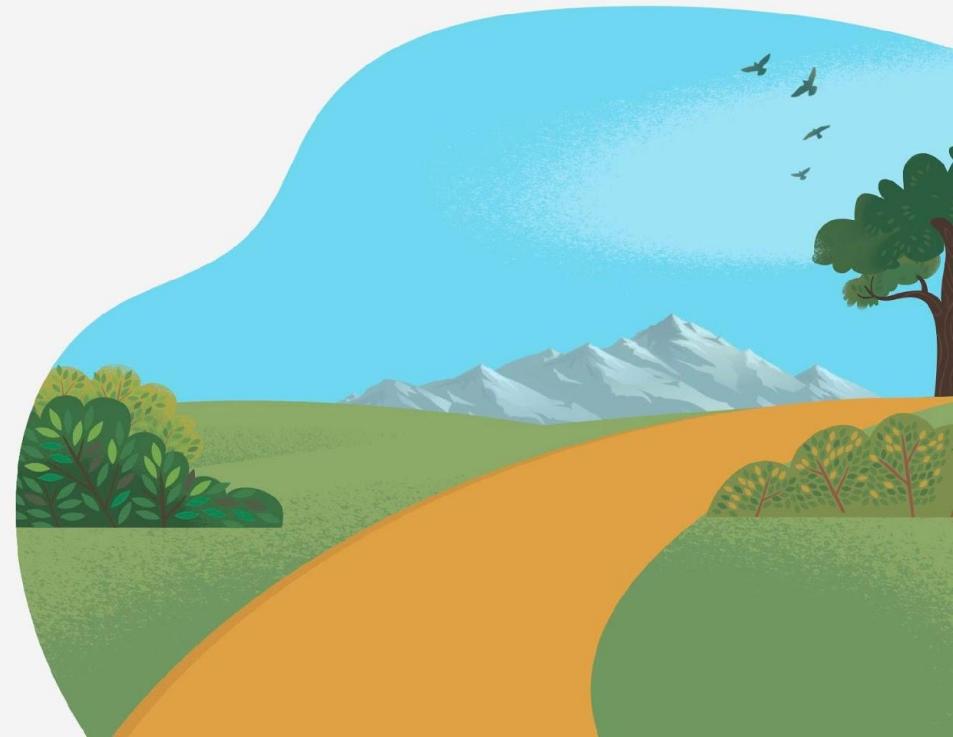
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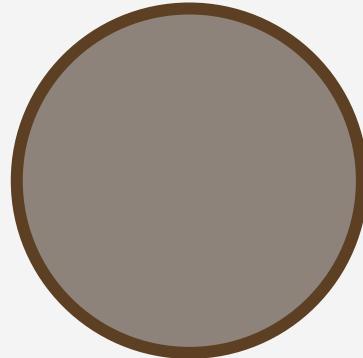
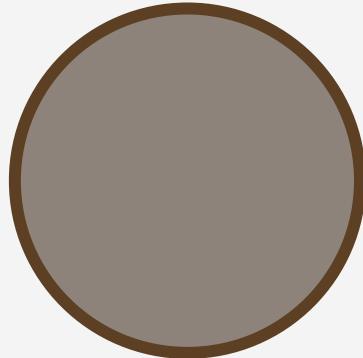
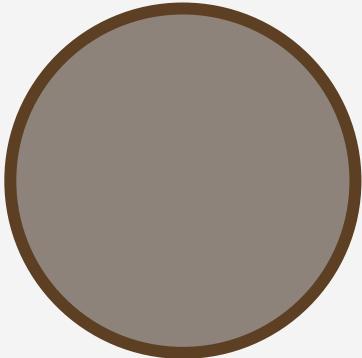
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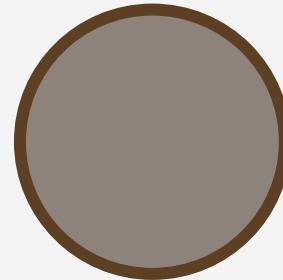
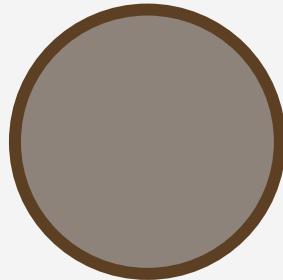
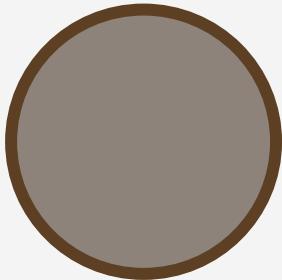
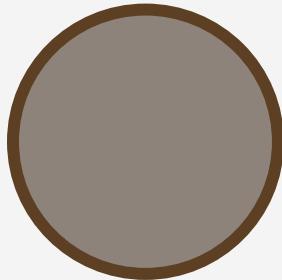
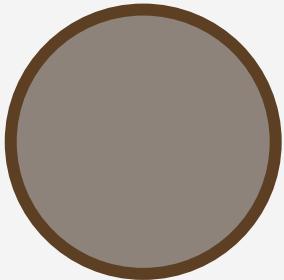
- Second level is eighteen point Salesforce Sans



Panelist Slide – 3 Up



Panelist Slide – 5 Up





A speaker slide template featuring a large brown wooden plaque on the left containing speaker information, a circular placeholder for a logo on the right, and a decorative background of tropical leaves and a blue sky.

Speaker Name

Title of Speaker

Email, Twitter



Speaker Logo

“Quote Slide”

Name



Segue A

Subtitle placeholder

Segue B

Subtitle placeholder



Segue C

Subtitle placeholder



Sky Background

Subtitle placeholder

First level text is set at twenty point Salesforce Sans and does not have a bullet

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First level text is set at twenty point Salesforce Sans and does not have a bullet

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**RIGHT-CLICK TO
CHANGE PICTURE**

Center Logo in between
branded photo and line



Customer Story Layout

All text is set at 16 point Salesforce Sans and does not have a bullet.

List out key solutions (Put company overview in notes field talk track)

Refer to Graphics Resources Kit for additional design elements

Forward-Looking Statement



Statement under the Private Securities Litigation Reform Act of 1995:

This presentation contains forward-looking statements about the company's financial and operating results, which may include expected GAAP and non-GAAP financial and other operating and non-operating results, including revenue, net income, diluted earnings per share, operating cash flow growth, operating margin improvement, expected revenue growth, expected current remaining performance obligation growth, expected tax rates, the one-time accounting non-cash charge that was incurred in connection with the Salesforce.org combination; stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth and sustainability goals. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, the company's results could differ materially from the results expressed or implied by the forward-looking statements we make.

The risks and uncertainties referred to above include -- but are not limited to -- risks associated with the effect of general economic and market conditions; the impact of geopolitical events; the impact of foreign currency exchange rate and interest rate fluctuations on our results; our business strategy and our plan to build our business, including our strategy to be the leading provider of enterprise cloud computing applications and platforms; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; the competitive nature of the market in which we participate; our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our service performance and security, including the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate potential security breaches; the expenses associated with new data centers and third-party infrastructure providers; additional data center capacity; real estate and office facilities space; our operating results and cash flows; new services and product features, including any efforts to expand our services beyond the CRM market; our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; our ability to realize the benefits from strategic partnerships, joint ventures and investments; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within the company's strategic investment portfolio; our ability to execute our business plans; our ability to successfully integrate acquired businesses and technologies, including delays related to the integration of Tableau due to regulatory review by the United Kingdom Competition and Markets Authority; our ability to continue to grow unearned revenue and remaining performance obligation; our ability to protect our intellectual property rights; our ability to develop our brands; our reliance on third-party hardware, software and platform providers; our dependency on the development and maintenance of the infrastructure of the Internet; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; factors related to our outstanding debt, revolving credit facility, term loan and loan associated with 50 Fremont; compliance with our debt covenants and lease obligations; current and potential litigation involving us; and the impact of climate change.

Further information on these and other factors that could affect the company's financial results is included in the reports on Forms 10-K, 10-Q and 8-K and in other filings it makes with the Securities and Exchange Commission from time to time. These documents are available on the SEC Filings section of the Investor Information section of the company's website at www.salesforce.com/investor.

Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements, except as required by law.

Are You Looking for Graphic Resources?



INTRODUCING The Graphics Resource Kit

Your one-stop shop for branded design elements:

1. Corporate Characters, Logos, and Icons
2. Cutouts of Stock Customers and Connected Devices
3. Apps, Editable Maps and Shapes
4. Pre-made Graphs, Charts and Diagrams
5. Additional Slide Layouts

PowerPoint: <https://sforce.co/GRK-PPT>
Google Slides: <https://sforce.co/GRK-GS>





Corporate
Messaging
 & Content

This template is maintained by the Corporate Messaging & Content team.
Please send any questions to our [Chatter Group](#).

Remember Amazon in 1999?

Wednesday, October 13, 1999

WELCOME | BOOKS | MUSIC | VIDEO | TOYS & GAMES | ELECTRONICS | e-CARDS | AUCTIONS | zSHOPS

HOW TO ORDER | GIFT SERVICES | OUR GUARANTEE | SITE GUIDE | COMMUNITY

SEARCH: All Products

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In Books
Test Case

The postwar inventors of the Scholastic Aptitude Test hoped to produce a brainier brand of meritocracy in the United States. But as Nicholas Lemann reveals in *The Big Test*, the SAT hit a great many ideological potholes--and ended up creating yet another, pencil-pushing elite. Go to [Books](#)

In zShops
Many Merchants, Fabulous Finds
Earth's Biggest Selection just got bigger! You'll discover an amazing array of products from merchants large and small, including:

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1. [The Carbohydrate Addict's Lifespan Program : A Personalized Plan for Becoming Slim, Fit and Healthy in Your 40s, 50s, 60s and Beyond](#)
by Rachael F. Heller, Richard Ferdinand Heller
2. [The Carbohydrate Addict's Diet : The Lifelong Solution to Yo-Yo Dieting](#)
by Rachael F. Heller, Richard Ferdinand

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Search: [Go!](#)

View: [All Accounts](#) | [Advanced](#)

	Company Name	City	State	Phone	Fax
X 1.	Abbott Labs, Inc.	Abbott Park	IL	650-555-1212	650-555-2323
X 2.	Aberson Technology Ltd	Portland	OR	506-555-1212	506-555-2323
X 3.	Abesco Inc.	San Francisco	CA	415-434-9604	415-434-9605
X 4.	ABT Emerging Growth Fund	Burlingame	CA	650-555-1212	650-555-2323
X 5.	Accent Software International Ltd	Portland	OR	506-555-1212	506-555-2323
X 6.	Ackton Corp	San Francisco	CA	415-434-9604	415-434-9605
X 7.	Affinity Technology Group Inc	Burlingame	CA	650-555-1212	650-555-2323
X 8.	Agau Resources Inc	Portland	OR	506-555-1212	506-555-2323
X 9.	AHL Services Inc	San Francisco	CA	415-434-9604	415-434-9605
X 10.	Air Packaging Technologies Inc	Burlingame	CA	650-555-1212	650-555-2323
X 11.	Akash Ventures	Portland	OR	506-555-1212	506-555-2323
X 12.	Alamos Minerals Ltd	San Francisco	CA	415-434-9604	415-434-9605
X 13.	Alexion Pharmaceuticals Inc	Burlingame	CA	650-555-1212	650-555-2323
X 14.	Algonquin Petroleum Corp	Portland	OR	506-555-1212	506-555-2323
X 15.	B.Y.G. Natural Resources Inc	San Francisco	CA	415-434-9604	415-434-9605
X 16.	BDG Pacific Resources Inc	Burlingame	CA	650-555-1212	650-555-2323
X 17.	Beamscope Canada Inc	Portland	OR	506-555-1212	506-555-2323
X 18.	Belco Oil & Gas Corp	San Francisco	CA	415-434-9604	415-434-9605
X 19.	Bingo.com Inc	Burlingame	CA	650-555-1212	650-555-2323
X 20.	Bl Shipping	Portland	OR	506-555-1212	506-555-2323
X 21.	Byron Preiss Multimedia Co Inc	San Francisco	CA	415-434-9604	415-434-9604
X 22.	C-Cube Microsystems Inc	Burlingame	CA	650-555-1212	650-555-2323
X 23.	C N B Holdings Inc GA	Portland	OR	506-555-1212	506-555-2323
X 24.	Calypso Developments Ltd	San Francisco	CA	415-434-9604	415-434-9605
X 25.	Camphor Ventures Inc	Burlingame	CA	650-555-1212	650-555-2323
X 26.	Chambersburg Engineering Co	Portland	OR	506-555-1212	506-555-2323
X 27.	Chase Resource Corp	San Francisco	CA	415-434-9604	415-434-9605
X 28.	CML Group, Inc	Burlingame	CA	650-555-1212	650-555-2323
X 29.	Conseco Inc	Portland	OR	506-555-1212	506-555-2323
X 30.	Consolidated Power Battery Corp	Portland	OR	506-555-1212	506-555-2323

◀ A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ▶

Add | **My Organization**

Brian Jones - Top Salesperson!
Q1 forecasts are due - get them in!

My 30 Day Forecast

My Tasks | [More](#)

- 3/12 Abbott - Follow up
- 3/27 Call Carole
- 4/3 Promo materials to Johnathan
- 4/10 Richard - upgrade
- 4/12 Betsy will have answer

My Recent Items

- Abbott Laboratories, Inc.
- T.R. Hodgson
- Abbott - 50 Licences
- Cabletron - 44
- Bunker Hill Brothers - 33 Licenses

My Account News | [More](#)

- Abbott Q1 profits rise, top consensus estimate
- CEOs in Business Week's 1999 Pay Survey Reap Huge Rewards
- US corporate earnings surprise by Zacks - April 6
- Abbott Q1 profits rise, top consensus estimate

My Quote Of The Day

A man cannot be too careful in the choice of his enemies. –Oscar Wilde



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[Print](#) [Export](#)

Details -- Abbott Laboratories, Inc.

Name: Abbot Laboratories, Inc.	SIC: 8888 (Major Drugs)
Billing Address: 100 Abbott Park Road	Shipping Address: 100 Abbott Park Road
Abbott Park, IL 60064	Abbott Park, IL 60064
Phone: (847) 937-6100	Sales: \$12,477.8M
Fax: (847) 937-1511	Employees: 56,236
Parent:	Ownership: Public
Active: ✓	Ticker: ABT \$51 7/16 + 2 15/16
Account Number: X123852-33	CEO: D.L. Burnham
URL: http://www.abbot.com	CFO: G.P. Coughlan, Sr.

Description: Abbott Laboratories has been in the business of improving lives for more than a century. Our 56,000 employees around the world are dedicated to discovering, developing and marketing innovative health care solutions across the spectrum of health care.

Opportunities -- Abbott Laboratories, Inc.

Name	Size	State
Western Region Sales Reps	\$100,000	Prospecting
200 Additional Licenses for Europe	\$125,000	Qualification

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Contacts -- Abbott Laboratories, Inc.

Name	Email	Phone
T.R. Hodgson	thodgson@abbot.com	(847) 937-6100
J.M. de Lasa	jdealsa@abbot.com	(847) 937-6100
T.C. Freymann	tfreymann@abbot.com	(847) 937-6100
T.A. Olson	tolison@abbot.com	(847) 937-6100
Keizo Obuchi	kobuchi@abbot.com	(847) 937-6100

[More](#) [Add](#)

Notes -- Abbott Laboratories, Inc.

Title	Last Updated
Expanded operations in Asia	4/3/99
Building new plant in Austin, TX	4/1/99
CFO retires	3/26/99

[More](#) [Add](#)

Recent News -- Abbott Laboratories, Inc.

1. [Abbott Q1 profits rise, top consensus estimate](#)
2. [Abbott awaits FDA word on Abbokinase](#)
3. [US corporate earnings surprise by Zacks - April 8](#)
4. [CEOs In Business Week's 1999 Pay Survey Reap Huge Rewards](#)

[More](#)

My Organization
Brian Jones - Top Salesperson!
Q1 forecasts are due - get them in!

My 30 Day Forecast

My Tasks

3/12	Abbott - Follow up
3/27	Call Carole
	Promo materials to Johnathan
4/3	Richard - upgrade
4/10	Betsy will have answer

[More](#)

My Recent Items

	Abbott Laboratories, Inc.
	T.R. Hodgson
	Abbott - 50 Licences
	Cabletron - 44
	Bunker Hill Brothers - 33 licenses

[More](#)

My Account News

Abbott Q1 profits rise, top consensus estimate
CEOs In Business Week's 1999 Pay Survey Reap Huge Rewards
US corporate earnings surprise by Zacks - April 8
Abbott Q1 profits rise, top consensus estimate

[More](#)

My Quote Of The Day
A man cannot be too careful in the choice of his enemies.
-Oscar Wilde

Salesforce: 2000

salesforce.com
Point. Click. Close.

Site Search | Logout | Help | Search

Home Leads Accounts Contacts Opportunities Forecasts Reports

Setup | New Account | New Contact | New Opportunity | New Task | Recycle Bin

Wednesday July 5, 2000

Today for Diane Mark (salesforce.com)

Messages and Alerts

This is maui!
Test away

Useful Links

- bugforce
- log a bug
- leadforce
- system administration
- Org Signup Trend
- Pilot Emails
- resize to 800x600
- resize to 1024x768
- Some other site
- Pilot Leads

Resource Center

Sales Tools

Send a business gift
Run a direct mail campaign
Find a Restaurant

Tip of the Day

Take Free Training

Sign up for free training by clicking "support options" on the side bar and then scheduling any available training session.

previous tip | next tip

home . leads . accounts . contacts . opportunities . forecasts . reports

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[Privacy Statement](#) | [Security Statement](#) | [Terms of Use](#)

Calendar

July, 2000

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Tasks

Select View Today Tomorrow This Week

x ! 12/31/03 test task
x ! 5/1/00 test : Karen Fullerton
x ! 5/10/00 test



Salesforce: 2001

salesforce.com
Point. Click. Close.

My Setup | Support Options | Contact Us | Logout | Help

Home Leads Accounts Contacts Opportunities Forecasts Cases Solutions Reports

New Lead | New Account | New Contact | New Opportunity | New Forecasts | New Case | New Solution | New Task | Recycle Bin

Moe Joe at Acme Corporation
Monday, March 06, 2000 ? How Do I?

Site Search
Search this site for...

→ Search Tips...
→ Advanced Search...

Recent Items
 Chris Tiernan
 Stratagem Partnering, Inc.
 123 Memory
 Marc Benioff
 Steve Young
 John Dillon
 21st Century Internet
 Acme Corporation
 Jim Morrison
 Steve McQueen

Messages & Alerts
salesforce.com Messages:
[New Features Added](#)
[Maintenance Schedule](#)
Your Company Messages:
03/06/00
Please signup for salesforce.com's training sessions this week.

Calendar
Today 03/06/00
You currently do not have any calendar events scheduled for this day.
[Add Calendar Event »](#)

Tuesday 03/07/00
You currently do not have any calendar events scheduled for this day.
[Add Calendar Event »](#)

March 2000
Sun Mon Tue Wed Thu Fri Sat
27 28 29 01 02 03 04
05 06 07 08 09 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31 01
--Calendar Views--

Tasks Select a View:

Complete	Date	Subject	Related To	Phone
X	03/10/00	Meeting	Marc Benioff	(415)555-5555
X	03/10/00	Call to Confirm Meeting ↑	John Dillon	(415)555-5555
X	03/10/00	Call	Andrew Hyde	(415)555-5555
X	03/10/00	Follow up call ↑	Dave Moellenhoff	(415)555-5555
X	03/10/00	Schedule Meeting for 12/03/00	Parker Harris	(415)555-5555
X	03/10/00	Sales Pitch Call	Jim Burleigh	(415)555-5555
X	03/10/00	Presentation Meeting ↓	Carl Schachter	(415)555-5555
X	03/10/00	Lunch with Team Members	Jim Cavalieri	(415)555-5555
X	03/10/00	Meeting	Nancy Benfield	(415)555-5555
X	03/10/00	Confirm Meeting ↑	Shelly Duvall	(415)555-5555I
X	03/10/00	Meeting ↑	Heather Hahn	(415)555-5555
X	03/10/00	Call	Chris Tiernan	(415)555-5555

Salesforce: 2002

The screenshot displays the original Salesforce interface from 2002. At the top, the logo reads "Supportforce™ on-demand customer service." The navigation bar includes links for Home, Campaigns, Leads, Accounts, Contacts, Opportunities, Reports, Dashboards, and a series of small icons. The main content area shows a campaign record for "Summer Promo". The left sidebar features a search bar, a recent items list, and a help link. The right sidebar contains sections for campaign statistics and activity history.

Campaign: Summer Promo

Campaign Owner: Erin Leigh [Change] **Campaign Name:** Spring 05

Type: Email **Status:** Planned **Start Date:** 5/18/05 **End Date:** 7/18/05

Expected Revenue: 200,000.00 **Budgeted Cost:** 10,000.00 **Actual Cost:**

Expected Response (%): 20.00% **Created By:** Erin Leigh, 5/8/2005 4:50 PM

Description:

Custom Links: [View All Campaign Members](#)

Statistics:

- Num Sent: 0
- Active: 0
- Total Leads: 0
- Converted Leads: 0
- Total Contacts: 0
- Total Responses: 0
- Num Total Opportunities: 0
- Num Won Opportunities: 0
- Total Value Opportunities: \$0
- Total Value Won Opportunities: \$0

Last Modified By: Erin Leigh, 5/8/2005 4:50 PM

Open Activities: New Task, New Event

No records specified

Activity History: Log A Call, Mail Merge, Send An Email, View All

No history available

Attachments: Attach File, View All



Salesforce: 2005

[salesforce.com](#) 

Setup · System Log · Help & Training · Logout force.com · Sales apps

Home Leads **Accounts** Contacts Opportunities Reports Dashboards Documents Products Forecasts

Search
Search All Limit to items I own
[Advanced Search...](#)
[Create New...](#)

Recent Items
 Acme
 Acme - 1,200 Widgets
 Eric Wilson

 [Recycle Bin](#)

Account Acme
Customize Page | Edit Layout | Printable View | Help for this Page ?
[Back to List: Opportunities](#)
[Contacts \[3\]](#) | [Open Activities \[0\]](#) | [Activity History \[0\]](#) | [Opportunities \[3\]](#) | [Cases \[2\]](#) | [Partners \[0\]](#) | [Notes & Attachments \[0\]](#)

Account Detail [Edit](#) [Delete](#) [Sharing](#)

Account Owner	Eric Wilson [Change]	Phone	(212) 555-5555
Account Name	Acme View Hierarchy	Fax	(212) 555-5555
Parent Account		Website	

Additional Information

Type	Prospect	Employees	680
Industry	Manufacturing	Annual Revenue	\$100,000,000
Description			

Address Information

Billing Address	10 Main Rd. New York, NY 31349 USA	Shipping Address	10 Main Rd. New York, NY 31349 USA
-----------------	--	------------------	--

System Information

Created By	Eric Wilson, 10/7/2010 12:23 PM	Last Modified By	Eric Wilson, 10/7/2010 12:23 PM
------------	---------------------------------	------------------	---------------------------------

Custom Links

Google Search	Google Maps	Google News
Hoovers Profile		

[Edit](#) [Delete](#) [Sharing](#)

Contacts [New Contact](#) [Merge Contacts](#) [Contacts Help](#) ?

Action	Contact Name	Title	Email	Phone

Browsers

We supported IE6 until May
2015.

Salesforce: 2010 until now

salesforce

Search All... Search

David M. Brady Help & Training Pilot Sales

Home Chatter Campaigns Leads Accounts Contacts Opportunities Forecasts Contracts Cases Solutions Reports Documents Dashboards

Google Talk David M. Brady The real Chatter action is over in GUS! 3/24/2010 Clear [show | pop out] Post Chatter Ideas

Friday October 15, 2010

Create New... Show Chatter New!

Shortcut Calendar

Recent Items

- TO-101012-37973
- TO-100927-37432
- TO-100927-37431
- TO-100915-37095
- Doug Chasman
- TO-100909-36963
- Doug Chasman
- Mark Dinan
- Mark Dinan
- Kris Gray

Tags

Recent Tags

Messages and Alerts

My Tasks New Overdue

You have no open tasks scheduled for this period.

Items to Approve Manage All Items to Approve Help ?

Action	Related To	Type	Most Recent Approver	Date Submitted
Reassign Approve / Reject	TO-100629-33983	Time-Off Request	Schneider, Elena	6/29/2010 11:36 AM

Calendar New Event Calendar Help ?

Scheduled Meetings Requested Meetings

Today 10/15/2010

You have no events scheduled for the next 7 days.

October 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	01	02	03	04	05	06

1 7 31

Notice Anything?

[salesforce.com](#)
Post. Click. Close.

[Home](#) [Leads](#) [Accounts](#) [Contacts](#) [Opportunities](#) [Forecasts](#) [Cases](#) [Solutions](#) [Reports](#)

New Lead | New Account | New Contact | New Opportunity | New Forecasts | New Case | New Solution | New Task | Recycle Bin

Moe Joe at Acme Corporation
Monday, March 06, 2000

Site Search
Search this site for...
 [Search All](#) [Search](#)
+ [Search Tips](#) [Advanced Search](#)

Recent Items
 Chris Tiernan
 Stratagem Partnering, Inc.
 123 Memory
 Marc Benioff
 Steve Young
 John Dillon
 21st Century Internet
 Acme Corporation
 Jim Morrison
 Steve McQueen

Messages & Alerts
salesforce.com Messages:
New Features Added
Maintenance Schedule

Your Company Messages:
03/06/00
Please signup for salesforce.com's training sessions this week.

Calendar
Today 03/06/00
You currently do not have any calendar events scheduled for this day.
[Add Calendar Event](#)

Tuesday 03/07/00
You currently do not have any calendar events scheduled for this day.
[Add Calendar Event](#)

Tasks
Select a View: [Today's Tasks](#) [New Task](#)

Complete	Date	Subject	Related To	Phone
X	03/10/00	Meeting	Marc Benioff	(415)555-5555
X	03/10/00	Call to Confirm Meeting	John Dillon	(415)555-5555
X	03/10/00	Call	Andrew Hyde	(415)555-5555
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X	03/10/00	Lunch with Team Members	Jim Cavalieri	(415)555-5555
X	03/10/00	Meeting	Nancy Benfield	(415)555-5555
X	03/10/00	Confirm Meeting	Shelly Duvall	(415)555-5555
X	03/10/00	Meeting	Heather Hahn	(415)555-5555
X	03/10/00	Call	Chris Tiernan	(415)555-5555

[salesforce](#)

Search All... [Search](#)

David M. Brady Help & Training [Pilot](#) Sales

[Home](#) [Chatter](#) [Campaigns](#) [Leads](#) [Accounts](#) [Contacts](#) [Opportunities](#) [Forecasts](#) [Contracts](#) [Cases](#) [Solutions](#) [Reports](#) [Documents](#) [Dashboards](#)

[Google Talk](#) [\[show\] \[pop out\]](#)

David M. Brady The real Chatter action is over in GLUSI 3/24/2010 Clear Friday October 15, 2010

[Create New...](#)

[Shortcut](#)

[Calendar](#)

Recent Items

- TO-101012-37973
- TO-100927-37432
- TO-100927-37431
- TO-100915-37095
- Doug Chasman
- TO-100909-36983
- Doug Chasman
- Mark Dinan
- Mark Diman
- Kris Gray

[Tags](#)

[Recent Tags](#)

Items to Approve [Manage All](#)

Action	Related To	Type	Most Recent Approver	Date Submitted
Resign Approve / Reject	TO-100629-33983	Time-Off Request	Schneider, Elena	6/29/2010 11:36 AM

Calendar [New Event](#)

[Scheduled Meetings](#) [Requested Meetings](#)

Today 10/15/2010

You have no events scheduled for the next 7 days.

[October 2010](#)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	01	02	03	04	05	06

[Messages and Alerts](#)

Notice Anything?

SALESFORCE.COM | HOME | ACCOUNTS | CONTACTS | OPPORTUNITIES | FORECASTS | REPORTS | Logout | Help

Print Export

Details -- Abbott Laboratories, Inc.

Name: Abbott Laboratories, Inc.
 Billing Address: 100 Abbott Park Road
 Abbott Park, IL 60064
 Phone: (847) 937-6100
 Fax: (847) 937-1511
 Parent:
 Active: ✓
 Account Number: X123852-33
 URL: <http://www.abbot.com>

Description: Abbott Laboratories has been in the business of improving lives for more than a century. Our 56,000 employees around the world are dedicated to discovering, developing and marketing innovative health care solutions across the spectrum of health care.

Opportunities -- Abbott Laboratories, Inc.

Name	Size	State
Western Region Sales Reps	\$100,000	Prospecting
200 Additional Licenses for Europe	\$125,000	Qualification

Contacts -- Abbott Laboratories, Inc.

Name	Email	Phone
T.R. Hodgson	thodgson@abbot.com	(847) 937-6100
J.M. de Lasa	jdlasa@abbot.com	(847) 937-6100
T.C. Freymen	tfreymen@abot.com	(847) 937-6100
T.A. Olson	tolson@abbot.com	(847) 937-6100
Keizo Obuchi	kobuchi@abbot.com	(847) 937-6100

Notes -- Abbott Laboratories, Inc.

Title	Last Updated
Expanded operations in Asia	4/3/99
Building new plant in Austin, TX	4/1/99
CFO retires	3/26/99

Recent News -- Abbott Laboratories, Inc.

- Abbott Q1 profits rise, top consensus estimate
- Abbott awaits FDA word on Abtekinase
- US corporate earnings surprise by Zacks - April 8
- CEOs In Business Week's 1999 Pay Survey Reap Huge Rewards

My Organization
 Brian Jones - Top Salesperson!
 Q1 forecasts are due - get them in!

My 30 Day Forecast



My Tasks

- 3/12 Abbott - Follow up
- 3/27 Call Carole
- 4/3 Promos materials to Johnathan
- 4/10 Richard - upgrade
- 4/12 Betsy will have answer

My Recent Items

- Abbott Laboratories, Inc.
- T.R. Hodgson
- Abbott - 50 Licences
- Gableton - 44
- Bunker Hill Brothers - 33 Licenses

My Account News

- Abbott Q1 profits rise, top consensus estimate
- CEOs In Business Week's 1999 Pay Survey Reap Huge Rewards
- US corporate earnings surprise by Zacks - April 8
- Abbott Q1 profits rise, top consensus estimate

My Quote Of The Day
A man cannot be too careful in the choice of his enemies.
 —Oscar Wilde

salesforce Search... Search

Orchestral Dark | Setup | Help & Training | Sales

Create New...

Recent Items

Acme  

Recycle Bin

Acme 

Hide Feed Click to add topics...   More

Write something...  

Show All Updates

There are no updates.

Back to List: Accounts

Account Detail

Account Owner	Orchestral Dark [Change]	Phone	(212) 556-5555
Account Name	Acme [View Hierarchy]	Fax	(212) 556-5555
Parent Account		Website	

Additional Information

Type	Prospect	Employees	680
Industry	Manufacturing	Annual Revenue	\$100,000,000
Description			

Address Information

System Information

Created By	Orchestral Dark, 7/17/2015 10:21 AM	Last Modified By	Orchestral Dark, 7/17/2015 10:21 AM
Custom Links	Google Search Hoovers Profile	Google Maps	Google News

Contacts

Action	Contact Name	Title	Email	Phone
Edit Del	Howard Jones	Buyer	info@salesforce.com	(212) 556-5555
Edit Del	Edward Stamos	President and CEO	info@salesforce.com	(212) 556-5555
Edit Del	Leanne Tomlin	VP Customer Support	info@salesforce.com	(212) 556-5555

Open Activities

New Contact Merge Contacts

Contacts Help

Open A Chat

Copyright 1999, SalesForce.com



The New Experience - Lightning

The image displays three views of the same Salesforce Opportunity record, "Acme - 1,200 Widgets", illustrating the transition from the classic interface to the Lightning Experience.

Left View (Classic Interface): Shows the standard tab-based interface with tabs for FEED, DETAILS, and RELATED. The DETAILS tab is active, displaying fields like Opportunity Owner (Safety Dance), Close Date (11/15/2012), Stage (Value Proposition), Probability (%), and Amount (\$140,000.00). Below the main form, there's an ADDITIONAL INFORMATION section with a Lead Source field set to Trade Show. At the bottom, there are buttons for Log a Call, New Task, New Event, Post, and Show More.

Middle View (Lightning Experience): Shows the same Opportunity record in the Lightning Experience. The interface is more modern with a clean design. It includes a navigation bar with Service, Home, Chatter, Groups, Files, Accounts, Contacts, Cases, Reports, and Dashboards. The Opportunity card at the top shows the name, close date, amount, and owner. Below the card, the ACTIVITY, CHATTER, and DETAILS tabs are visible. The ACTIVITY tab is selected, showing a timeline with steps: Log a Call, New Task, New Event, and Post. A "Mark Stage as Complete" button is also present. The DETAILS tab shows the same data as the classic view. The ADDITIONAL INFORMATION section is also present.

Right View (Lightning Experience): Shows the Opportunity record in the Lightning Experience with a more detailed view. It includes sections for Contact Roles (0), Products (0), and Notes & Attachments (0). The ACTIVITY, CHATTER, and DETAILS tabs are visible, with the ACTIVITY tab selected. The timeline shows steps: Log a Call, New Task, New Event, and Post. A "Save" button is located at the bottom right of the timeline. The DETAILS tab shows the same data as the other views. The ADDITIONAL INFORMATION section is also present.

Supported Browsers

Classic / Aloha Desktop

IE9, IE10, IE11

Chrome - Latest

Firefox - Latest

Safari - Latest (Mac)

Salesforce(1)

iPhone, iPad - Latest

Android - Latest

LEX

IE11, Edge

Chrome - Latest

Firefox - Latest

Safari - Latest (Mac)



Frameworks

Java Element

VisualForce

Aura

LWC

Java Element

The screenshot shows the Salesforce Opportunities page with a new opportunity being created. The top navigation bar includes links for Home, Leads, Accounts, Contacts, Opportunities (which is selected and highlighted in yellow), Reports, Dashboards, Documents, Products, Forecasts, and a plus sign. The main title is "Opportunity Edit" and the sub-title is "New Opportunity". On the right, there is a "Help for this Page" link with a question mark icon.

The form is divided into sections: "Opportunity Information", "Additional Information", and "Description Information". The "Opportunity Information" section contains fields for Opportunity Owner (Rod Sterling), Opportunity Name (redacted), Account Name (redacted), Type (--None--), Close Date (10/15/2010), Stage (--None--), Probability (%), and Amount. The "Additional Information" section includes Lead Source (--None--) and Next Step (redacted). The "Description Information" section has a large Description text area.

At the bottom of the form, there are three buttons: Save, Save & New (which is highlighted with a red rectangle), and Cancel.

Java Element

```
@Override
protected String getPageTitle() {
    switch (getPageType()) {
        case DETAIL:
        case HOVER:
            return LC.getLabel("Page_Opportunity_Detail", "page_title", new Object[] { getEntityUi().getName() });
        case EDIT:
            return LC.getLabel("Page_Opportunity_Edit", "page_title", (getEntityUi().getName() == null ? LC.getLabel(
                "Page_Opportunity_Edit", "new_opportunity") : getEntityUi().getName()));
        case PRINT:
            return getEntityUi().getName();
        case OVERVIEW:
            return LC.getLabel("Page_Opportunity_Overview", "page_title");
        default:
            throw new IllegalArgumentException();
    }
}

@Override
protected void addEditButtons(EditPage editPage, DetailElement detailElement) throws SQLException {
    // Decide whether to show Save & Add Product button
    // Complicated by fact that clones w/ lineitems shouldn't be forced to add more lineitems; do normal save instead
    if (showSaveAddProductButton()) {
        detailElement.addButton(ButtonElement.getInputButton(EditPage.pSAVE_NEW, LC.getLabel("Buttons",
            "save_and_add_product")));
    } else {
        editPage.addSaveButton(detailElement);
        editPage.addSaveNewButton(detailElement);
    }
    editPage.addCancelButton(detailElement);
}
```

Java Element

```
@Override
protected String getPageTitle() {
    switch (getPageType()) {
        case DETAIL:
        case HOVER:
            return LC.getLabel("Page_Opportunity_Detail", "page_title", new Object[] { getEntityUi().getName() });
        case EDIT:
            return LC.getLabel("Page_Opportunity_Edit", "page_title", (getEntityUi().getName() == null ? LC.getLabel(
                "Page_Opportunity_Edit", "new_opportunity") : getEntityUi().getName()));
        case PRINT:
            return getEntityUi().getName();
        case OVERVIEW:
            return LC.getLabel("Page_Opportunity_Overview", "page_title");
        default:
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@Override
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    if (showSaveAddProductButton()) {
        detailElement.addButton(ButtonElement.getInputButton(EditPage.pSAVE_NEW, LC.getLabel("Buttons",
            "save_and_add_product")));
    } else {
        editPage.addSaveButton(detailElement);
        editPage.addSaveNewButton(detailElement);
    }
    editPage.addCancelButton(detailElement);
}
```

VisualForce

The screenshot shows the Salesforce Visualforce calendar interface. At the top, there's a navigation bar with links for Setup, System Log, Help & Training, Logout, and a dropdown menu set to Sales. Below the navigation bar is a main menu with Home, Leads, Accounts, Contacts, Opportunities, Reports, Dashboards, Documents, Products, Forecasts, and a plus sign for more options.

The main area displays a calendar titled "Calendar for Rod Sterling - Week View". The date range is set from 10/11/2010 to 10/15/2010. There are buttons for "This Week" and "Show Weekends", along with filters for "Busy" and "Out of Office". A red box highlights the top navigation bar and the date range controls.

The calendar grid shows the following events:

	Monday	Tuesday	Wednesday	Thursday	Friday
All Day	11	+ 12	+ 13	+ 14	+ 15
6:00 AM					
7:00 AM			Alone time - read books		
8:00 AM					
9:00 AM		Climb out of toy box			
10:00 AM					
11:00 AM				Find replacement glasses	
12:00 PM					



VisualForce

```
<apex:component id="weeklyCalendarComponent" name="apex:weeklyCalendarComponent" visibility="internal"
    controller="java://core.activity.component.WeekCalendarController"
    extensions="java://core.activity.component.WeeklyCalendarAllDayRowExtension">

    <apex:attribute name="showHeader" type="Boolean" required="true" description="Determines whether or not the calendar header gets shown" />
    <apex:attribute name="overrideTitle" type="Boolean" required="true" description="Determines whether or not the calendar title will override the window title" />
    <apex:attribute name="dragScrollable" type="Boolean" required="true" description="Can dragged items cause the browser window to scroll?" />
    <apex:attribute name="isWho" type="Boolean" required="true" description="Set to true if this calendar is shown on a *who* listview. isWho and isWhat cannot both be true." />
    <apex:attribute name="isWhat" type="Boolean" required="true" description="Set to true if this calendar is shown on a *what* listview. isWho and isWhat cannot both be true." />

    <apex:stylesheet value="/EXT/ext-3.2.2/resources/css/ext-all.css"/>
    <apex:includeScript value="/EXT/ext-3.2.2/ext.js"/>

    <script type="text/javascript">
        if (!isDragEnabled) {
            if (!calendarDialog) {
                var calendarDialog = new SimpleDialog("dialog", true);
                calendarDialog.register();
            }
        }
    </script>

<div class="bCalendar" id="bCalDiv">
    <apex:calendarHeader rendered="{!showHeader}" week="{!calendarWeek}" username="{!calendarUsername}" userId="{!calendarUserId}" canCreate="{!canCreateItem}"/>

    <apex:calendarDialog id="cd"
        dialog="{!dialog}"
        editAction="{!editItemUrl}"
        cancelAction="{!gotoCancel}"
        confirmAction="{!gotoOk}"
        saveAction="{!gotoSave}"
        showDialog="{!showDialog}"
    />

    <table class="calendarLayout" width="100%" cellpadding="0" cellspacing="0">
        <tr>
            <td class="calendarBlock">
                <apex:form id="f">
                    <apex:variable var="days" value="{!calendarWeek.days}"/>
                    <apex:actionFunction name="changeCalUser" action="{!refreshCalendarAndSaveState}" rerender="f" status="theStatus" oncomplete="CalFunctions.onCompleteRerender(&quot;{!newOwnerId}&quot;)">
                        <apex:param name="newOwnerId" assignTo="{!calendarUserId}" value="" />
                    </apex:actionFunction>
                </apex:form>
            </td>
        </tr>
    </table>
</div>
```

Aura

The screenshot shows the Salesforce Opportunity page for 'Acme - 1,200 Widgets'. The top navigation bar includes Service, Home, Chatter, Groups, Files, Accounts, Contacts, Cases, Reports, and Dashboards. The 'Accounts' and 'Contacts' dropdown menus are open, with 'Accounts' currently selected. A red box highlights the 'Recent Records' section of the 'Accounts' dropdown, which lists 'Acme' and 'RECENT LISTS'. Below this is a link to 'All Accounts'. The main opportunity details show Account Name: Acme, Close Date: 8/6/2011, and Amount: \$140,000.00. The opportunity stage is 'Closed'.

Opportunity: Acme - 1,200 Widgets

Account Name: Acme | Close Date: 8/6/2011 | Amount: \$140,000.00

Activity: Log a Call | Chatter: New Task | Details: New Event

Subject: Call | Comments: [Empty]

Save

Filter Timeline ▾

Next Steps: No next steps. To get things moving, add a task or set up a meeting.

Past Activity: No past activity. Past meetings and tasks marked as done show up here.

Recent Records:

- + New Account
- RECENT RECORDS
- Acme
- RECENT LISTS
- All Accounts

Contact Roles (0)

Products (0)

Notes & Attachments (0)

```
javascript:void(0);
```



Aura

The screenshot shows the Salesforce IDE interface with the following details:

- Project Structure:** On the left, the project structure is visible, showing various components and files under the `ui-global-components` directory.
- Selected Component:** The component `navItemDropdown.cmp` is selected and highlighted with a red box.
- Component Editor:** The main area displays the `aura:component` definition for `navItemDropdown.cmp`. The code includes attributes like `entityApiName`, `label`, `currentAppId`, and `menuItems`, along with event handlers for `menuExpand` and `menuTrigger`.
- Code Snippet:** A yellow box highlights a portion of the code within the `aura:iteration` loop, specifically the `<one:navItemDropdownMenuItem` and `<one:navItemDropdownMenuItemSeparator` components.

```
<aura:component controller="serviceComponent://ui.global.components.one.navigation.GlobalNavDropdownController"
    description="Nav item dropdown for sObjects">
    <!-- dependencies -->
    <aura:dependency resource="markup://force:action" type="COMPONENT"/>
    <aura:dependency resource="markup://force:favoriteEvent" type="EVENT"/>
    <!-- imports -->
    <aura:import library="force:componentLibrary" property="componentLib"/>
    <!-- public attrs -->
    <aura:attribute name="entityApiName" type="String" required="true" description="Entity API name of sObject for this dropdown"/>
    <aura:attribute name="label" type="String" required="true" description="sObject label for this dropdown"/>
    <aura:attribute name="currentAppId" type="String" default="" description="The current app id"/>
    <aura:attribute name="menuItems" type="List" default="[]"/>
    <!-- private attrs -->
    <aura:attribute name="ready" type="Boolean" access="private" default="false" description="Tells whether data is ready to be displayed"/>
    <!-- handlers -->
    <aura:handler name="menuExpand" event="ui:expand" action="{! c.handleMenuExpand }" description="Fired when menu is expanded"/>
    <aura:registerEvent name="menuExpand" type="ui:expand"/>
    <aura:locator target="navItemDropdownTrigger" alias="navDropdown-menu-trigger" description="Nav Dropdown Menu Trigger">
        <aura:locatorContext key="entityApiName" value="{! v.entityApiName }"/>
    </aura:locator>
    <aura:locator target="navItemDropdownMenuItem" description="Nav Dropdown Menu Item">
        <aura:locatorContext key="entityApiName" value="{! v.entityApiName }"/>
    </aura:locator>
    <ui:menu aura:id="navItemMenu" class="slds-context-bar__label-action slds-p-left--none">
        <ui:menuTriggerLink aura:id="navItemDropdownTrigger" class="slds-button slds-button--icon">
            <ui:triggerIcon key="chevronright" class="slds-tracker-icon slds-button__icon slds-button__icon--hint"
                alt="(! format($label.GlobalNavigation.DropDownTriggerLabel, v.label) )"/>
        </ui:menuTriggerLink>
        <ui:menuList aura:id="navItemMenuList" menuSelect="(! c.handleMenuSelect )" showNubbin="true">
            <force:inlineSpinner centered="true" isVisible="(! not(v.ready) )"/>
            <aura:iteration items="(! v.menuItems )" var="item">
                <aura:if isTrue="(! item.role == 'separator' )">
                    <one:navItemDropdownMenuItemSeparator class="(! item.class ) " label="(! item.label )"/>
                <aura:set attribute="else">
                    <one:navItemDropdownMenuItem
                        aura:id="navItemDropdownMenuItem"
                        action="(! item.action )"
                        isNewAction="(! item.iconKey != null)"
                        iconKey="(! item.iconKey )"
                        label="(! item.label )"
                        class="(! item.class )"
                        disabled="(! item.disabled )"
                        section="(! item.section )"
                        value="(! item )"/>
                </aura:set>
            </aura:if>
        </aura:iteration>
    </ui:menuList>
</ui:menu>
</aura:component>
```



Why Aura?

Versioned, metadata driven, component based architecture that is designed to thrive in a push update multitenant ecosystem - no existing UI framework has this as goal. Timing factored into this too - Aura grew up at or before Angular, Ember, React, Polymer - all of these have evolved together because they solve a common set of problems and that problem set is not unique.

Lightning Design System



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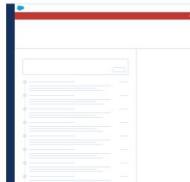
FAQ



Usage

Visual Messaging

Certain colors have inherent meaning for a large majority of users, although we recognize that cultural differences are plentiful. For example, we use red to communicate an error.



Opportunity



People



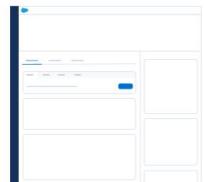
Dashboard



Feed

Visual Differentiation

Salesforce uses many secondary colors in conjunction with iconography to visually differentiate between similar types of content, such as records of different object types. However, it's important to not always rely on color to provide visual differentiation. If too many use cases employ color in this manner, the colors lose their meaning.



Visual Hierarchy

Color is used sparingly to draw attention to important elements and those that we want the user to take action on. Because most of the application is gray, pops of color catch a user's eye.



Lightning Design System

The screenshot shows the Salesforce Lightning Design System interface. On the left, there is a sidebar with a navigation menu. The 'Components' section is expanded, and 'Cards' is selected, which is highlighted with a blue background. Other components listed include Overview, Utilities, Touch, Activity Timeline, App Launcher, Badges, Breadcrumbs, Buttons, Button Icons, Button Groups, Data Tables, Datepickers, Docked Composer, Docked Utility Bar, Feeds, Files, File Selector, and Forms. At the bottom of the sidebar, there is a line of code: `javascript:void(0);`. The main content area has a dark blue header with a purple 3D cube icon and the word 'Cards'. Below the header, there is a brief description: 'Cards are used to apply a container around a related grouping of information.' A 'Base' example is shown with three size options: Small, Medium, and Large. The 'Large' option is selected, showing a card structure with a header containing an icon and the text 'Card Header', and a body with the placeholder text 'Card Body (custom goes in here)'. Below this example, there is a link to the 'Lightning Components Developer Guide'. At the bottom of the page, there is a snippet of the HTML and CSS code for the card component.

```
<article class="slds-card">
  <div class="slds-card__header slds-grid">
    <header class="slds-media slds-media--center slds-has-flexi-truncate">
      <div class="slds-media__figure">
        <span class="slds-icon_container slds-icon-standard-contact" title="description of icon w
          <svg class="slds-icon slds-icon--small" aria-hidden="true">
            <use xlink:href="/assets/icons/standard-sprite/svg/symbols.svg#contact"></use>
          </span>
      </div>
      <div class="slds-media__body">
        <h2>
          <a href="javascript:void(0);> class="slds-card__header-link slds-truncate">
            <span class="slds-text-heading--small">Card Header</span>
          </a>
        </h2>
      </div>
    </header>
  </div>
</article>
```



Javascript Training (Beginning and Advanced)

UI Resources

“UI” on GUS - announcements, discussions and help.
Any UI question is allowed – from simple to complex –
including 508 help and code review requests. Most questions
are answered quickly.

Also check:

“Aura Help”, “Aura Interest”, “Salesforce1”, and “SFX”

Thank You

