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Salesforce

Salesforce was founded in 1999 and developed the first cloud based customer relationship management (CRM) software. Since their inception they have been the world clear leader in CRM software technology and innovation. Salesforce virtually created the category of customer relationship management software. Today, Salesforce has more than 100,000 customers and continues to be a recognized leader in cloud computing for businesses of all sizes and in nearly every industry under the sun. Salesforce customers range from business-to-business and nonprofits to some of the largest business-to-consumer companies in the world, like Sony, GE, HauteLook, and News Corp Australia. Salesforce has a variety of top competitors including but not limited to Infor, Netsuite, Sage, Microsoft, Oracle, MotherNode, Nimble, SAP, Pega, Sugar, and Infusionsoft. Salesforce offers many products and services from developing sales and ecommerce platforms, to providing data analytics, to an all in one integrated CRM platform. This wide range of product offerings is the distinction that has allowed salesforce to differentiate itself from its emerging competitors over the years. Salesforce is ranked #10 on Fortune magazine's "World's Most Admired Companies" and for the past 11 years has been included in Fortune's "100 Best Companies to Work For".

Products

Service Cloud

With Service Cloud, you can automate service processes, streamline workflows, and surface key articles, topics, and experts to transform the agent experience. This service gives a business' employees the insights to understand their customers, enabling them to deliver smarter, faster, and more personalized services.

Marketing Cloud

Marketing Cloud is the platform for delivering relevant, personalized journeys across channels and devices — enabling marketers to deliver the right message at the right time throughout all phases of the relationship.
This allows businesses to develop multichannel marketing campaigns that drive sales, using AI to leverage data.

Community Cloud

Community Cloud is an online social platform that enables companies to connect customers, partners, and employees with each other and the data and records they need to get work done. This next-generation portal combines the real-time collaboration of Chatter with the ability to share any file, data, or record anywhere and on any mobile device.

Salesforce Chatter

Salesforce Chatter is a free social collaboration tool similar to Facebook and Twitter, but for organizations on the Salesforce.com platform. Chatter allows users to collaborate securely at work to establish networks, share files and status updates.

Einstein Analytics

Einstein Analytics is a revolutionary customer and business analytics platform that's optimized for mobile use and brings flexible customer analytics to everyone in your company. It works with any data, from any data source, and it can change the way companies answer critical questions. It connects directly to CRM data and executes on insights directly in Chatter. The service automatically analyzes millions of rows of data and gets predictive analytics with Einstein Discovery.

Technologies

For an exhaustive view sourced from Siftery, Salesforce uses all of the following technologies in some capacity:

Adobe (Air, Flash), Akamai Intelligent Platform, Amazon EC2, Apache (Kafka, Lucene, Web Server, Solr), Apiary, Atlassian (Bitbucket, JIRA), Bootstrap, Brightcove VideoCloud, Bug Track, C, C++, Chef, ClearDB, Citrix (XenApp, XenDesktop), Cloud9, CloudFlare, Cloudinary, CloudPassage, CoreOS, Craft CMS, Datadog, DigiCert, Disqus, DNSimple, DNS Made Easy, DreamFactory, Drupal, EasyDNS (Domain Registration, Hosting), ForgeRock, GeoTrust SSL, GitHub, Git Tower, Go, GoDaddy Domain Registration, Google Maps, Graphite, HockeyApp, IBM Cloudant, Invision, Jenkins, jQuery, Kaspersky Endpoint Protection, LaunchKit, LogikCull, MadCap Flare, MarkMonitor Domain Management, Microsoft SQL Server, Modernizr, MongoDB, MuleSoft, NetApp, Network Solutions Domain Registration, Neustar UltraDNS, New Relic, nginx, Oracle (Database, iPlanet Web Server), PagerDuty, Paw, Perforce, PhpStorm, Phusion Passenger, Ping Identity, Puppet Labs, qTest, Rapid7 Nexpose, reCAPTCHA, Redis,

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RedSeal, Riverbed Application Performance Platform, Safenames Domain Registration, Sauce Labs, SemaText, Sencha, Splunk, StarMobile, StillAlive, Symantec SSL, TRUSTe, Tucows Domain Registration, Twilio, UltraServe, WebDAM, Wistia, WordPress, Xendo, Zencoder, and Zerigo DNS.

Additionally, here's a list of other software products that Salesforce is using internally:

- Marketing: 6sense, AddThis, AdRoll, Demandbase
- Sales and Support: AlignStar, Ebsta, Everstring, ForeSee
- Product and Design: Atomic, Bubbl.us, Calligraphy, Google Fonts
- Analytics: Bedrock Data, Chartbeat, Cloudera, CrazyEgg
- HR: AngelList Jobs, Connectifier, Jobvite, Workday
- Finance and Accounting: Anaplan, Concur, Expensify, SteelBrick
- Productivity: Box, Creately, Dropbox, Facebook at Work

Of course, it would depend on what job you were applying to. From a forum post on Salesforce's official developer forums, one developer mentioned Visualforce and Lightning specifically for front-end stuff.

Visualforce is an older framework, comprising a tag-based markup language and a set of controllers. Lightning, on the other hand, is a modern framework that allows creating more interactive user interfaces. The framework consists of Aura Components, a Salesforce proprietary programming model, and Lightning Web Components, a JavaScript-based alternative of Aura.

For server-side development, Salesforce app developers use Apex, a strongly-typed object-oriented programming language with syntax similar to Java. Apex code is stored in the format of classes and triggers. Apex can be used to execute programmed functions during most processes on the Force.com platform including custom buttons and links, event handlers on record insertion, update, or deletion, via scheduling, or via the custom controllers of Visualforce pages. Salesforce also has its own data management language SOQL, which is similar to SQL.

Due to the syntax similarities between Java and Apex, Salesforce is often chosen by Java developers. The core benefits they pursue are new job opportunities worldwide (as soon as Salesforce CRM is widely used around the globe), increased salary and just a refreshing change. At the same time, some developers claim that being a Salesforce developer restricts one's job options while Java development allows choosing versatile projects in the domains that differ from CRM.

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Employee Experience

Salesforce is a company run by 35,000 employees (2020, owler). Salesforce being a Software as a Service (SaaS) run company puts a lot of importance on the job of the software engineers. On average a software engineer earns $130,000 /year (2019, Glassdoor) compared to the average overall in the United States which is $106,496 / year (2020, Indeed).

As far as employee experience, Salesforce was voted #11 best place to work in 2019 on Glassdoor and was ranked first in *Fortune*'s 100 Best Companies to Work For in 2018 and second in 2019. The employee ratings are high. Some comments on Glassdoor include " Great work-life balance; great Leadership Team; excellent benefits, excellent pay". The employees describe the workload and work difficulty to be average (not difficult). But if you want a job there, you most likely need to know someone who already works there because 85% of their staff have come from employee recommendations which is pretty common in the tech field.

Salesforce advertises their ability to maintain a diverse and accepting work environment and considering the overall diversity of the entire computer science industry, I would say that they're not doing such a great job. Of the entire tech department at Salesforce, there are 23.5% females, 76.4% males, and 0.2% Non-binary/other/undisclosed. Of these employees 50.0% percent are white, 38.2% are Asian and Indian, 3.7% are Hispanic or Latino, 2.5% are black or African American, and 2.7% are multiracial. BusinessInsider lists Salesforce as #18 on the list of companies with the least amount of females in their workforce.

In summary, Salesforce pays its software engineers well, the environment is enjoyable, there's room for growth, and the required skills are reasonable. However, if working in a diverse environment is important to you, then Salesforce might not be the place for you.

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