



Heroku Integrations for Salesforce

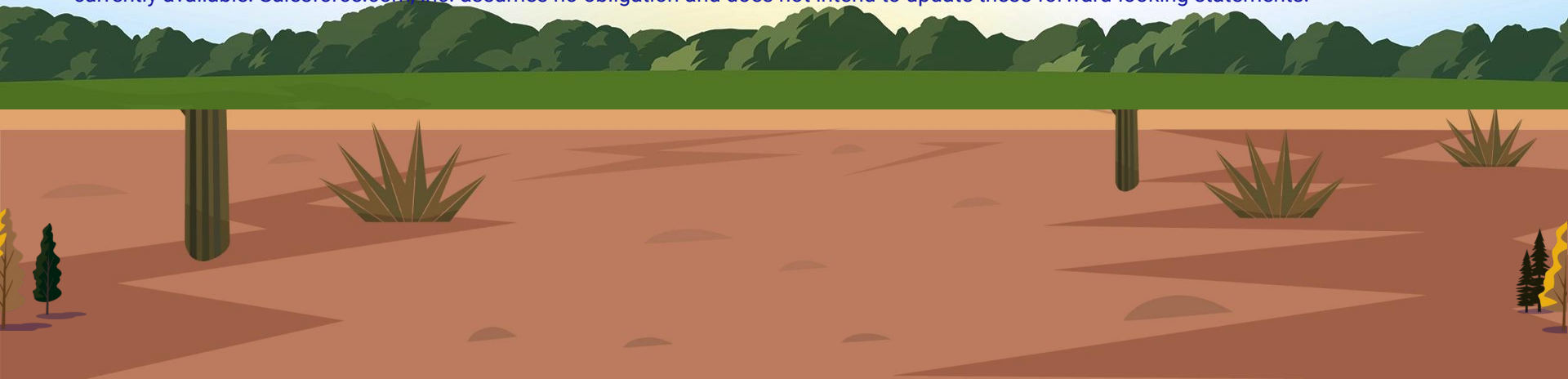
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hello!

I am Michael Norton

I am Michael Norton

I am here because I love to give presentations.

You can find me at:
[@NortonMD](#)



Agenda

- ❑ Introduction to Heroku
- ❑ Integrations
- ❑ Tools for Integration
- ❑ Demonstration
- ❑ Questions and Answers

The background is a stylized desert landscape. The top half of the image shows a dark green night sky filled with small white stars. Below the sky, there are rolling hills in shades of light green and yellow. In the middle ground, there are several birds in flight, depicted as simple black silhouettes. The bottom half of the image shows a desert floor with two large saguaro cacti, one on the left and one on the right. There are also several small, spiky desert plants scattered across the ground. The overall color palette is muted and earthy, with a focus on greens, yellows, and browns.

Introduction to Heroku



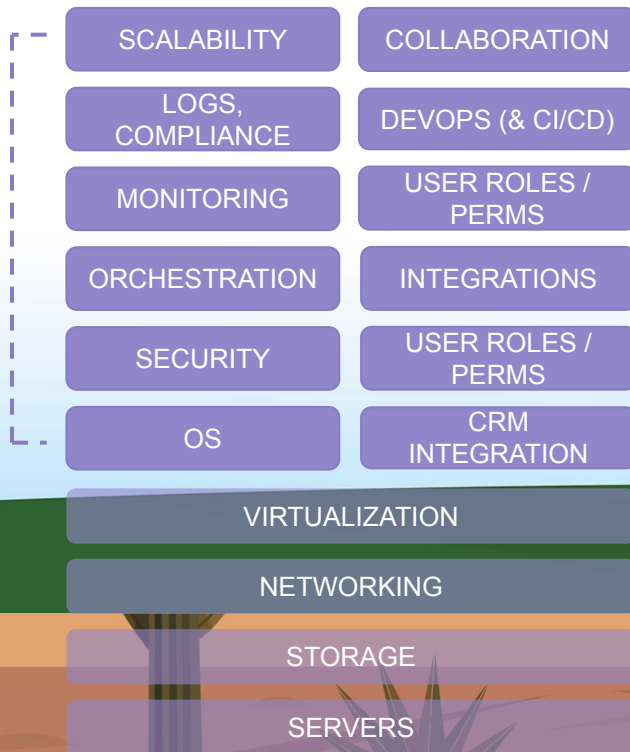
“

*“What is Heroku?
It’s not AWS,
It’s much easier.”*

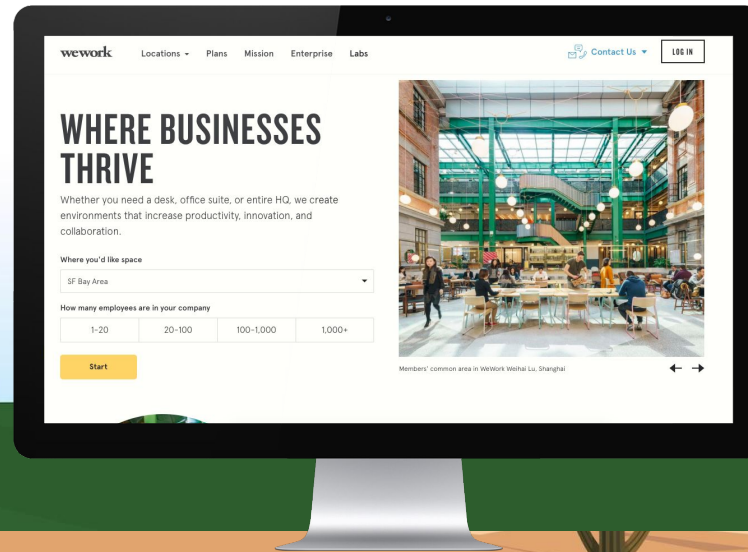
Heroku is a PaaS built on top of Amazon Web Services

Developers focus on building amazing apps, Heroku does the rest

Heroku manages everything

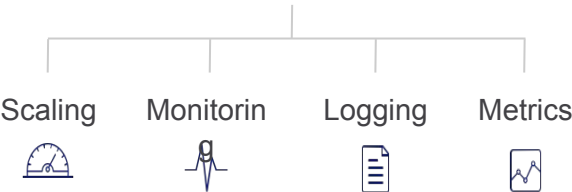


Your developers build apps

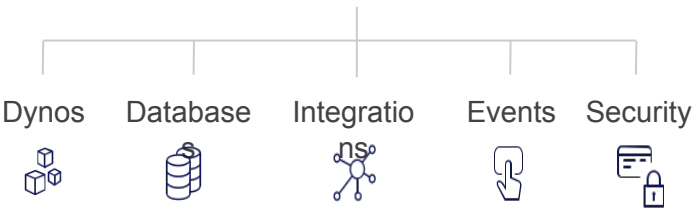


What's in the Heroku Platform?

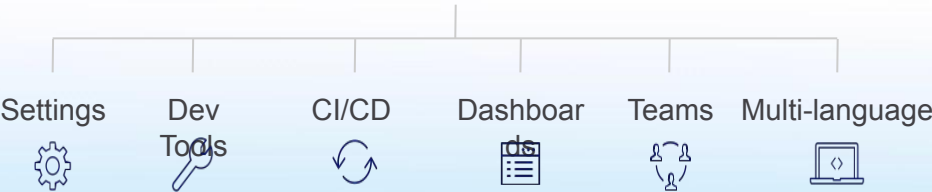
App Management



Data Services



App Development



Languages with first-class support



Node

Our Node support is all about flexibility. Choose your own version of Node, choose any framework from Express and Hapi to Sails.js and Koa, and choose from any of our integrated add-on services such as Mongo, New Relic, Librato and more.

[Learn more →](#)



Java

Build microservices with Groovy and Ratpack, web apps with minimal fuss using Spark, and high performance web apps with Spring Boot/Spring Cloud, using a range of JDKs.

[Learn more →](#)



Python

Whether you prefer frameworks like Django or Flask, or getting your hands dirty with Twisted or raw sockets, Heroku stays out of the way, letting you easily deploy everything from bespoke microservices to complex, database-backed web applications.

[Learn more →](#)



Scala

Take your Scala solutions, whether microservices built with Finagle, or full-stack solutions built with Play, and combine them deploy it to the cloud, adding to them any of our integrated add-on services such as Treasure Data, Neo4j or Cassandra.

[Learn more →](#)



Ruby

Whether you prefer frameworks like Sinatra or Rails, or getting your hands dirty with Unicorn or WebSocket, or using the MRI or JRuby, Heroku's rock-solid Ruby support delivers.

[Learn more →](#)



PHP

An elegant platform for modern PHP apps - Heroku's PHP support including a modern stack with your choice of web server (Apache or Nginx) and runtime — PHP 5.5 and higher, including PHP 7 or HHVM — together with Composer for dependency management.

[Learn more →](#)



Go

Whether you prefer Go's stdlib, or frameworks like Negroni and Gin, Heroku gets out of the way, letting you build and deploy network services, microservices and high-traffic API endpoints, easily, and scalably.

[Learn more →](#)



Clojure

Build and deploy Leiningen-based applications with ease, whether they're micro-services built on libraries like Ring and Compojure, more complete solutions based on Luminus and Pedestal, or front-end apps using ClojureScript and Om.

[Learn more →](#)

Heroku Marketplace



HEROKU

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The Heroku Elements Marketplace

Find everything you need for your app, your stack, and your workflow in one place.



Add-ons



Buttons



Buildpacks



Introducing Apache Kafka on Heroku

Streaming data service optimized for developers.

[Learn More](#)

Popular Add-ons



Heroku Postgres
DATA STORES



Heroku Redis
DATA STORES



Papertrail
LOGGING



mLab MongoDB
DATA STORES

Popular Buttons



Hasura GraphQL Engine
🔗 2,086 Recent Deploys



Echo Speaks
🔗 1,599 Recent Deploys



OWASP Juice Shop
🔗 900 Recent Deploys



Salesforce Conference App
🔗 765 Recent Deploys

Popular Buildpacks



heroku-buildpack-nodejs
🔗 5,467 Recent Deploys



heroku-buildpack-apt
🔗 3,083 Recent Deploys



heroku-buildpack-pgbouncer
🔗 2,940 Recent Deploys



heroku-buildpack-ffmpeg-latest
🔗 2,053 Recent Deploys

Why Integrate Heroku with Salesforce?

- ❑ Overcome Limits
- ❑ Offload Heavy Computation
- ❑ Extend Storage
 - ❑ Data Synchronization
 - ❑ Data Virtualization
- ❑ Data Prep Inbound and Outbound
- ❑ User Interface Integration

Integrations



Integrations

- ❖ Identity
- ❖ Data
- ❖ Process
- ❖ User Interface

Integrations

❖ Identity

➤ DATA

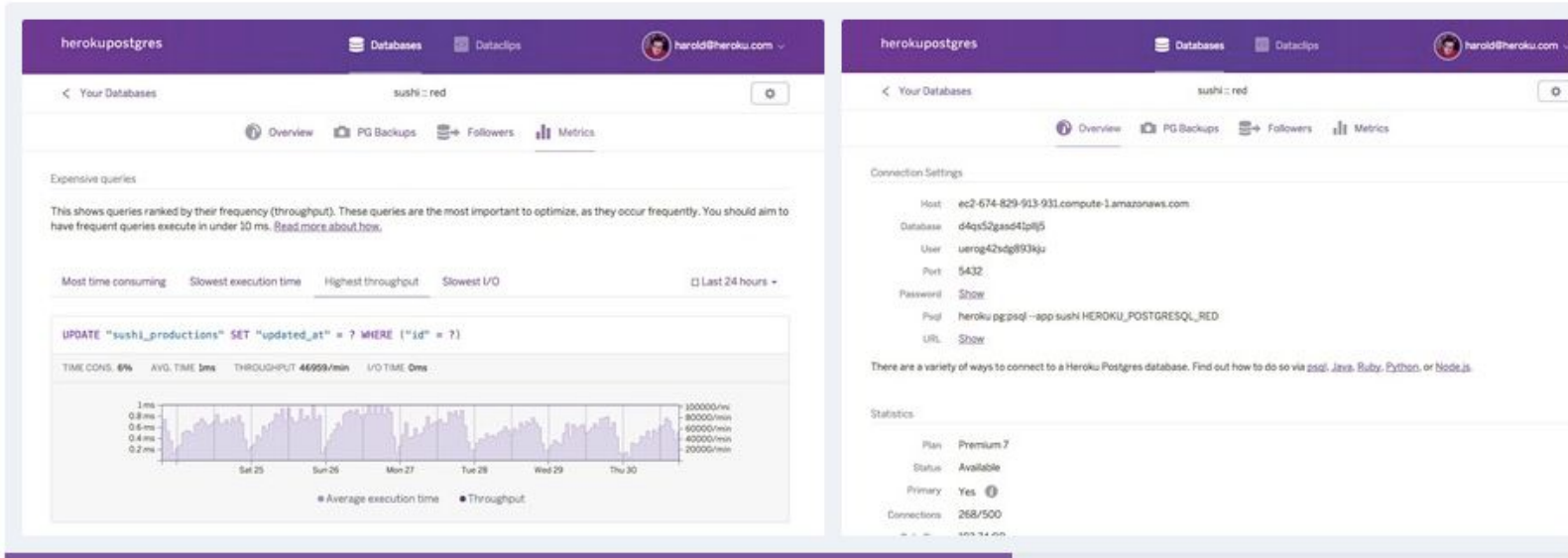
❖ Process

❖ User Interface



Heroku Postgres

Reliable and powerful database as a service based on PostgreSQL. Starting at \$0/mo.



Connect, Use, and Develop

Databases are multi-ingress: use them from any cloud, PaaS, or your local computer. It is easy to connect from common languages & frameworks including Rails, Django, PHP, and Java: configuration strings are generated for them automatically. The starter tier provides expected up time of 99.5% and is well suited for development and hobby applications, with the production tier offering an expected up time of 99.95% for serious production applications.

Scale and Grow

Scale vertically by choosing from a range of plans. Plans differ based on the size of their hot-data-set, the portion of data available and optimized on-the-fly in high speed RAM. When the time comes, scale horizontally by adding read-only followers that stay up-to-date with the master database.

Heroku Connect

Bi-directional data integration between Salesforce and Heroku Postgres

Build apps that span Salesforce and Heroku

Extend your CRM data to the world's leading dev platform

Easily consolidate Salesforce org data in minutes

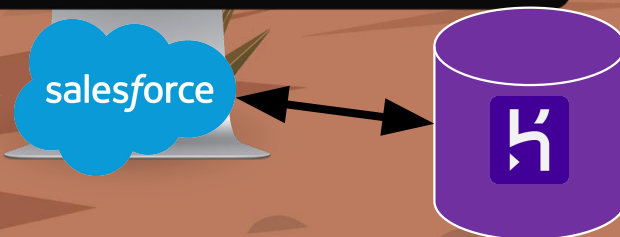
Simply point & click to move data from many Salesforce orgs

Expose Heroku tables as External Objects

Use Salesforce Connect to virtually access Heroku data

The screenshot shows the Heroku Connect 'Edit Mapping' interface. At the top, there are 'Cancel', 'Back', and 'Save' buttons. Below the title bar, there are two tabs: 'Salesforce → Database' and 'Database → Salesforce'. The 'Salesforce → Database' tab is active, showing a 'Poll Frequency' of 10 minutes and a checkbox for 'Listen for updates using the Streaming API'. Below this, the 'Mapped Fields' section is visible, with a table listing fields to be synchronized. The 'Customer_Idea_c' row is highlighted with a blue box. A 'Report Issue' button is located on the right side of the table.

Sync	Field	Label	Type	Length	Indexed
<input type="checkbox"/>	CreatedById	Created By ID	reference to: User	18	<input type="checkbox"/>
<input type="checkbox"/>	Customer_Feedback_c	Customer Feedback	textarea	500	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Customer_Idea_c	Customer Idea	textarea	500	<input type="checkbox"/>
<input type="checkbox"/>	Customer_Location_c	Customer Location	geolocation	18	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Device_Crash_Data_c	Device Crash Data	reference to: Device	18	<input type="checkbox"/>
<input type="checkbox"/>	NPS_Score_c	NPS Score	number	18	<input type="checkbox"/>



Demonstration



Integrations

❖ Identity

➤ DATA

■ More Tools!

❖ Process

❖ User Interface



The Salesforce User Interface



Replicate & Preserve

- Back Up & Archive Salesforce Data
- View, Retrieve & Restore in SF
- Control Salesforce Storage
- Bulk Restore with Attachments
- Create Historical Data Sets



Time Machine

- Unlimited Field Audit Trail
- Solve for Complex Compliance
- Record Every Version of Every Record
- Side by Side Time Comparison
- View, Retrieve & Restore Data



Migrate

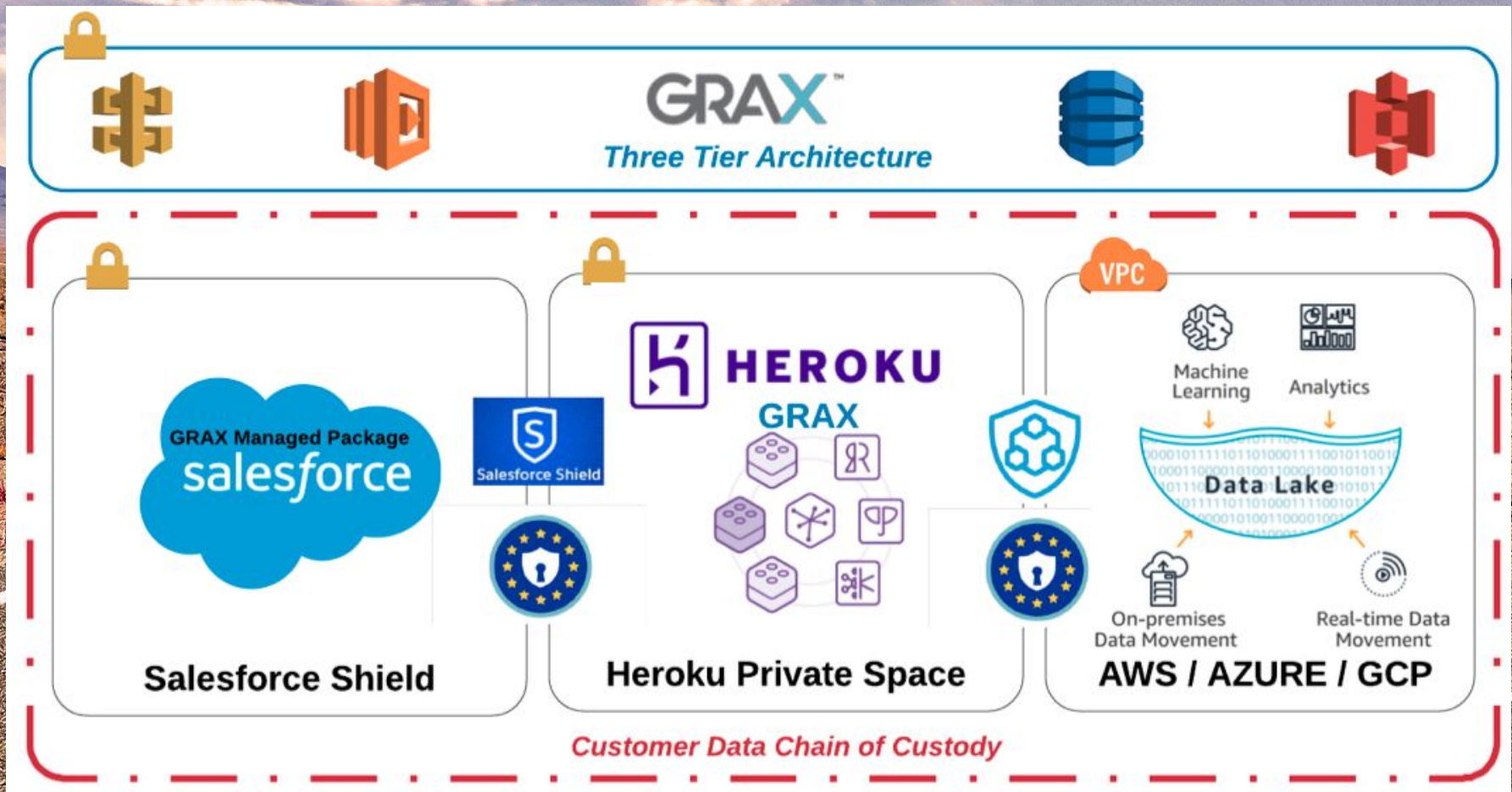
- Salesforce Org Data Transfer
- Sandbox Seeding
- Einstein Analytics
- Marketing Cloud Connect



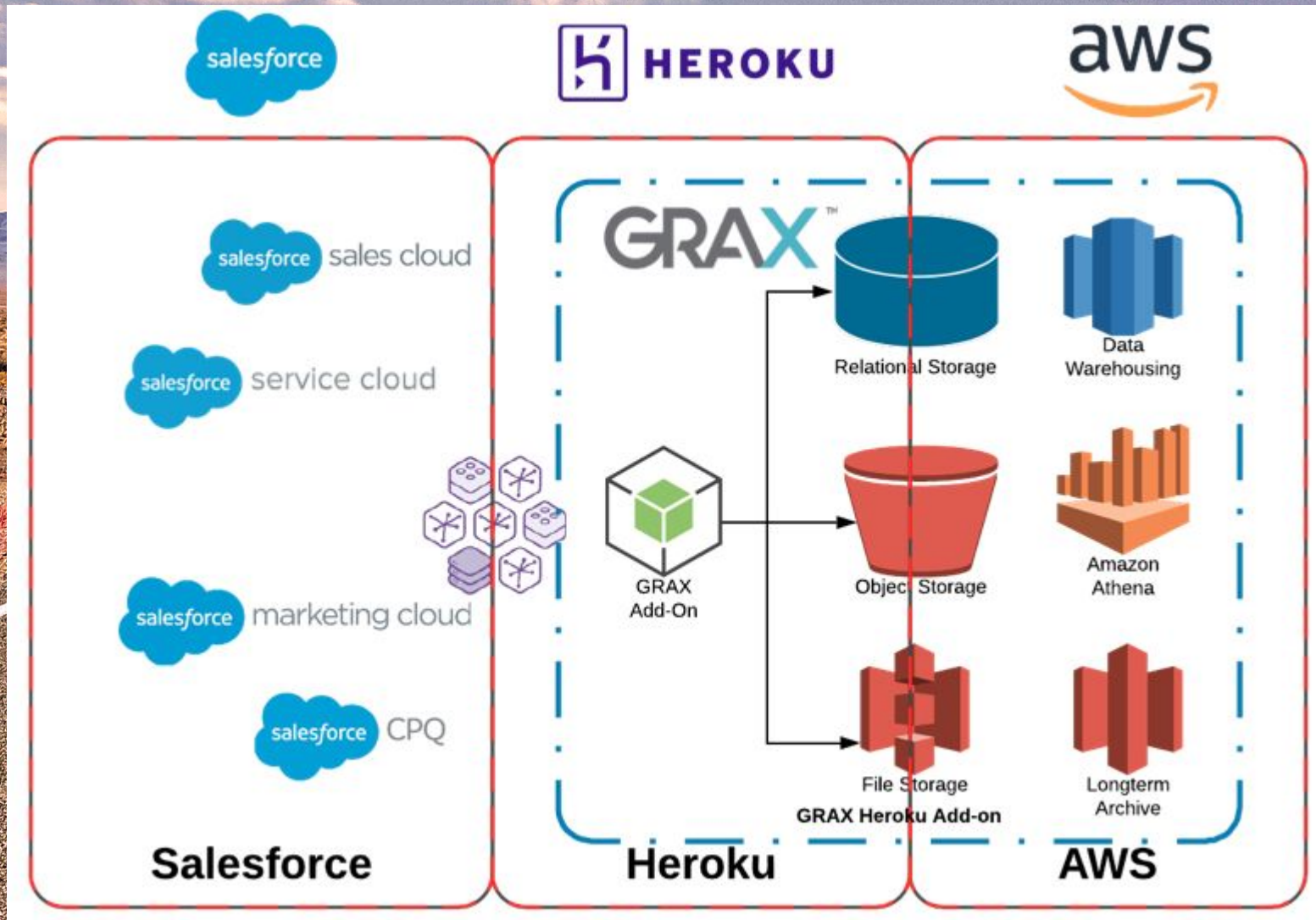
Data Hub

- Multi-Org View, Analyze & Action
- Third Party Data Integration
- Business Unit Collaboration
- Aggregate Company Wide Data

Chain of Custody

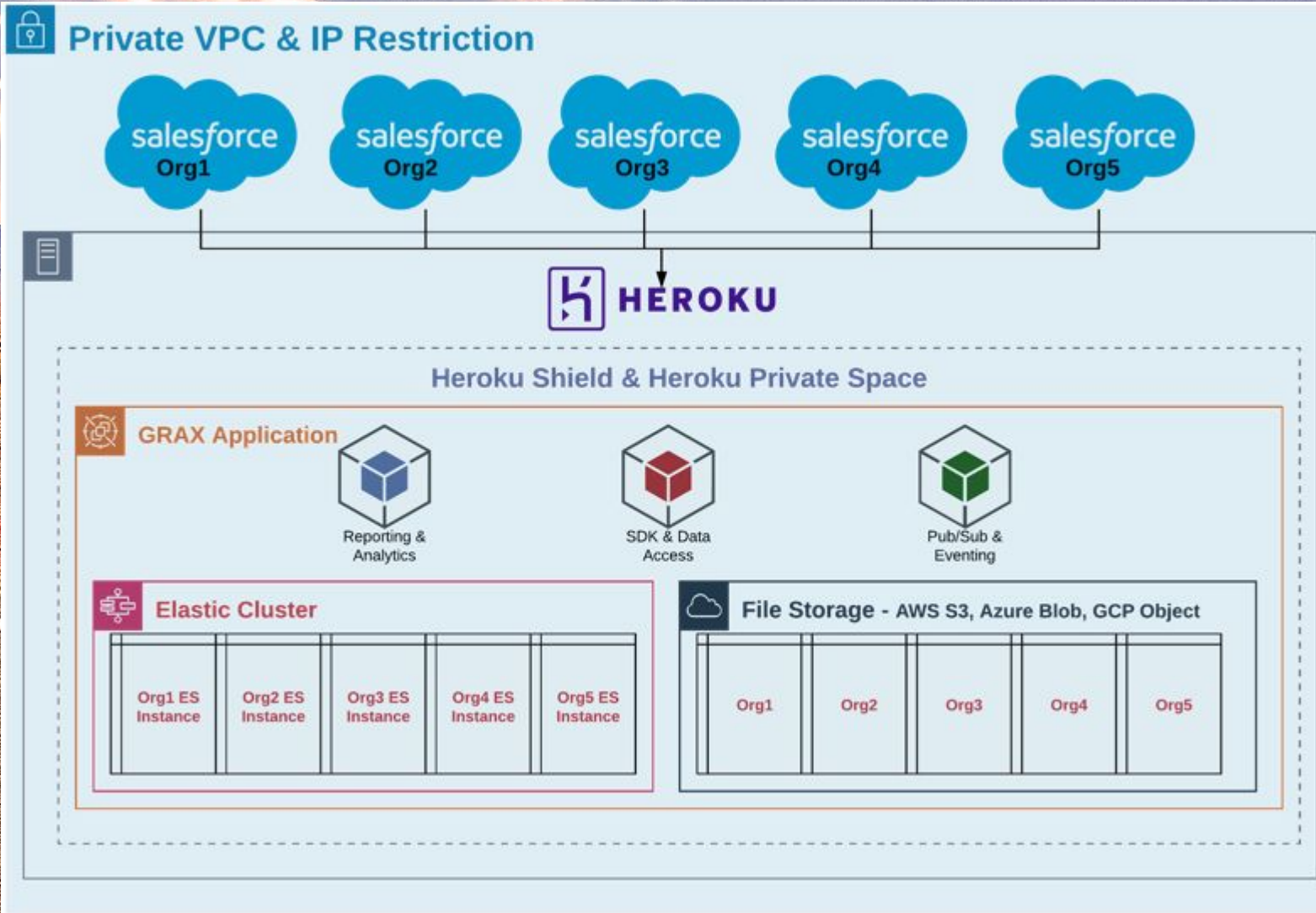


Logical Architecture



GRAX Multi Org Architecture

Boundless Reporting, Analytics, and Data Sharing

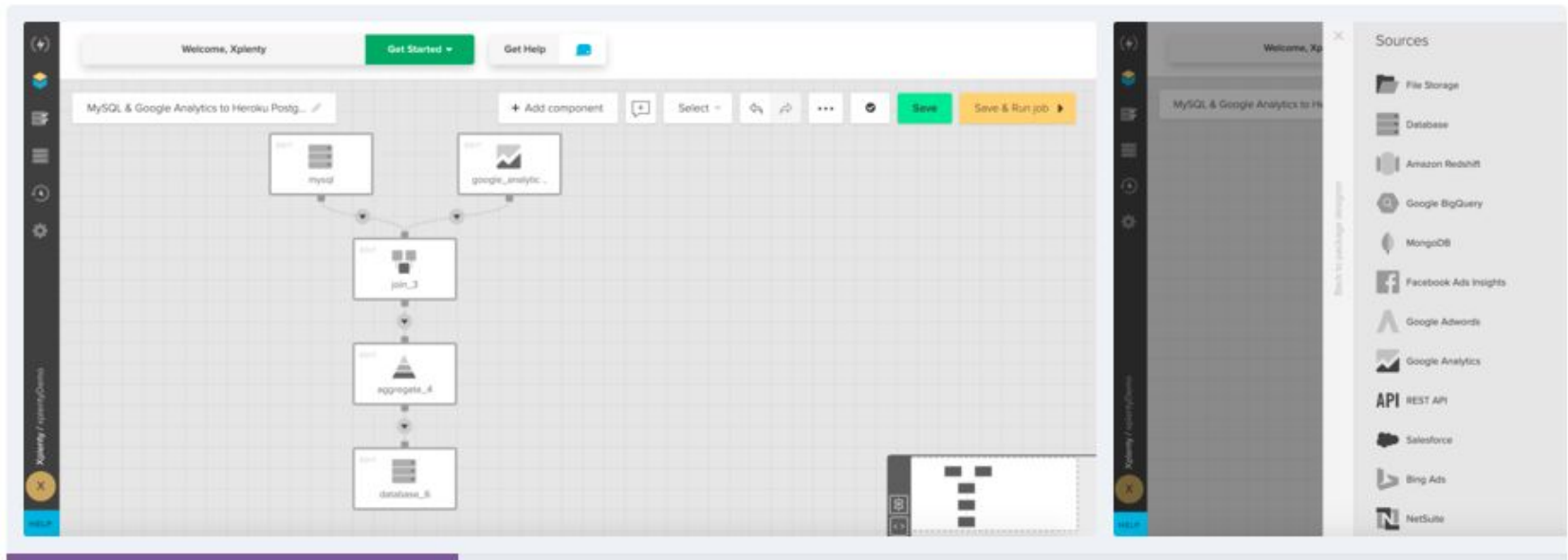


Xplenty for System to System Integration



Xplenty

Data Integration Service. ETL and ELT. Simplified. Starting at \$0/mo.



Integrations

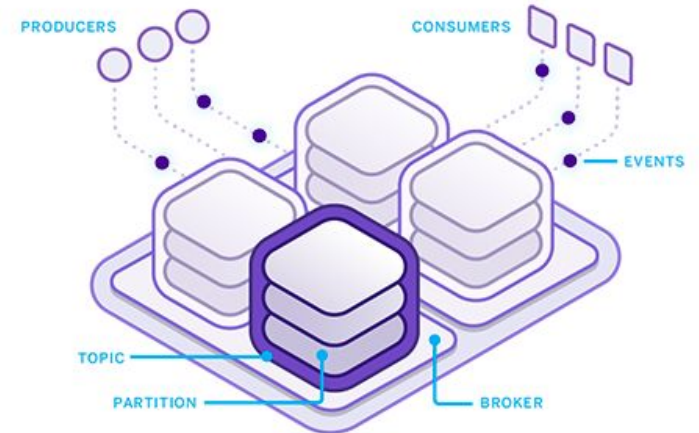
- ❖ Identity
- ❖ Data
- PROCESS
- ❖ User Interface



Apache Kafka on Heroku

Streaming data service optimized for developers.


[See how it works](#)




What is Kafka?

Apache Kafka is a distributed commit log for fast, fault-tolerant communication between producers and consumers using message based topics. Kafka provides the messaging backbone for building a new generation of distributed applications capable of handling billions of events and millions of transactions.



Platform Events Pilot*

 DATA

Integrations >  herokuplatformevents-convex-61074

Overview Events Logs Settings

All Mapped Events | Find Mapped Events

Event Name	Event Status	Topic Name	
 HC Platform Event	 Active	salesforce.hc_platform_event__e	<button>Deactivate</button>

Event Schema & Fields

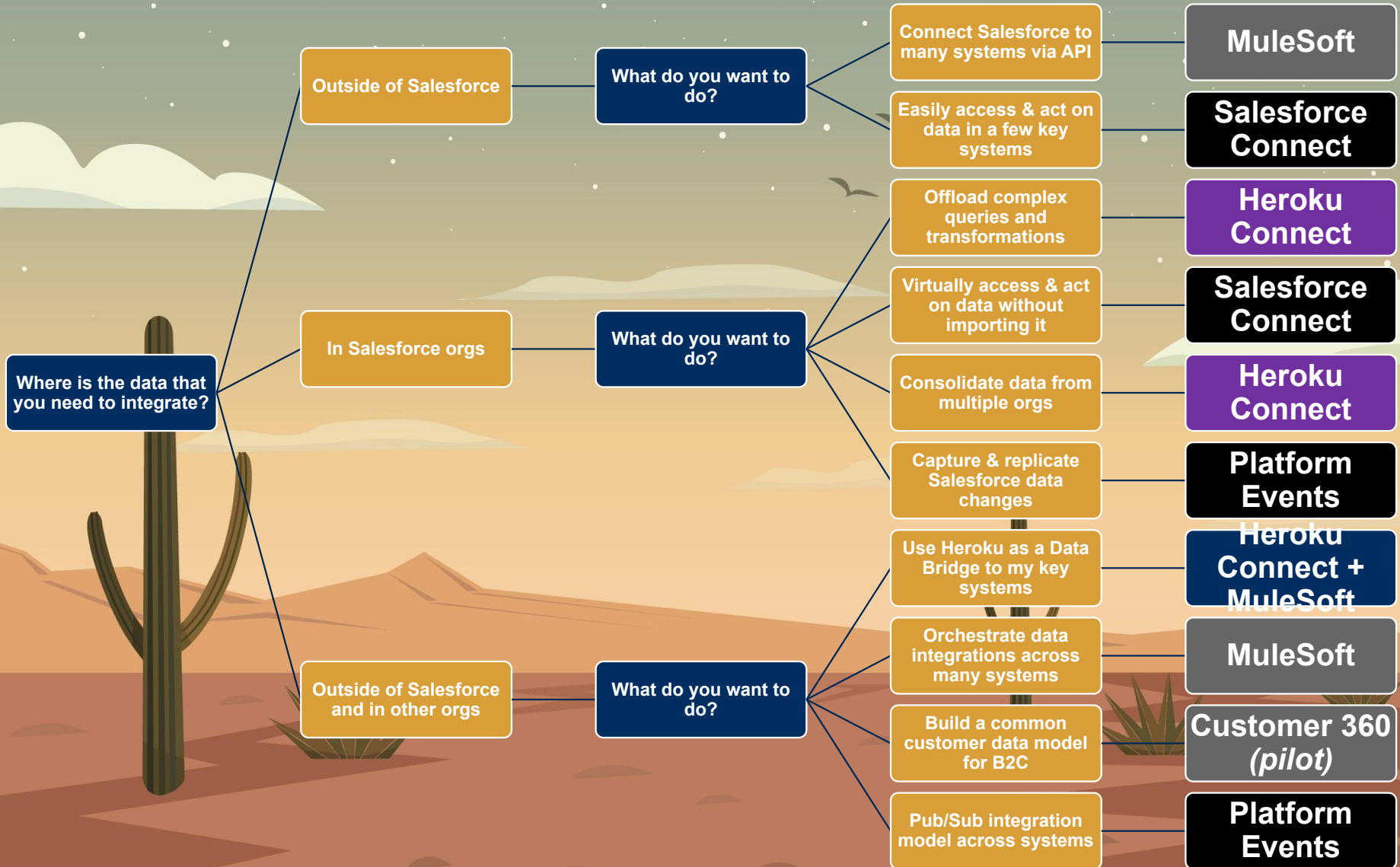
Field	API Name	Data Type
Contact ID	Contact_ID__c	string
Contact Name	Contact_Name__c	string
Created By ID	CreatedById	reference
Created Date	CreatedDate	datetime
Replay ID	ReplayId	string

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- ❑ Overcome Limits
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- ❑ Extend Storage
 - ❑ Data Synchronization
 - ❑ Data Virtualization
- ❑ Data Prep Inbound and Outbound
- ❑ User Interface Integration

Data & Process Integration Decision Tree

salesforce



thanks!

Any questions?

any questions?

You can find me at:

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Salesforce Platform Integration Portfolio

Salesforce APIs



Access and manipulate Salesforce data and processes with code

Heroku Connect



Instant deployment of scalable database with point & click integration to Salesforce

Salesforce Connect



Connect Salesforce to external systems & Salesforce orgs without data import

Platform Events



Salesforce-native pub/sub for real-time integration & logic execution across internal & external systems

CDC



Tracking changes to objects in Salesforce and replicating those changes to any system instantly

External Services



Create end-to-end business processes in Salesforce using workflows in other systems

- Leverage declarative tools to connect to external APIs and bring the logic into Salesforce
- Use this external logic within Salesforce flows in real time



Data & Integration



Metadata



Data Models



Connectivity



External Data



Enterprise Scale

salesforce

Platform Events Pilot

salesforce



Integrations > herokuplatformevents-convex-61074

Overview Events Logs Settings

All Mapped Events | v

Find Mapped Events

Event Name

Event Status

Topic Name



HC Platform Event

✓ Active

salesforce.hc_platform_event__e

Deactivate

Event Schema & Fields

Field	API Name	Data Type
Contact ID	Contact_ID__c	string
Contact Name	Contact_Name__c	string
Created By ID	CreatedById	reference
Created Date	CreatedDate	datetime
Replay ID	ReplayId	string