**Day 4:**

**Q. Create a document to share your understanding on purpose of each Salesforce Application/Products**.

**1.Salesforce Sales Cloud:**

It is one of the most popular Salesforce products refers to the “sales”.

It is about identifying, selling and managing your prospects and customers to reach your sales objects.

It includes Leads, Accounts, Contacts, Opportunities, Products, Price books, Quotes, and Campaigns.

**2.Salesforce Service Cloud:**

Service Cloud is a Salesforce application to support every customer, anytime, anywhere.

Service Cloud is the world’s #1 customer service solution which provides agents the tools to quickly manage customer cases.

(Using consoles, communities, knowledge bases, collaboration, social service and multichannel support features.)

Major Objects: Cases, Solution.

**3.Salesforce Marketing Cloud:**

It provides powerful digital marketing platform. Salesforce Marketing Cloud (ExactTarget) helps build better customer journeys and enhance customer engagement with a brand across channels outside of email as well including web, mobile, social and ads.

**4.Salesforce Community Cloud:**

When organizations share a computing infrastructure within the same community it is termed as community cloud.

In a community cloud, infrastructure is shared by several organizations and supports a specific community that has shared concerns( Eg:security requirements, policies).

**5.Salesforce Analytics Cloud:**

It is a type of cloud service model where data analysis and related services are performed on a public or private cloud.

It refers to any data analytics process that is carried out in collaboration with a cloud service provider.

**6.Salesforce Apps Cloud:**

Provides tools needed quickly create robust, secure, scalable.

This platform can be used to build applications.

**7.Salesforce IoT Cloud:**

IoT (Internet of Things) is a hot topic among the Salesforce Products today which is going to provide a lot of opportunities with a lot of challenges.

It’s a connection between people-thing, thing-thing, and thing –people.

IoT is the technology which connects the people and all the possible things in the world to make human life easier.

IoT Cloud mainly focuses on transforming connected devices into useful customer data.