

Overview of Salesforce Industry

THE SALESFORCE ECONOMY

New research from IDC shows that Salesforce and its ecosystem of partners and customers are having a tremendous global impact. By 2022, IDC predicts that Salesforce's ecosystem will create 3.3 million jobs and \$859 billion in new business revenues worldwide.

salesforce

By the Numbers

3.3M

new jobs created
by 2022

\$859B

new business revenues
created by 2022



87% of Salesforce
customers have installed
an AppExchange app



89% of Fortune 100
companies have installed at
least one AppExchange app

Industry Economic Benefits of the Salesforce Economy



Financial Services
Revenue: \$163.7B
Jobs: 584,995



Manufacturing
Revenue: \$159B
Jobs: 638,296



Retail
Revenue: \$92.6B
Jobs: 401,355



Comms and Media
Revenue: \$89.8B
Jobs: 360,451

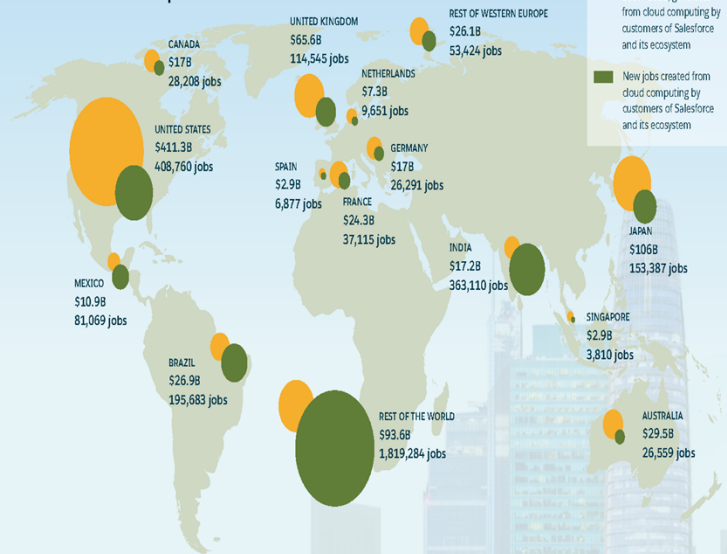


Government
Revenue: \$50.9B
Jobs: 221,640



Health and Life Sciences
Revenue: \$68.2B
Jobs: 244,096

Economic Impact



Salesforce Revenue Multiplier

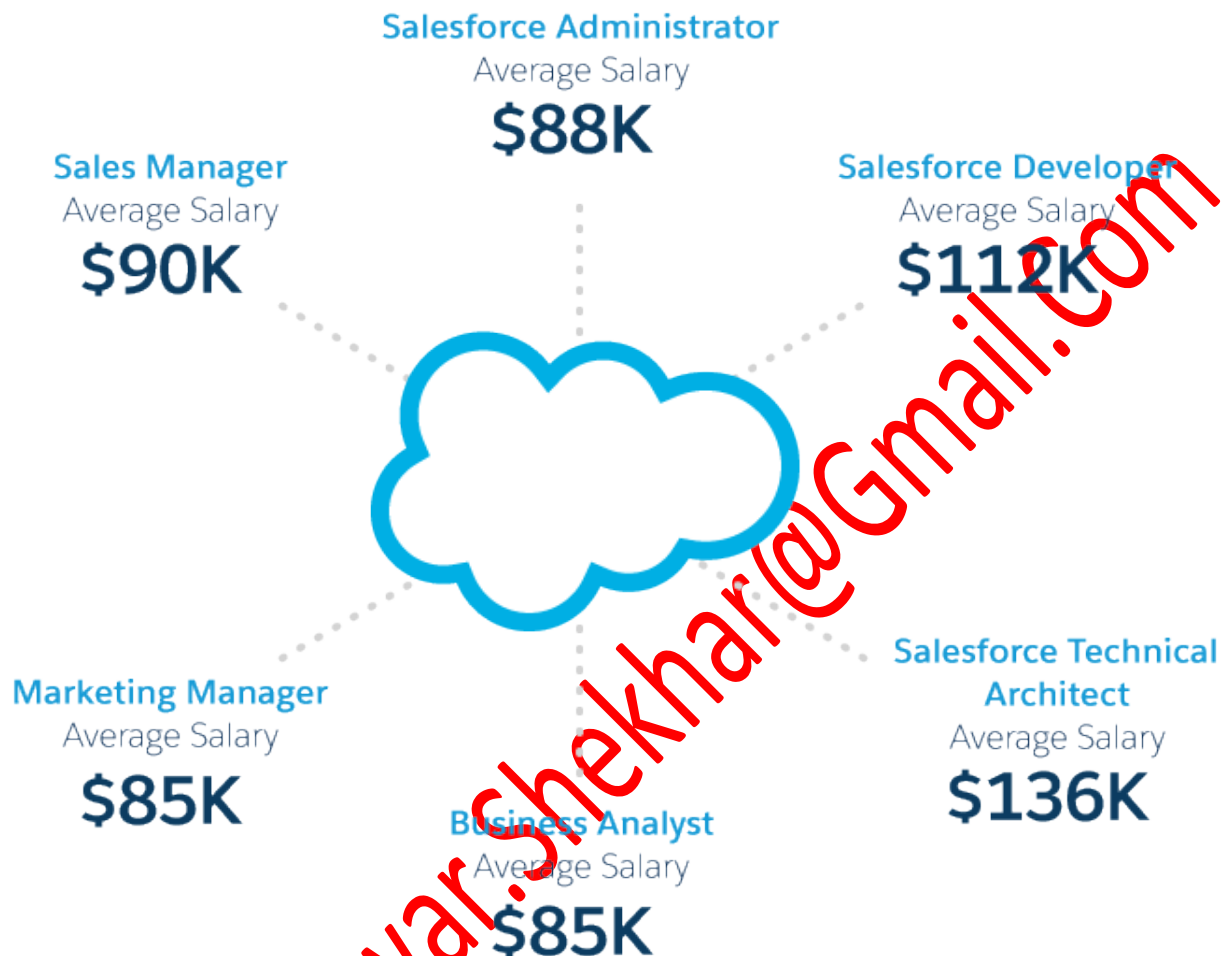
For every \$1
Salesforce makes, its
ecosystem will make
\$5.18 by 2022.



Source: IDC White Paper sponsored by Salesforce, "The Salesforce Economy Forecast: 3.3 Million New Jobs, \$859 Billion New Business Revenues to Be Created from 2016 to 2022," October 2017

BY:

Average Salaries Our Students Got



Companies Where Our Ex Students Are Working

OUR EX BATCH STUDENTS WORK HERE



Introducing...

Salesforce Placement Oriented Syllabus

Admin | Developer | Integration | Lightning | Wave Analytics | Einstein

IOT | Sales Cloud | Service Cloud | Marketing Cloud

===== Admin | 201 Syllabus =====

Background preparation

- Introduction on Cloud Computing
- IAAS (Infrastructure as a Service)
- PAAS (Platform as a Service)
- SAAS (Software as a Service)
- Introduction on CRM
- History of Salesforce
- Introduction on Salesforce.Com
- Case study

Understanding Salesforce environment

- Salesforce Organization
- Salesforce Editions

- Pricing
- App logo
- Global search
- User menu
- App menu
- Tab bar
- Recycle bin
- Case study

Salesforce Standard Objects

- Salesforce Sales Process
- Salesforce Service Process
- Salesforce Marketing Process
- Lead management
- Lead conversion
- Web to Lead
- Lead auto response
- Lead Assignment
- Case management
- Case auto assignment
- Case auto response
- Web to case

- Email to case
- Case escalation
- Solution management
- Knowledge management
- Activity management
- Task
- Event
- Case study

Collaboration in Salesforce

- Setting in Chatter
- Using Chatter
- Private groups
- Public groups
- Invite customers
- Post a message by email
- Chatter feeds
- Chatter tagging

Salesforce Data Model

- Becoming Familiar with the Setup segments
- Introducing Apps
- Introducing Objects

- Introducing Tabs
- Introducing Fields
- General Fields
- Enhancing the Simple App with Advanced Fields
- Field Dependency
- Multi dependency picklist
- Field tracking
- Field deletion consideration
- Global field
- Becoming Familiar with Object Definition Page
- Case study

Data Validation

- Enhancing the Simple App with Data Validation
- Introducing Validation Rules
- Standard Validation Rule
- Custom Validation Rule
- Case study

UI Design & Mapping With Department

- Introducing Page Layouts

- Adding page Layout elements
- Tab Layouts
- Working on fields
- Field setting
- Working on buttons
- Working on related list
- Working on sections
- Detail page
- Edit page
- Reports in Page layout
- List views
- Access in list views
- Case study

Expanding the App Using Relationships

- Introducing Relationships
- Lookup Relationship
- Master Detail Relationship
- Roll-up Summary fields
- Hierarchy Relationship
- Self Relationship
- Many to many Relationship
- Case study

User Management

- Introduction Users
- User management process
- User license
- Features license
- Case study

Security and Sharing

- IP Address restrictions
- Activations
- Audit Trials
- Login hours
- Forceful password expiry
- Session details
- Organization-Wide Defaults
- Profile
- Permission Sets
- Roles
- Sharing Rules
- Manual Sharing
- Field Level Permissions

- Public Groups
- Queues
- Public Group Vs Queue -- Use case
- Case study

Data Management

- Scheduling
- Mass delete
- Mass transfer
- Data import wizard
- Data import wizard Vs Data loader
- Data loader
- Batch size
- Server host
- Sandbox Vs Production Usage
- Export
- Export all
- Insert
- Update
- Upsert
- Delete
- Hard delete
- 15 digit ID

- 18 digit ID
- External ID
- Case study

Using Custom Workflow Processes

- Introducing Automation
- Workflow rules
- Update Record
- Create Task
- Automate Emails
- Outbound Message
- Time dependent workflows
- Time triggers
- Deep dive into Evaluation criteria
- Use case of evaluation criteria
- Case study

Approvals Process

- Planning for Approval processes
- Creating an Approval process
- Creating Approval steps

- Multi step Approvals
- Final approval action
- Final rejection action
- Working on recalling
- Delegate process
- Multiple approvers Vs Single approver
- Case study

Advance Automation

- Limitations of Workflow rules
- Workflow Vs Process Builder
- Benefits of Process Builder
- Record update
- Email alert
- Chatter post
- Visual Workflows AKA Flows
- Screens
- Condition check
- Outcomes
- DML by Flows
- Login flows

Analysing Data with Reports and Dashboards

- Introducing Reports
- Tabular Reports
- Summary Reports
- Matrix Reports
- Joined Reports
- Report Formats
- Introducing Dashboards
- Adding Dashboard Components
- Dynamic dashboard
- Regular dashboard
- Dashboard security
- Types of report sharing
- Types of Dashboard sharing
- Report security
- Bucket fields
- Custom Reports Types
- Formula fields

===== *Special Addition* =====

(HARDLY ANY 1 TEACH THIS IN MARKET AS IT NEEDS PAID ENVIRONMENT OF SALESFORCE)

- Salesforce Deployment
- Migration strategies
- Sandbox creation
- Sandbox refresh
- Connection setup between environments
- Inbound Change Set
- Outbound Change Set
- Ways to migrate data from a Salesforce environment to Other
- Validation
- Packaged deployment

We also offer some HOT TOPICS in industry!!

- Salesforce Lightning Essentials
- Salesforce Mobile Essentials
- Salesforce Integration Essentials
- Salesforce Wave analytics Essentials
- Salesforce Einstein Essentials
- Salesforce IOT Essentials
- Salesforce Marketing Cloud Essentials

===== Developer Syllabus =====

Basics of programming (for those who never did any coding before)

- Basics of programming
- Variables
- Operators
- Expressions
- Looping Statement
- Controlling Statement
- Class
- Objects
- Functions

Basics of Salesforce programming

- Architecture Apex / Force.com
- Data Types in Salesforce
- Collections
- List
- Set
- Map

- Debug process and methodology

Building logic through programming

- APEX Class
- Triggers in Salesforce
- Invoking apex classes from Triggers
- Trigger handlers
- Trigger Scope
- Trigger Types
- Trigger Events
- Best Practices Triggers
- Governor Limits
- Understanding Trigger Context Variables in Salesforce
- Trigger.New
- Trigger.Old
- Trigger.New Vs Trigger.Old
- Trigger.NewMap Vs Trigger.OldMap

Testing in Salesforce

- Understanding Test Classes in Salesforce
- Building Test Classes and execution
- Code coverage understanding

- Annotations

Data Manipulation Language

- DML Statements
- Insert statement
- Update Statement
- Delete Statement
- Getting data from recycle bin
- MVC pattern in Salesforce
- Introduction to Visual Force
- Enabling VF for your Organization and Execution
- Creating First VF page

Working on UI with Visualforce Pages

- Building Page Block Table in VF page
- Building Form in VF page
- Apex:PageBlockSection and apex :PageBlockSectionItem
- Input Components
 - InputText
 - InputField
 - OutputLabel
- Controllers

- Types of Controllers
- Standard Controllers
- Custom Controllers
- Controller Extension
- Rerender
- With sharing
- Without sharing
- VF page with multiple extension class
- Best Practices Visualforce
- Bulkification
- Exceptions

Query Languages

- Intro to SOQL
- Query formation in SOQL
- Intro to SOSL
- Query formation in SOSL
- DML statements in Salesforce
- SOQL Vs SOSL
- Aggregate functions
- SOSL transformation
- Relationship query

- Query on parent to fetch child data
- Query on child to fetch parent data

Advance APEX

- Batch class
- Using Start()
- Using Execute()
- Using Finish()
- Batchable interface
- Understanding BatchableContext
- Schedule Class
- Schedulable interface
- Calling batch from schedule class
- Scheduling using CRON job
- Transaction Control
- Rollback
- Save point

== Bonus Topics - FREE! =====

Good news!!

Along with above syllabus we will help you to learn below 100+ very important Salesforce topics by periodic knowledge sharing activities of trainer!!

Keep learning! Keep growing!!

Asynchronous APEX Vs Synchronous APEX

Sforce connection

Action Support

Action Function

Action Polling

Action Status

Action region Vs Re-render

Remote method invocations

Data transfer between the pages

Force.com Sites

Site security

Working on Site users

Communities in Salesforce

Benefits of Partner community

Benefits of Customer community

Product Management

Setting pricing

Quote management

Mailing Quote with ease

Opportunity Management

AppExchange

Using Actions in Salesforce

Global Actions

Object specific Actions

Working with workbench

Database. DML operations

@ future annotation

@ AuraEnabled

@ InvocableMethod

@ IsTest

@TestVisible

@ ReadOnly

@ RemoteAction

@ TestSetup

Wrapper class

Calling batch with in a batch

Handling exceptions in batch apex

Sending email from batch class

Invoking another batch from batch class

Email Services

Executing business logic on email

Single Email Message

Invoking Future Methods from Schedule Apex

Multi Topic Scenario: System validation -- before Insert Trigger

Multi Topic Scenario: System validation -- Before Insert -- custom validations

Multi Topic Scenario: System validation -- Before Insert -- Custom validation -- after Insert trigger

Recursive trigger

Invoking ways for APEX

Avoiding Recursive triggers

Database.Insert action

Getting success records in Database.Insert

Getting failed records in Database.Insert

Invoking Batch Apex from Triggers

Invoking Schedule Apex from Triggers

Invoking future Methods from Triggers

Schema Programming

Using getGlobalDescribe

Get list of all objects in ORG

Get list of all fields in ORG

Custom Setting

List Vs Hierarchical custom setting

CSS in VFP

JavaScript in VF page

Jquery in VF page

Static Resource

Paginations

Learning Offset

Learning LIMIT in query

Controller and Extensions

Over riding the Standard buttons and links

Intro to Lightning

Benefits of Lightning

Limitations of Lightning

Road map of course

Preparing for Lightning in your Classic project

Lightning roll out plan

Preparing pilot team

Working on Profile level permission

Permission set level permission

Pre and post rollout strategy

Lightning experience tour

Features of LEX

Lead management

Chatter in Lightning

Reporting overview

Classic Vs Lightning experience walk though

Setup management

Working on records

Home page design

Record page design

Type of page assignment

Working on custom error messages

DML Exception

Learning View States

How to avoid View state

Transient variables

Making Salesforce job faster with extensions

Benefits of ANT

Learning

Intro to APEX Design pattern types

Master list of Exceptions

.....this list will grow in future !

**Let's get ready for your
great Salesforce career!!**

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