CC Practical Assignment - 3

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Aim - Creating an application in SalesForce.com using Apex programming language.

Theory - SalesForce -

1> It is cloud-based software company which provides customer relationship management (CRM) software and applications focused on sales, customer service, marketing automation, analytics and application development.

2> It offers users a customer community, partner community, developer community and an app exchange marketplace.

3> SalesForce provides more power and flexibility to manage customer and other relationships.

4> The main purpose of the salesforce platform is to make business platform processes more effective. You can easily access all the data from anywhere and anytime.

* Benifits of SalesForce -

1> SalesForce is a cloud-based solution that is secure, easy to use and accessible anywhere.

2> You can create custom reports to help you better understand your business data.

3> SalesForce has an extensive app store that makes it easy to add tools for your business.

4> Ultimate Accessibility - It is accessible anywhere and anytime.

5) Improved Team Collaboration - The software allows you to connect and communicate with team members.

6) Simple Account Planning - Salesforce makes it simple to create plans for accounts.

* Apex Programming language

1) It is proprietary language developed by salesforce.com

2) It is strongly - typed, object oriented programming language that allows developers to execute Flow and transaction control statements on the Force.com platform server.

3) It has a java-like syntax and acts like database stored procedures.

4) It enables the developers to add business logic to most system events, including button clicks, related record updates and visual force pages. apex code can be initiated by web service requests.

* Features of Apex language -

1) Integrated - Apex has built in support for DML operations like Insert, update, delete. It has support for online SQL query handling which returns the set of Sobject records.

2) Java like syntax and easy to use.

3) Apex runs in a multitenant environment.

4) Apex provides built in support for unit test creation and execution.

5) Strongly integrated with data.