What is salesforce?

* Salesforce is a cloud-based customer relationship management (CRM) platform that helps businesses connect with customers
* Provides tools for various business functions including sales, marketing, customer service, and analytics.
* Offers automation of workflows, which enhances efficiency and reduces manual efforts in business processes.

why Salesforce is widely use?

* It helps improve customer relationships by tracking interactions, managing customer service
* Salesforce allows businesses to store and manage all customer information in one place, providing a 360- degree view of the customer.

what is Apex?

* It is the in-house technology of Salesforce.com which is similar to java programming with object oriented concepts and to write our own custom logic.

why did there only use apex code?

* Apex is deeply integrated with the Salesforce platform, allowing it to seamlessly interact with Salesforce data and objects.
* This tight integration ensures that developers can easily build custom business logic within the Salesforce environment.

why use triggers?

* Triggers are used to perform immediate action based on previous action

e.g: field update

What are the different types of triggers?

Two types

1. before triggers: is used before database operations.

2. After triggers: is used to access field’s values that set by the database.