Salesforce.com

A global web-based application and cloud computing company best known for its customer relationship management (CRM) product. Salesforce specializes in software as a service (SaaS) to help users handle all of their business needs.

Salesforce is a customer success platform, designed to help users sell, service, market, analyze, and connect with their customers.

Salesforce has everything required to run a business from anywhere. Using standard products and features, users can manage relationships with customers, collaborate and engage with employees and partners, and store their data securely in the cloud.

But standard products and features are only the beginning. This platform allows to customize and personalize the experience for customers, partners, and employees and easily extend beyond out of the box functionality.

It is a suite of CRM products that work together to make today's corporations function more efficiently and profitably. They touch many functional areas in the company.

CRM

CRM stands for Customer Relationship Management. It is a process or methodology used to learn more about customer's needs and behaviors in order to develop stronger relationships with them.

This technology allows users to manage relationships with their customers and track data related to all of their interactions. It also helps teams collaborate, both internally and externally, gather insights from social media, track important metrics, and communicate via email, phone, social, and other channels.

The more useful way to think about CRM is as a process that will help bring together lots of pieces of information about customers, sales, marketing effectiveness, responsiveness and market trends.

Advantages of CRM

- Discover new customers.
- Increase customer revenues.
- Provide better customer services.
- Sell products more effectively.

- Help sales staff close deals faster.
- Make call centers more efficient.
- Simplify marketing and sales processes.

Salesforce Architecture:

Salesforce.com's customer relationship management (CRM) service is broken down into several broad categories which are: Sales Cloud, Service Cloud, Data Cloud, Marketing Cloud, Collaboration Cloud, Analytics Cloud and Custom Cloud (including Force.com)
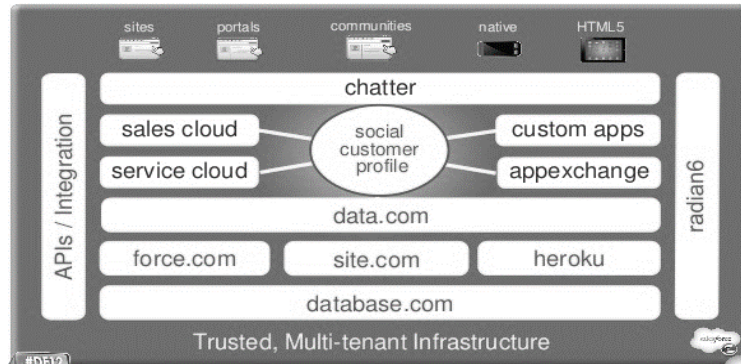
Chatter:

Chatter makes the business social and facilitate connections. It provides collaboration features and capabilities to any application built on the Force.com platform.

Sales Cloud: - Manage sales process end-to-end. When organizations develop product in force.com for sales then it comes in Sales Cloud.

Service Cloud: -

Support customers after the sale. When organizations want to provide some facility and also provides support to the clients then it comes in Service Cloud.

AppExchange:

Salesforce AppExchange is Salesforce.com's cloud computing marketplace, through which end users can access, download and install custom applications.

Data.com:

Data.com is a cloud-based automated system for acquiring and managing CRM records within a user's Salesforce.com account.

Heroku: **Heroku** is a cloud platform as a service (PaaS) supporting several programming languages. It supports development in Ruby on Rails, Java, Node.js, PHP, Python, Scala and Clojure.

Radian6:

Radian6 provides social media monitoring and analysis, in an automated solution that tracks conversations across different online channels from social media to websites.

Site.com

Site.com is a content management system available on cloud. It follows concept of "Create Once and Publish Anywhere". It allows to create own websites, social channels like twitter, Facebook.
Site.com provides WYSIWYG-style tools to build and deliver web sites.

Database.com

Database engine for cloud application developers.

Benefits of Salesforce:

- It is highly customizable
- It is the one which come with three major releases adopting to the user's requirement, which is increasing the user's adoptability rate.
- It has got highest user adoptability rate.