**What is Salesforce?**

Salesforce is a cloud-based technology and one of the largest global web-based Software and [Cloud Computing](https://www.tutorialkart.com/salesforce/what-is-cloud-computing/) Company which is known as ***“Customer Relationship Management(CRM)”*** product founded in 1999 by former Oracle executive Marc Benioff, Parker Harris, Dave  Moellenhoff and Frank Dominguez.

Salesforce with their first release offered CRM product and later they released API (Application Programming Interface) for exposing data on their server to clients via protocols. After many updates, Salesforce released a proprietary language called [Apex](https://www.tutorialkart.com/learn_apex/write-an-apex-class-to-perform-addition-subtraction/) (syntactically similar to [Java](https://www.tutorialkart.com/java/final-keyword-in-java/" \t "_blank)).

Salesforce is not just a Customer Relationship Management tool, it provides Software, Platform, and Infrastructure as a Service. We can call Salesforce.com as a Salesforce automation (SFA) tools, where the user can develop several applications, Website and portals using drag and drop environment.

* Salesforce is one type of database which has different and fancy User Interface.
* Salesforce.com User Interface is built with many support functions like accounts, contacts, Sales opportunities, Chatters, Quotes and many more.
* Salesforce.com cloud application platform is sold as a subscription.

 Salesforce.com offers its services through four different clouds :

1. Sales Cloud.
2. Service Cloud.
3. Collaboration Cloud.
4. Force.com Custom Cloud.

**What is Salesforce Sales Cloud?**

The Sales Cloud is a Customer Relationship Management. [Sales Force Automation](http://www.crmsalesforcetraining.com/what-is-sales-force-automation/) is the most popular sales tool which speeds the sales process and streamlines lead to cash. Sales Cloud will have the following features.

* Accounts and Contacts.
* Marketing and Lead.
* Opportunities and Quotes.
* [Approval](https://www.tutorialkart.com/salesforce/salesforce-approval-process-approval-process-salesforce/) and [Workflows](https://www.tutorialkart.com/salesforce/salesforce-workflow-rules-salesforce-workflow-examples/" \t "_blank).
* Email and Productivity.
* Content Library.
* Analytics and Forecasting.
* Chatter.
* Partners.
* Mobile.
* Data.com.
* [AppExchange.](https://www.tutorialkart.com/salesforce/salesforce-appexchange-salesforce-app-marketplace/)

**What is Salesforce Service Cloud?**

Premium Customer support is done through mobile, Email, Instant messaging, Twitter, Facebook and other social network platforms. In Service Cloud, we have the following features.

* Case Management.
* Call center.
* Contracts & Entitlements.
* Salesforce knowledge.
* Salesforce Analytics.
* Salesforce Chatter.
* Email.
* Community.
* Partners.
* Salesforce Customer portal.
* Approval and Workflow.
* AppExchange.

**What are Salesforce.com Services?**

Salesforce.com [Customer Relationship Management](https://www.tutorialkart.com/salesforce/why-salesforce-crm-is-1-on-demand/)(CRM) is divided into different clouds like Service Cloud, Data Cloud, Marketing Cloud, Community Cloud, Analytics Cloud and App Cloud.

#### Salesforce1

Salesforce1 is one of the product provides by Salesforce.com. This Salesforce1 is a mobile application for Android and iOS devices.

#### Force.com

In Force.com, developers can develop applications using APEX and Visualforce languages.

#### Work.com

Work.com is the Social Performance Management platform which is mainly used by Managers and Employees to improve their work performance.

#### Data.com

Data.com is an online business directory. Here every company and business professionals exchange their business information through the business card.

#### Desk.com

Salesforce Desk.com is an online helpdesk system. Through Desk.com, Salesforce.com interact with customers and solve their issues.

#### Do.com

It is a cloud-based task management system for different business and small groups.

#### Site.com

Site.com is also an App builder portal.

#### Salesforce Ideas

Salesforce Ideas is based on Dell IdeaStorm. It is a Suggestion management system where users can share their ideas.

#### AppExchange

AppExchange is an online application marketplace like App Store and Google Play. In AppExchange nearly 3000 applications available.

#### Configuration

Salesforce configurations like adding user-defined fields can be done at Configuration.

#### Web services

SOAP/REST web services API available at Web Services in Salesforce.com.

#### Sales Performance Accelerator

Sales Performance Accelerator is a new product which collects performance management application form work.com and lead information from Data.com.

## Why Salesforce?

Salesforce is unique and provides the fastest path from Idea to App. In other legacy platforms, to build an application we require hardware, software, permissions access and many more.

* Salesforce is a number one on-demand CRM.
* It requires no infrastructure.
* World’s most trusted cloud.
* We can build anything with our own apps and with Salesforce App Exchange free applications.
* Powerful and pre-built application available at AppExchange.

## Difference between ERP and CRM

### *****What is CRM ?*****

Customer Relationship Management is the full form for CRM. CRM is a term used to maintain and analyse customers interactions throughout the lifecycle.

Different CRM products.

1. [Salesforce.com CRM.](https://www.tutorialkart.com/salesforce/why-salesforce-crm-is-1-on-demand/)
2. Siebel CRM.
3. Peoplesoft CRM.
4. Sugar CRM.
5. Microsoft Dynamics CRM and many more.

### *****What is an ERP ?  ERP definition*****

Enterprise Resource Planning is the full form for ERP. **Enterprise resource planning** (**ERP**) is one the business process management software which allows an organisation to use a system of integrated applications to manage the business and automate many back office functions related to technology, services and human resources.

#### Different ERP products

1. SAP.
2. Oracle e-business suite.
3. JD Edwards.
4. SAGE.
5. Momentum and many more.



***Example:-*** ProMobile Ltd is a company that manufactures and sells mobile phones. So what do you think various business units involved in Pro Mobile Ltd Company.

**Business Units of Pro Mobile Ltd.**

Based on above example you will understand clearly about the difference between ERP and CRM.

***Enterprise Unit.(manufacturing unit).***

The main aim of this manufacturing unit it to manufacture mobiles.  In Enterprise unit there are sub categories they are

* Inventory Management.
* Resource Planning.
* Product Planning.
* Manufacturing.
* Product Cost.
* Shipping.
* Payment.

***Sales Unit.***

After manufacturing mobile the company has to sell the product. Here the Sales unit  sells the product.  In Sales unit we have sub categories they are

* Customer Information.
* Marketing.
* Opportunities.
* Emails.
* Calendars.
* Reports.

***Service Unit.***

After Selling mobile, the product definitely requires Service. The Service is done by expert service unit. In Service unit there are sub categories they are

* Social Customer Service.
* Customer Care.
* Emails.

If we observe the difference between Enterprise Unit, Sales Unit and Service Unit, the main difference is Enterprise Unit is involved in back office. Here Sales Unit and Service Unit are involved with customers hence they are customer centric. They form the front office. Sales Unit and Service Unit know about customer, market, they interact with the customers. All information regarding customers present at Sales Unit and Service Unit.

So Enterprise unit is known as **Enterprise resource planning** (**ERP**) and Sales Unit and Service Unit are called as **Customer Relationship Management(CRM).**

### Cloud Computing Definition

Cloud Computing separates application from it’s Hardware and Software dependencies. To understand What is Cloud Computing clearly let us discuss the topic with simple example.

*The term “****cloud computing****” and “****working in the cloud****” refer to performing computer tasks using services delivered entirely over the internet.*

**Cloud Computing Introduction**

It is very important to understand about Cloud Computing and its evolutionary process. From the first generation of Computers to Fourth generation of Computers hardware improvements, Software technologies, Networking techniques have been developed and lead to rapid growth in Internet Usage. Due to vast change in Technologies today we are using Internet Protocol version 6(IPv6). Let us discuss some of the issues of Cloud Computing and its Computational Technology in a historical context.

**How hardware Evolution Started**

* The first step in hardware Evolution Started in 1930 by developing Binary Arithmetic. Using Binary Arithmetic many computer processing technologies, terminology and programming languages has been developed.
* In 1939, Berry brothers invented electronic computer which can be operated digitally and computations were performed using vacuum-tube technology.
* IN 1941, Konard Zuse’s Z3 was introduced. This Z3 supports floating point and binary arithmetic.
* In 1943, First generation computers were developed.
* In 1946, Second generation computers ENIAC (Electronic Numerical Integrator and Computer) was built by U.S Army’s ballistic Research Laboratory.
* In Early 1950s and 1960 transistorised computers came into existence.
* In 1958, Kilby invented third generation computers.
* In November 1971, Intel released the world’s first commercial microprocessor.
* Using Microprocessor, Fourth generation computers were developed.
* Intel developed RAM(Random Access Memory).
* In 1974, first commercial personal computer MITS Altair 8800 released.
* In Mid-1980 PC era has begun.

**Relationship between Cloud Computing & Salesforce**

Here we are to learn about ***What is Cloud Computing.*** Before learning about Cloud computing we have to understand what is the relationship between Cloud Computing and Salesforce.com. As there are so many CRM Softwares are available in the market but why Salesforce.com is emerged **world’s #1 on demand CRM.**

Considering People Soft CRM it came to market in Early 1980’s and Siebel CMR it came to market in early 1990’s. These Two CRM’s are more efficient CRM and have many happy customers but why there is a transition from other CRM’s to Salesforce CRM. The main differentiating feature from other CRM’s to Salesforce CRM is Cloud Computing.

[Salesforce is the worlds #1 on Demand](https://www.tutorialkart.com/salesforce/why-salesforce-crm-is-1-on-demand/) on Cloud CRM that based on Cloud Computing. It’s on Cloud CRM. Now we understand that Salesforce CRM is based on Cloud Computing so[***what is Cloud Computing***](https://www.tutorialkart.com/salesforce/what-is-cloud-computing/)? what is the term Cloud Computing mean?

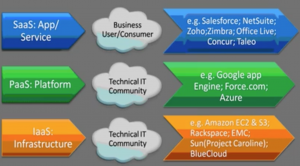
**Example :**Gmail is the best example for cloud computing. If we want to send an email simply we log on to gmail.com and send an Email. Do we require any Software and Hardware dependencies to send Email from Gmail.com. Here the application(Gmail.com) is separated from Hardware and Software dependencies. The same way Salesforce.com works. In [Salesforce.com](https://www.tutorialkart.com/salesforce/why-salesforce-crm-is-1-on-demand/" \t "_blank), we have to create an account and start using Salesforce.com CRM.

### Cloud Computing Features

* It is Network based computing.
* We require computer with internet connection and a browser.
* It is a on cloud application.
* It is on demand application.
* It has shares resources.
* Internet based development and Services.
* Just pay for what you use.
* It is Multi-tenant architecture.
* Automatic Upgrades.
* It is highly Secure.

### Different Cloud Computing Models

In Cloud Computing we have three models they are

1. SaaS (Software as a Service).
2. PaaS (Platform as a Service).
3. IaaS (Infrastructure as a Service).

#### SaaS (Software as a Service)

In Software as a Service model, Softwares are distributed over the cloud. No need to install software and no physical infrastructure is required. The final product or application is available in this service.

**Examples of SaaS cloud providers.**

1. Salesforce.
2. NetSuite.
3. Zoho.
4. Zimbra.
5. Office Live.
6. Concur.
7. Taleo.

#### PaaS (Platform as a Service)

In Platform as a Service, the cloud service providers will provide Hardware, Storage, Network services over the cloud. Here the application is not available as a service but they provide platform to develop our application.

**Examples of PaaS cloud providers.**

1. Google App Engine.
2. Force.com.
3. Azure.

#### IaaS (Infrastructure as a Service)

In Infrastructure as a Service model, the cloud service providers will provide infrastructure like Servers, hosting services. Here we don’t have any final product or a platform to develop application, here we have a space to setup platform and then we have to build the application and use it.

**Examples of IaaS cloud providers.**

1. Amazon EC2 and S3.
2. Rackspace.
3. EMC.
4. Sun(project Caroline).
5. BlueCloud.