



Platform Cloud Academy

Build, Connect, Extend

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Hand Outs

Please download handouts here, we're saving lots of trees!

WIFI: <Radisson>

Open a new browser window,
register and connect

Link to Handson Guide:

<https://whizzky.github.io/Platform/>



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Today's Academy Agenda

Proposal (we are agile)

13:00 Introductions

Names, Organization, Role, Expectations

13:15 Introduction of Salesforce App Cloud

White boarding, presentation

13:45 Build Your App

14:45 BREAK

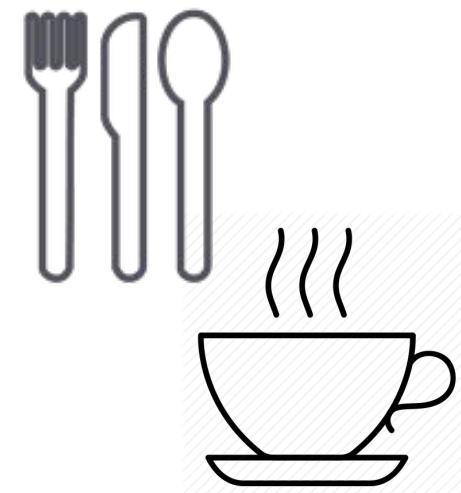
15:00 Connect Your App

15:30 Extend Your App

16:00 From Idea to App

16:30 Get Your (First) Badge!

17:00 Closing & Drinks



Introductions

Jules Weijters



Platform Cloud Architect

Cheyenne Matos



Platform Cloud Specialist



Introduce Yourself to Each Other

In 2 Minutes

Choose a person you don't know.

Have a **2 minute** conversation and try to note down:

1. Name
2. Organization
3. Role
4. Interesting/Fun Fact

We will pick 3 people to tell about the person they just got to know!



Customer Success Platform

[Video](#), White boarding & use cases

App Cloud Advantage



Fast app development for everyone
Build apps with clicks AND code with modern tools



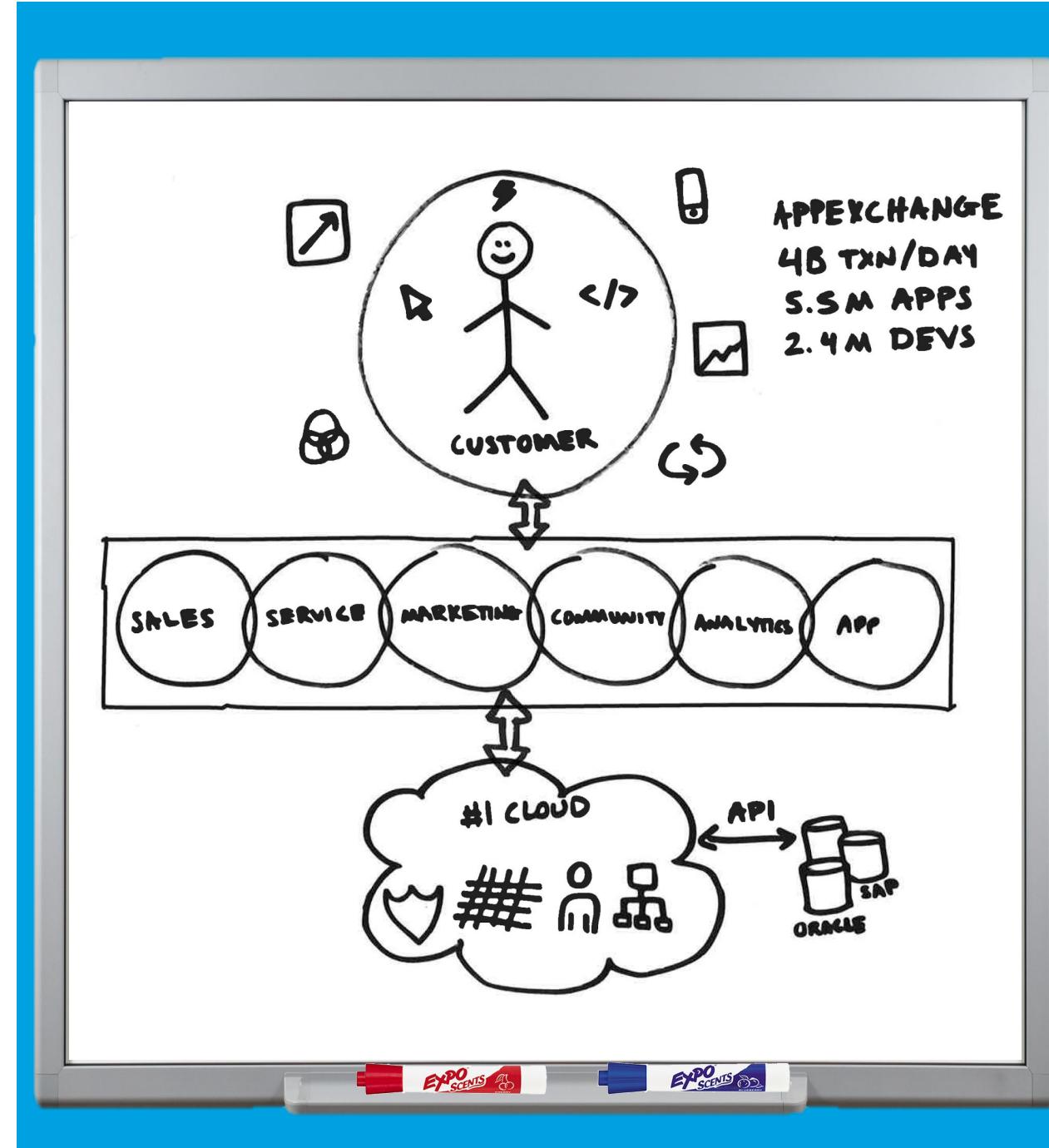
Connected experience across apps
Get a single view of the customer across every device



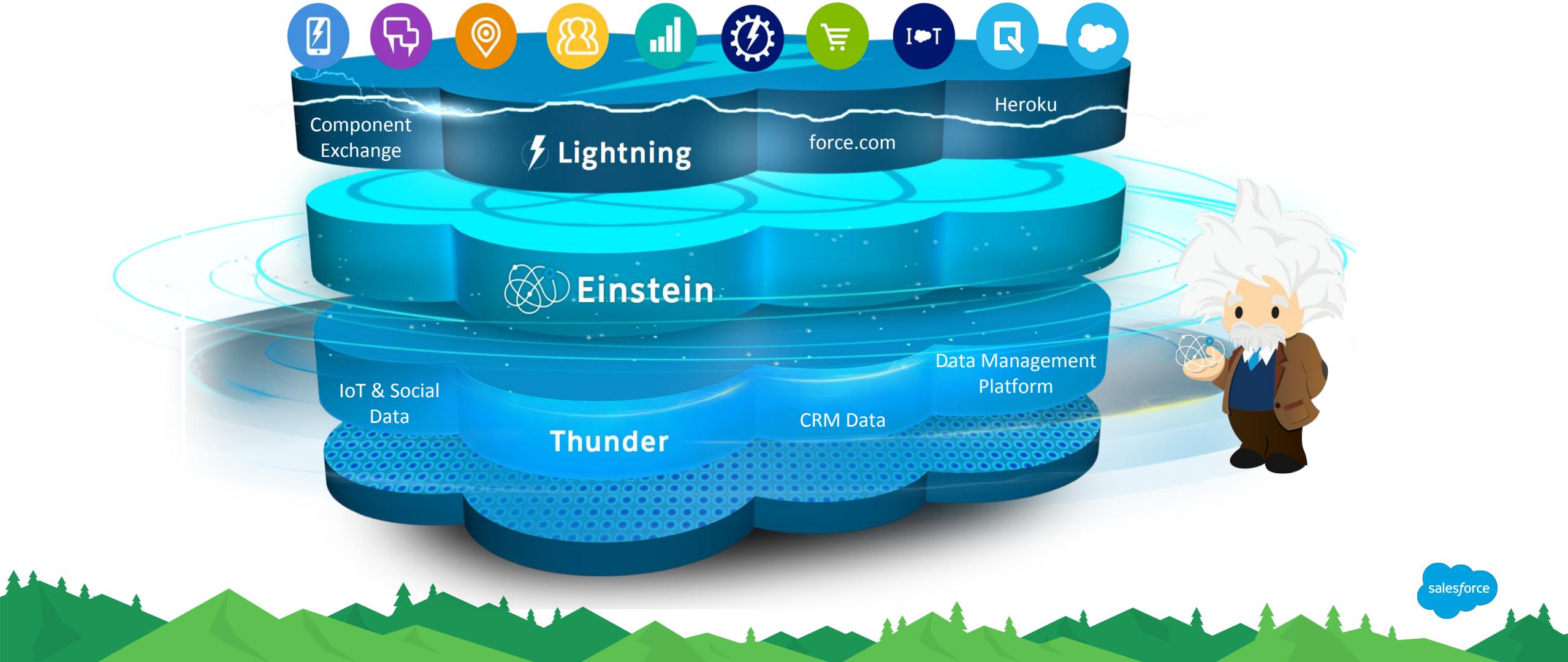
Trusted Enterprise Cloud
Get unparalleled security in the cloud



Proven Success, Scale, and Ecosystem
5.5m apps · 2.6m devs · 4b txns/day · AppExchange

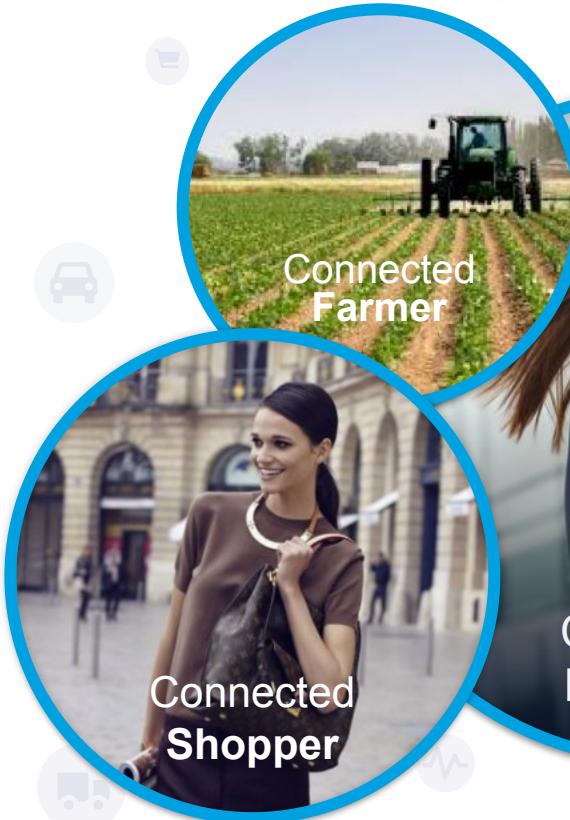


Customer Success Platform



Salesforce App Cloud

Customer Connections Continue to Evolve



Connected
Farmer



Connected
Executive



Connected
Families



Connected
Patients



Connected
Driver



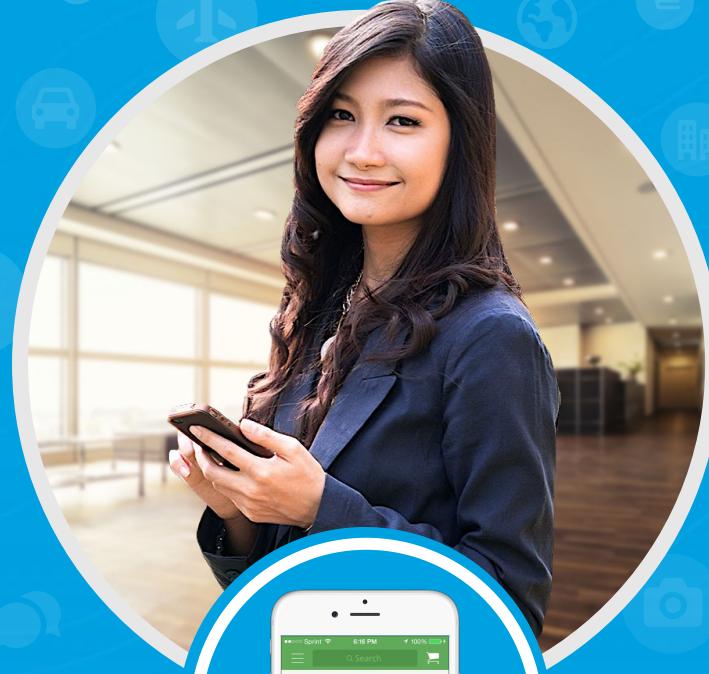
Connected
Fan



Your Customers Expect Consistency Across Connections



**How they interact
with your
employees**



**How they interact
with your apps**



**How they interact
with your products**

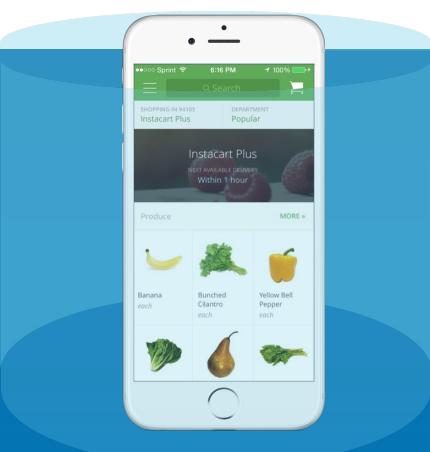
(Most) Companies Fail to Deliver Consistency Across Connections

Siloed Experiences

Employee Experience



App Experience



Product Experience

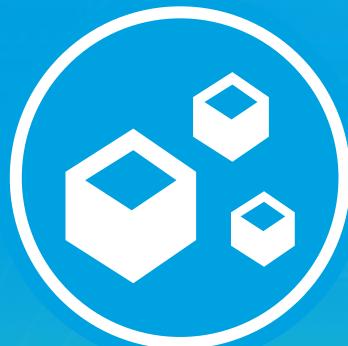


Your Customer



salesforce

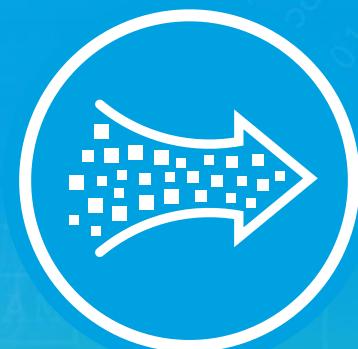
Companies Need One Platform to Connect Everything



Single View of the Customer



Engaging Customer Experiences



Complete Customer Data

App Cloud: A Whole New Way to Connect

Connect every customer, employee, and partner with apps

Fast Development for Everyone

Build apps with clicks AND code with modern tools

Connected Experience Across Apps

Unified user experience across every device

Trusted Enterprise Cloud

Get unparalleled security in the cloud

Proven Success and Scale

5.5M apps, 2.4M developers, 3.5B daily transactions,
AppExchange



FORCE

HEROKU
ENTERPRISE

LIGHTNING THUNDER

Shared Data, Networks, and Identity Across Services

AppExchange

Trailhead



Over 5.5 Million Apps Run on Salesforce App Cloud

Fast App Development and Customization
Build scalable apps with clicks and code

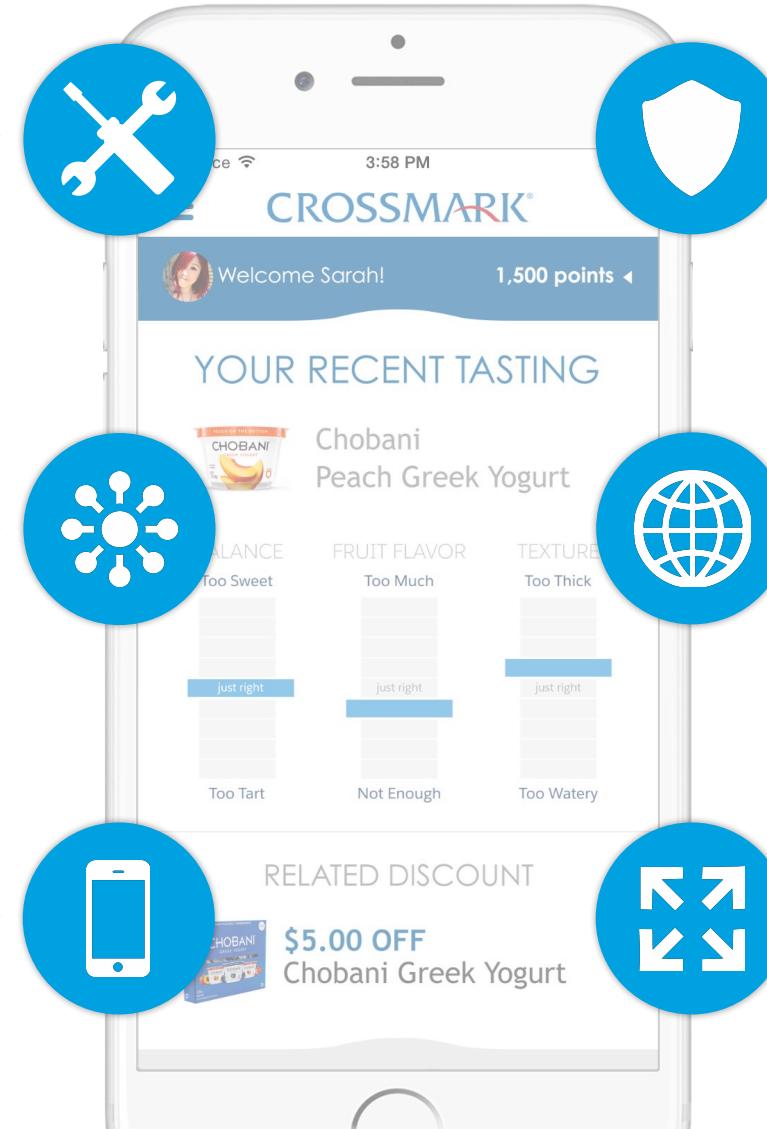
Connected Experience
Get a single view of the customer across all apps and devices

Mobile First
Run your business from your phone

World's Most Trusted Enterprise Cloud
Get unmatched security

#1 Enterprise Ecosystem
Connect to our trusted ecosystem

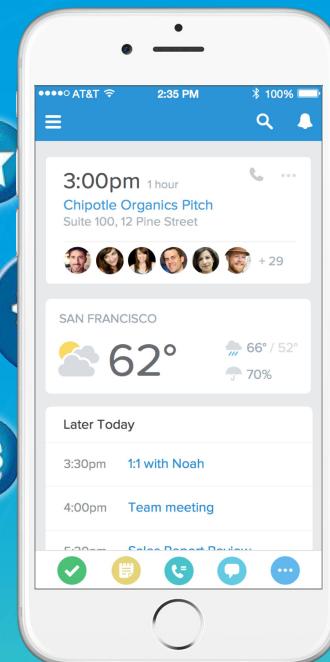
Proven Success and Scale
Build, scale and manage all of your apps



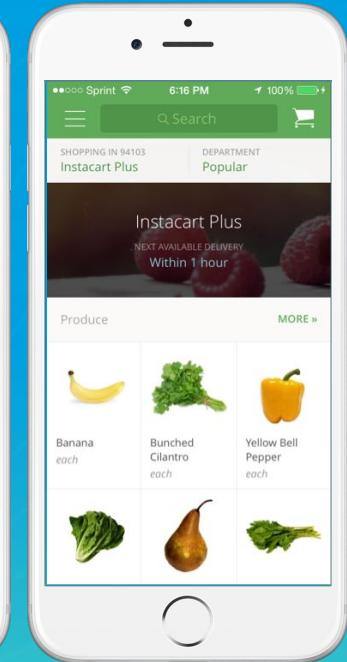
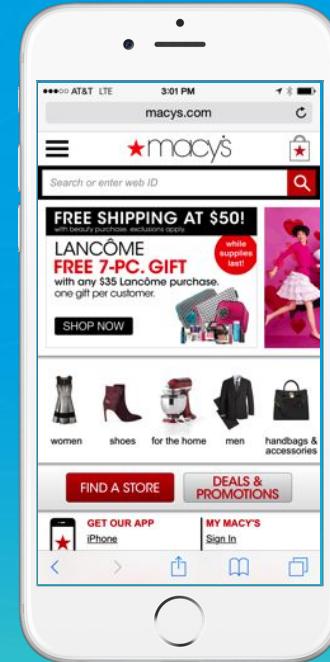


Three Keys to the Connected Customer Experience

Employee Productivity



Customer Engagement



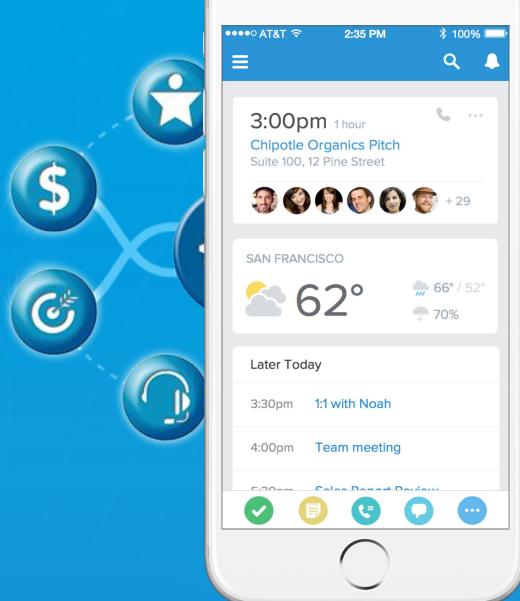
Customer Data



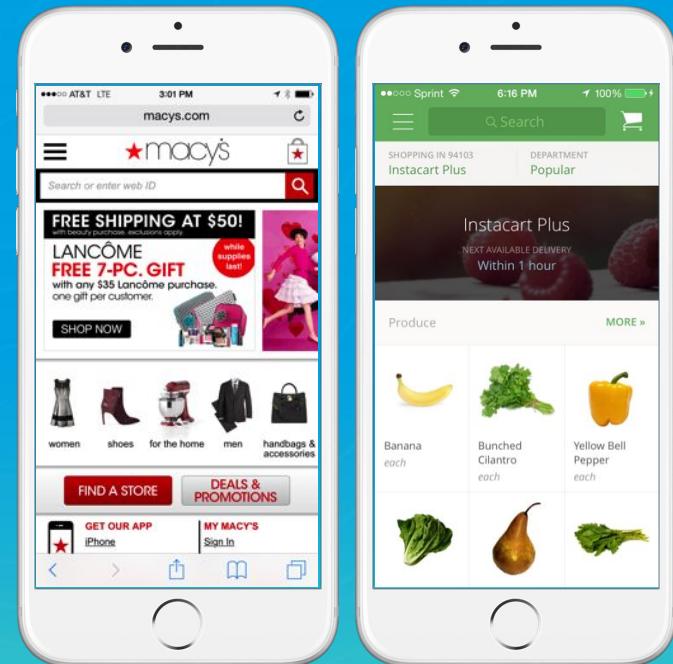


Three Keys to the Connected Customer Experience

Employee Productivity



Customer Engagement



Customer Data



Every Company Needs to Be a Customer App Company

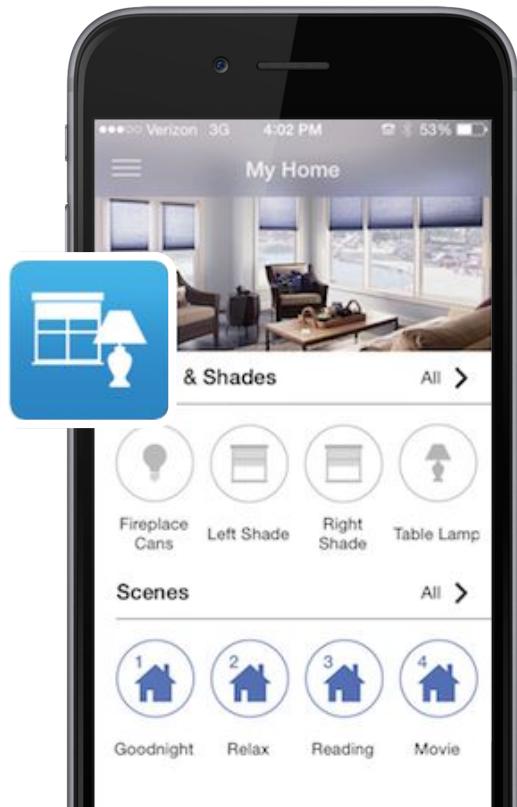
Customers engage with your brand via apps



Brick-and-Mortar Retailer
Apps Company



Home Controls Manufacturer
Apps Company

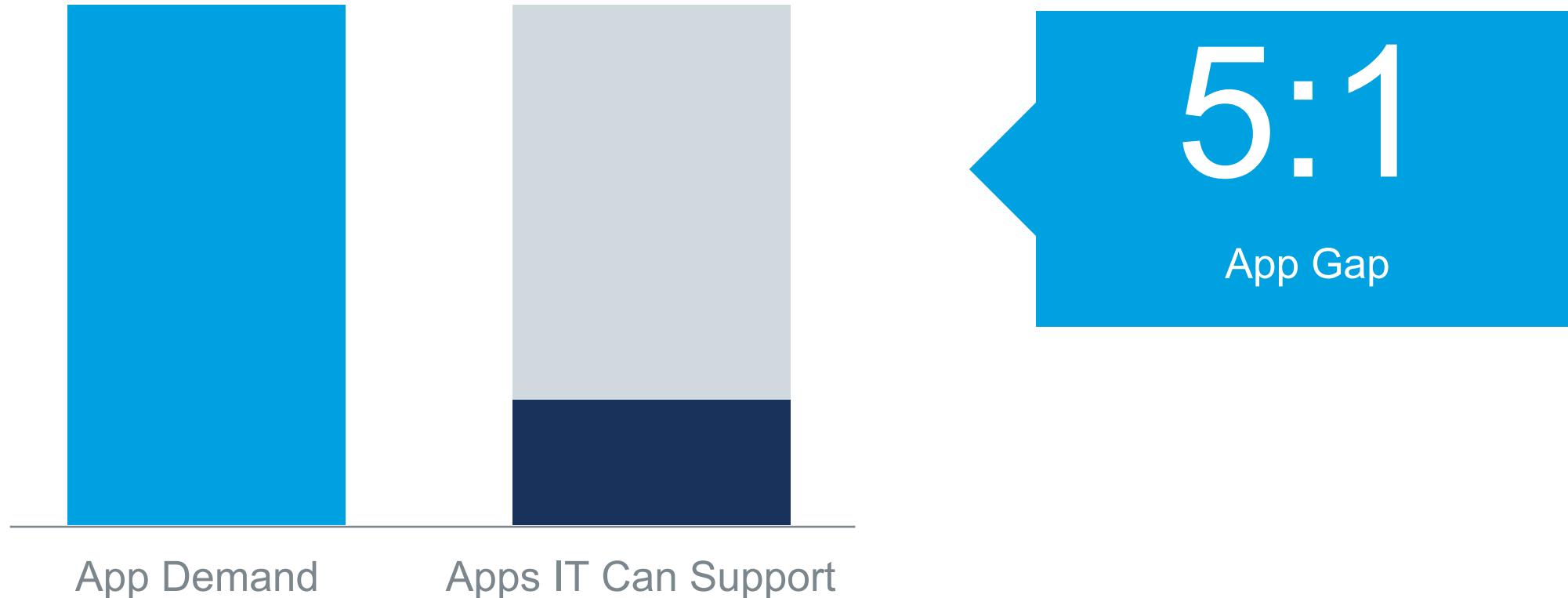


Shopping Center Operator
Apps Company



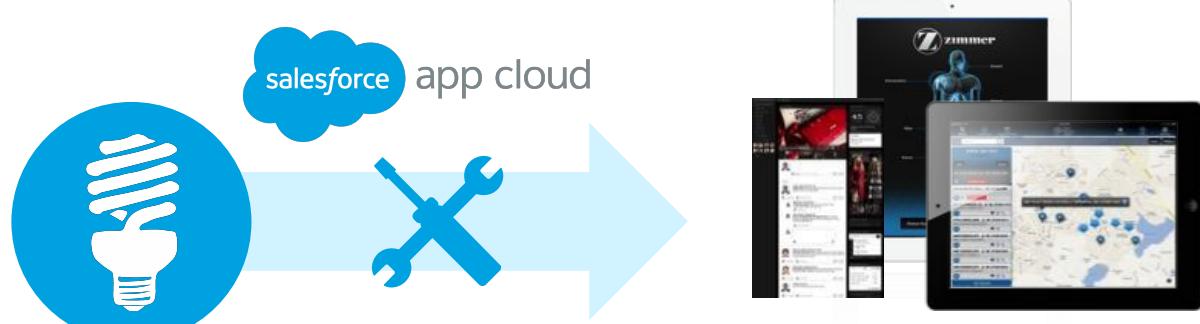
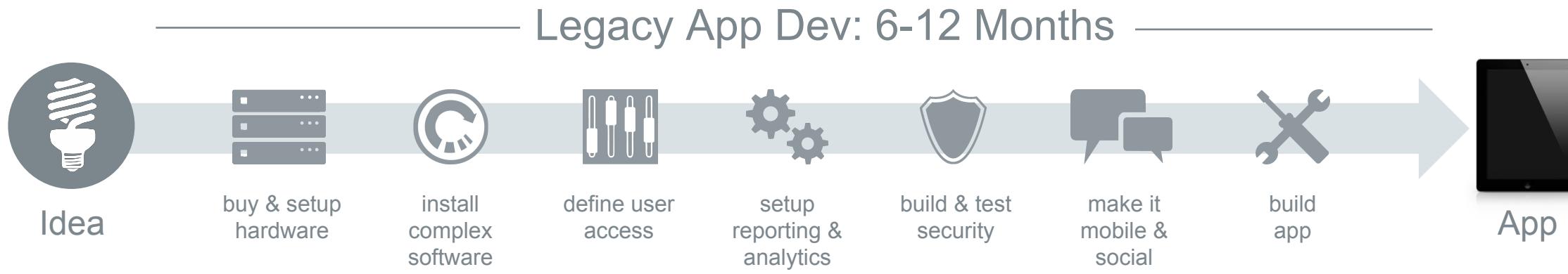
Businesses Struggle to Build Enterprise Apps Fast Enough

Gartner says demand for enterprise mobile apps will outstrip available development capacity five to one



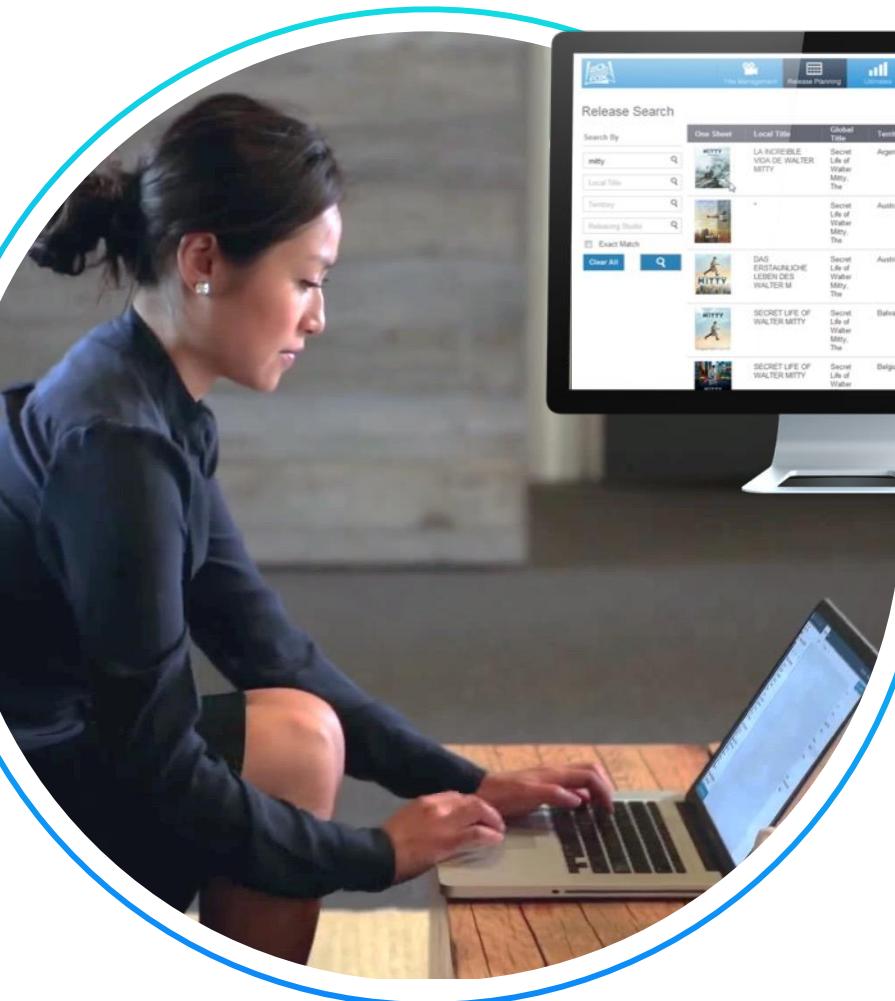
App Cloud Makes Building Apps 70% Faster

The fastest path from idea to App



Increase Productivity with Apps that Automate Processes

Build with drag and drop components, then deploy instantly on any device



Fast to build, easy to change

App Cloud's component-based architecture makes it easy to build an app with drag and drop tools

Instantly mobile and more

All of your applications are instantly available on mobile, desktop, and tablet

Connected to your data

Building apps, reports, and dashboards is easy because your data already live in Salesforce



Go Faster with Pre-Built Apps from AppExchange

The world's leading business apps marketplace

2,800+

Apps

Pre-Integrated

With App Cloud &
Salesforce

Trusted

Developers

Reviewed

By Customers

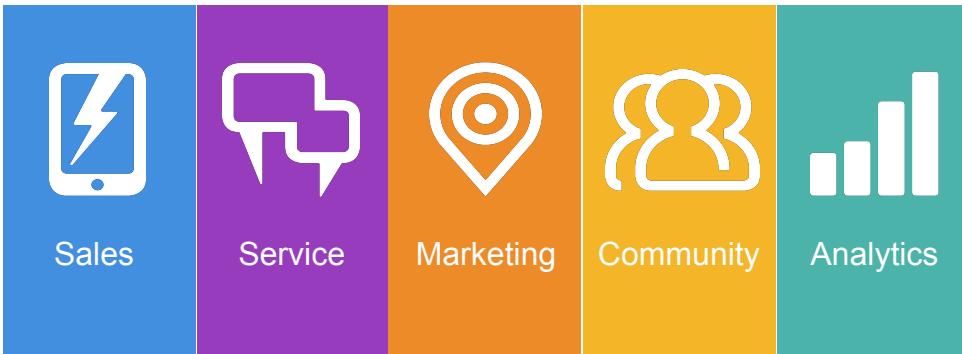


The Customer Success Platform Connects Everything

Share data and take action across all apps

Salesforce Apps

Apps we build and maintain



Your Apps

Apps you build on App Cloud



AppExchange Apps

Pre-built apps that run on App Cloud

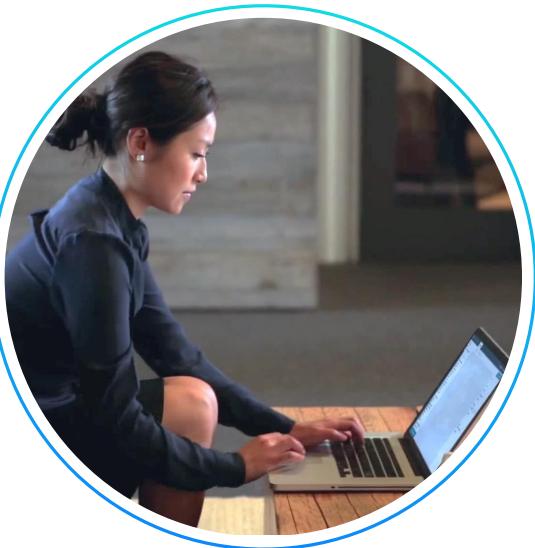


Shared Identity, Network, and Data



App Cloud Empowers Business and IT to Work Together

Drag, Drop, and Configure
for Rapid Deployment



Business Admins build apps with pre-built components, adding fields, workflows, data sources, and layouts with clicks, not code.

Program for Advanced Functionality



Developers build apps in their favorite languages, accessing rich frameworks and APIs, then deploying instantly from the command line.



App Cloud Includes Everything Our Customers Need

Build apps, get apps, and connect apps

LIGHTNING



THUNDER

Services

Services enable our customers to build any type of application, for any audience, on any device



Ecosystem

Our ecosystem ensures that customers can share data, networks, and identity across services



Resources

Resources help our customers take advantage of everything that App Cloud offers



“If we didn’t have App Cloud,
I can’t even fathom the effort it would take to
build it ourselves.”

Evan Eakin, Vice President Information Technology,
Red Robin International, Inc.



Builds a Next-Generation Loyalty Platform on Heroku

Red Robin Royalty outpaced its legacy system and needed a next-generation solution that would consolidate all customer data into one 360-degree view of the customer

They use Service Cloud on the backend and App Cloud for their customer-facing apps, letting them focus on what matters most—growing and evolving the Royalty program



Build Your (First) App

Trailhead: Unleash Your Team's Productivity



Free online interactive training
for everyone! Bring developers,
IT, and business together.



[www.trailhead.salesforce.co
m](http://www.trailhead.salesforce.com)





Handson-Lab

With Jules Weijters



Handson

Salesforce Platform Handson 2017

Resources

Trailblazer's Guide to Apps, <https://www.salesforce.com/form/conf/app-cloud/trailblazer-guide-to-apps.jsp>

Platform App Idea Guide, <https://www.salesforce.com/form/conf/platform-dept-appideaguide.jsp>

Building a small Business App in Salesforce

To get an introduction in the possibilities of the salesforce Platform for building custom functionality we'll go through building a simple app to manage a lemonade stand business. No code required.

The project is taken from our inetractive learning environment called [Trailhead](#).

GETTING READY

We will be doing all our work in the browser and for compatibility using **Firefox or Chrome is mandatory**.

Before starting with the project be sure to [Login](https://trailhead.salesforce.com) (<https://trailhead.salesforce.com>) to Trailhead or [Sign Up](#) if you don't already have a Salesforce account. Sign with



<https://whizzky.github.io/Platform/>

Deploy An Heroku App

Quick Start with Heroku Connect

 Deploy to Heroku

Deploy an Application

Applications are usually deployed to Heroku using either Git, GitHub, Dropbox, or some continuous integration framework.

In this section, you'll kick-start your app development by deploying an app using Heroku Button, which automates much of the application deployment and setup.

1. Navigate to <https://signup.heroku.com> and create a Heroku account.
2. Deploy the sample Phone Change App by following the instructions after clicking this Heroku Button:

<https://trailhead.salesforce.com/en/project/quickstart-heroku-connect/qs-heroku-connect-1>



Extend, Strengthen Your Org

From Idea to Solution – What problem do I solve?

Extend Salesforce Connect

Business_Partner
1000000

Customize Page | Edit Layout | Help for this Page ?

[Accounts \[1\]](#) | [Sales_Orders \[2\]](#)

Business_Partner Detail

Business_Partner_ID	1,000,000
City	Munich
Company_Name	EcoTech
Country	Germany
Currency_Code	EUR
Email_Address	robert.stamps@trainingorg-echotech-germany.com
Fax	49-00-88766-0
Website	http://www.Ecotech.net

Accounts 1 [New Account](#)

Action	Account Name	Billing City	Phone
Edit Del	Acme	New York	(212) 555-5555

Sales_Orders 2

Action	External ID	Sales_Order_ID	Customer_Name	Total_Sum	Currency
500000	50000000	EcoTech	26,581.03	EUR	
500009	50000009	EcoTech	3,972.22	EUR	



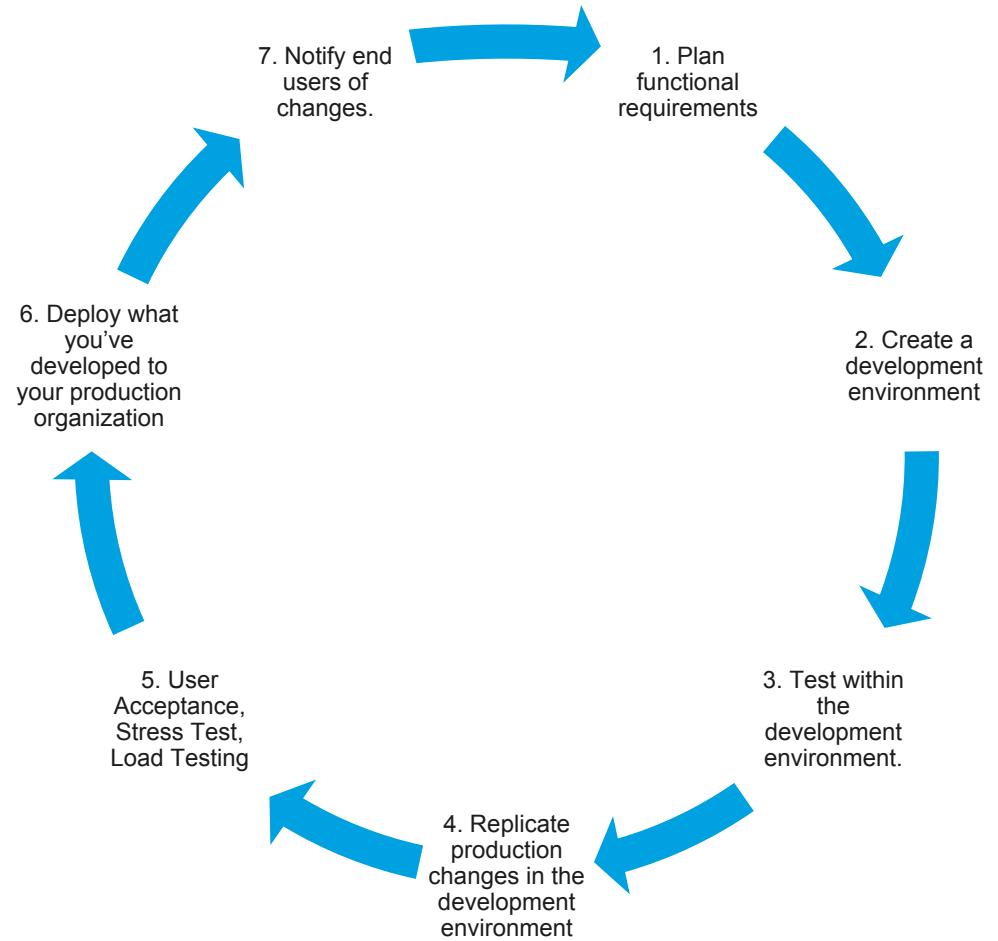
Application Development Lifecycle

Using Sandboxes



Typical development projects:

- New custom objects, tabs, and applications
- Integrations with other systems
- Apps involving Apex, Visualforce, workflow, or new validation rules



Salesforce Shield

New services to help you build trusted apps fast



Monitor



Event Monitoring

Audit



Field Audit Trail

Encrypt



Platform Encryption



Salesforce Shield

Event Monitoring

Monitor User Activity

Know who is accessing data from where

Optimize Performance

Troubleshoot application performance to improve end user experience

Track Application Usage

Understand application usage to increase adoption

Audit Trail

Ensure data is accurate, complete and reliable

Answers the who, what, when of data changes

Establish Data Retention Policies

Comply with internal and industry regulations

Track and Access Data at Scale

Big data back-end for more fields for longer retention

Platform Encryption

Seamlessly protect data at rest
Encrypt standard & custom fields, files & attachments

Natively integrated with key Salesforce features

E.g., Search, Chatter, Lookups work with encrypted data

Customer managed keys

Customer-driven encryption key lifecycle management



The Challenge

From Idea to Solution – What problem do I solve?

App Ideas

What processes can we improve?



Deliveries App

Turn drivers into sales, service, and operations heroes with a mobile app that ends the need for paper and connects field employees to each other and headquarters.



Project Management App

Get projects done on time by connecting every employee with a social network—ensuring deadlines are met and resources are aligned.



Supply Chain App

Streamline supplier relationships, see current inventory levels, and collaborate on orders from anywhere.



Inspection App

Log, verify, and report on inspect device for everything from office



Warranty App

Track and manage warranty exposures across every product line and catch product defects faster.



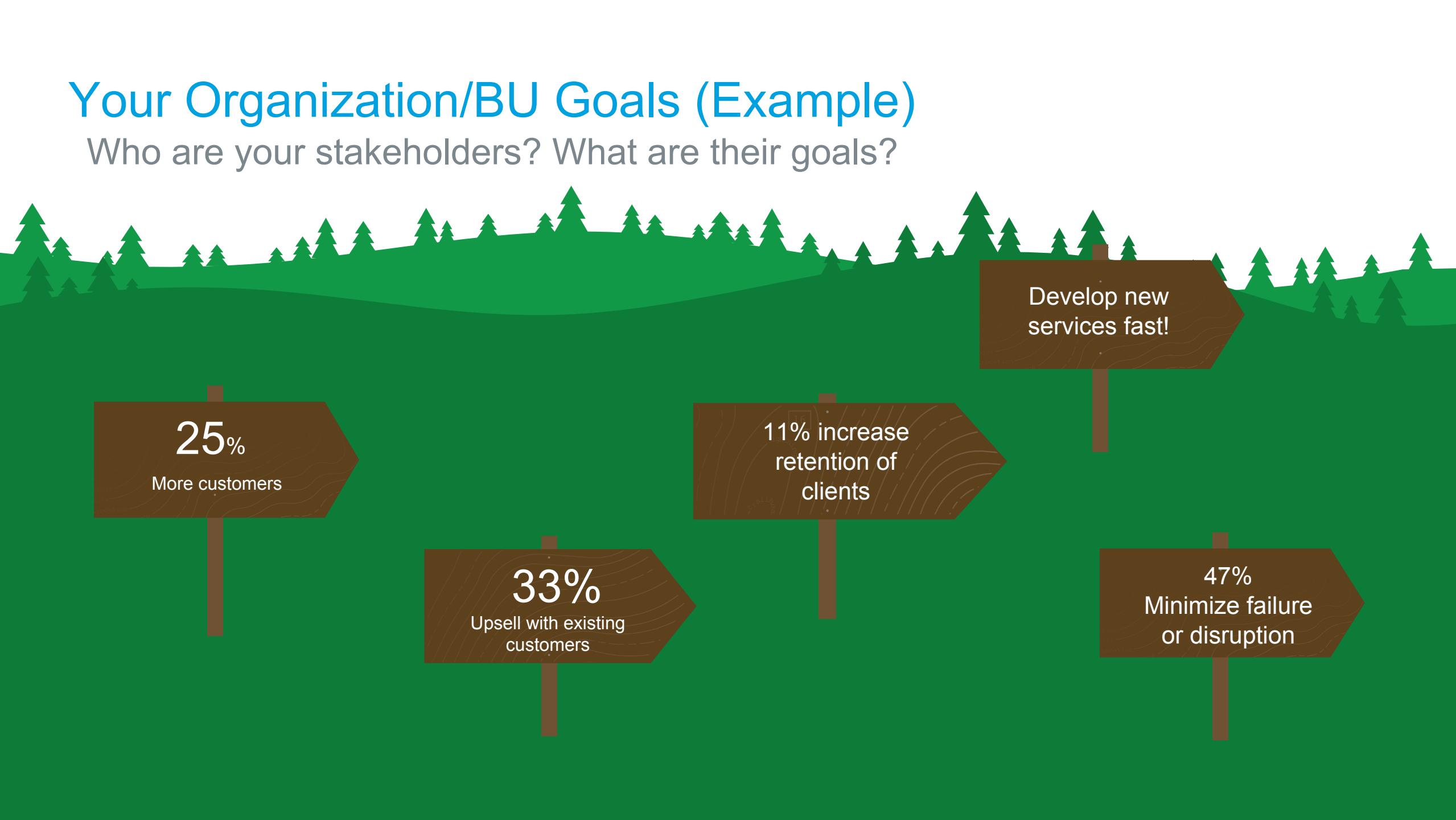
Inventory App

Reduce costs and maximize profits by managing the day's stock on hand and giving everyone in the company visibility into all of the inventory, wherever it is.



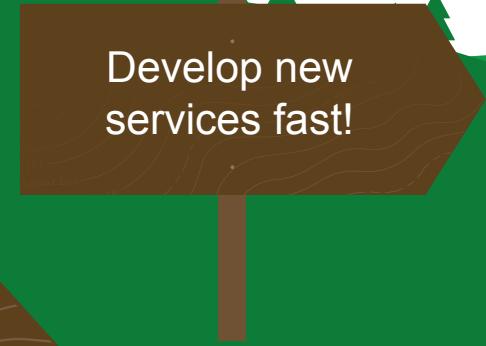
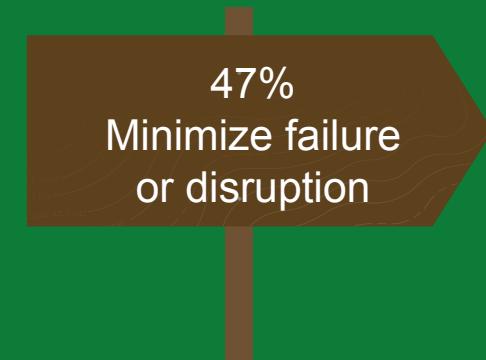
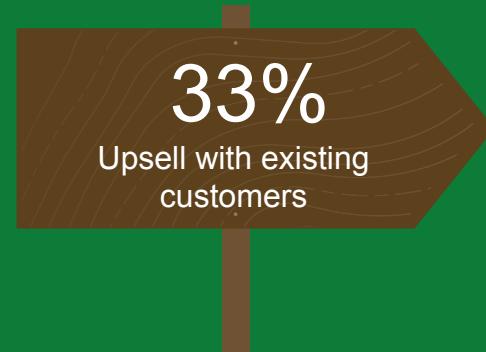
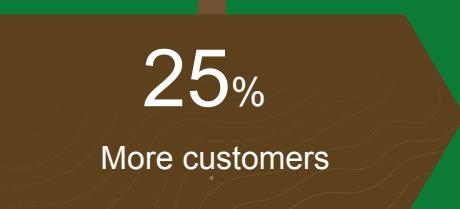
Your Organization/BU Goals (Example)

Who are your stakeholders? What are their goals?

A decorative background featuring a dense forest of green pine trees on a hillside under a clear blue sky.

25%

More customers



33%

Upsell with existing
customers

11% increase
retention of
clients

47%
Minimize failure
or disruption

Develop new
services fast!

Resources to help you...

- Sell Your Idea on Trailhead

Customer Centric Innovation

Describe the profile of someone who enjoys customer-centric innovation methods.

Describe three characteristics of the Salesforce culture of innovation.

Understand the phases of our customer-centric innovation process.

Business Plan Go-To-Market

Describe key aspects of a business plan.

Describe the components of a go-to-market plan.

Build a go-to-market plan.



Balanced Score Card

Describe why broadly measuring organizational performance is critical to success.

Explain how a balanced approach to performance is important for your organization.

Use the Balanced Scorecard.

Describe how deeply interrelated business performance is across the four pillars.



Keep On Learning

Salesforce ongoing learning capabilities

Salesforce Events

Salesforce Essentials Helsinki

10 May, 2017 (Wednesday)

Event Center Telakka

Helsinki, Finland



Webinars

- [How to build a mobile app in 20 min?](#)
- [How to transfer an Excel Sheet in an App in 5 Steps](#)
- <http://www.salesforce.com/eu/events/webinars/>



Get ready for Dreamforce '17.
November 6–9, San Francisco

SAVE THE DATE

Be a Customer
Trailblazer
Be Your Best

Events

- <https://www.salesforce.com/eu/events>
- <https://www.salesforce.com/fi/blog/>

Thank You