

Download Ebook Salesforce Beginners Guide Read Pdf Free

Practical Guide to Salesforce Communities Jun 10 2021 Whether you are brand new to the world of Salesforce communities or you are looking to take your Community Cloud knowledge to the next level, this detailed guide will help you to build and manage a Salesforce community by leveraging the declarative power of the platform with clicks, not code. Each Salesforce community is a part of a widespread ecosystem, with thousands of communities and millions of users active today on Community Cloud. Through valuable social and business tools, this online platform enables companies to empower and equip their customers, partners, and employees in new, powerful ways. In this book, Philip Weinmeister, a Salesforce MVP and the first-ever recipient of the “Community Cloud MVP” Trailblazer award, leads you through the ins and outs of Salesforce communities and provides you with an array of best practices to deliver top-notch business portals on the Salesforce platform. Practical Guide to Salesforce Communities is the first book to comprehensively cover this next-generation offering from Salesforce, providing real, actionable guidance to help

individuals build effective and engaging online communities. The book takes you through the entire process: from planning and designing a community to configuration/build, setup, and administration, all the way to deployment. Detailed explanations are provided of key components, templates, and features such as Community Builder, Audience Targeting, Lightning Bolts, and much more. Additionally, considerations and best practices are covered, including valuable tips and insights. What You'll Learn Plan and design a community Conceptualize how employees, partners, and customers use and benefit from communities Assess available templates and make an informed selection decision Use Community Builder and Lightning components within a Lightning community template Apply topics and knowledge articles to a community to increase value and adoption Inject process automation into a community using Workflow, Flow, and Process Builder Create dynamic and personalized user experiences with audience targeting Build, export, and import unique templates with the Lightning Bolt solution framework Provide community data for members or community managers Who This Book Is For Salesforce administrators, Salesforce developers, Salesforce functional architects, Salesforce business analysts, and Salesforce community managers

Salesforce.com For Dummies Feb 16 2022 Your fun and easy introduction to Salesforce.com and its latest tools The frontrunner in the customer relationship management (CRM) market, Salesforce.com has a rapidly expanding influence over the way companies across the globe interact with their clientele. Salesforce.com For Dummies lends you an edge in building those relationships and managing your company's sales, marketing, customer service, and support operations. With this accessible guide, you will learn how to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Covers the latest enhancements to Salesforce.com, the world's most popular customer relationship management software, and explains how to choose the right configuration to suit your business needs Written by Salesforce.com insiders with years of expertise in CRM services Details how to personalize your system, prospect leads, manage accounts and partners, develop contacts, track products, calculate forecasts, drive demand, utilize service and support, share insights with Chatter, enhance your online marketing, and more Close deals faster, gain real-time visibility into sales, and collaborate instantly with help from Salesforce.com For Dummies.

Salesforce Platform App Builder Certification

Handbook Dec 17 2021 A handy guide that covers the most essential topics for Salesforce Platform App Builder Certification in an easy-to-understand format About This Book Get to grips with the fundamentals of Force.com to pass the certification exam with flying colors Create Force.com applications, automate business processes, and manage data operations to be a successful Salesforce.com Certified Force.com app builder A step-by-step guide that covers the most essential topics for the Platform App Builder Certification in an easy-to-understand format Who This Book Is For Salesforce beginners who need to prepare for the Salesforce Platform App Builder Certification exam will benefit from this book. This book is ideal for developers and admins who are new to Salesforce CRM and the Force.com platform. It is recommended that users have some basic programming knowledge and are familiar with salesforce. By the end of the book, you will be ready to appear for the exam and develop various applications on the cloud platform. What You Will Learn Learn the basics of the force.com cloud platform Learn to build objects that align with your business Understand the process of building an application on force.com platform Kick-start your certification journey in basic- easy-to-follow guide Focus on important topics that help you accomplish your certification goals Learn to secure your

***application with the Salesforce security model
Manipulate and process large amount of data using
the data tools Prepare for the exam with sample
mock questions In Detail The Salesforce Certified
Platform App Builder exam is for individuals who
want to demonstrate their skills and knowledge in
designing, building, and implementing custom
applications using the declarative customization
capabilities of Force.com. This book will build a
strong foundation in Force.com to prepare you for
the platform app builder certification exam. It will
guide you through designing the interface while
introducing the Lightning Process Builder. Next, we
will implement business logic using various point
and click features of Force.com. We will learn to
manage data and create reports and dashboards.
We will then learn to administer the force.com
application by configuring the object-level, field-
level, and record-level security. By the end of this
book, you will be completely equipped to take the
Platform App Builder certification exam. Style and
approach Simple and to-the-point examples that can
be tried out in your developer org. A practical book
for professionals who want to take the Salesforce
Platform App Builder Certification exam. Sample
questions for every topic in an exam pattern to help
you prepare better, and tips to get things started.
Full of screen-shots, diagrams, and clear step-by-
step instructions that cover the entire syllabus for***

the exam.

Developing Data Migrations and Integrations with Salesforce Oct 03 2020 Migrate your data to Salesforce and build low-maintenance and high-performing data integrations to get the most out of Salesforce and make it a "go-to" place for all your organization's customer information. When companies choose to roll out Salesforce, users expect it to be the place to find any and all Information related to a customer—the coveted Client 360° view. On the day you go live, users expect to see all their accounts, contacts, and historical data in the system. They also expect that data entered in other systems will be exposed in Salesforce automatically and in a timely manner. This book shows you how to migrate all your legacy data to Salesforce and then design integrations to your organization's mission-critical systems. As the Salesforce platform grows more powerful, it also grows in complexity. Whether you are migrating data to Salesforce, or integrating with Salesforce, it is important to understand how these complexities need to be reflected in your design. Developing Data Migrations and Integrations with Salesforce covers everything you need to know to migrate your data to Salesforce the right way, and how to design low-maintenance, high-performing data integrations with Salesforce. This book is written by a practicing Salesforce integration architect with

dozens of Salesforce projects under his belt. The patterns and practices covered in this book are the results of the lessons learned during those projects. What You'll Learn Know how Salesforce's data engine is architected and why Use the Salesforce Data APIs to load and extract data Plan and execute your data migration to Salesforce Design low-maintenance, high-performing data integrations with Salesforce Understand common data integration patterns and the pros and cons of each Know real-time integration options for Salesforce Be aware of common pitfalls Build reusable transformation code covering commonly needed Salesforce transformation patterns Who This Book Is For Those tasked with migrating data to Salesforce or building ongoing data integrations with Salesforce, regardless of the ETL tool or middleware chosen; project sponsors or managers nervous about data tracks putting their projects at risk; aspiring Salesforce integration and/or migration specialists; Salesforce developers or architects looking to expand their skills and take on new challenges

Mastering Apex Programming Aug 01 2020 Get to grips with the advanced features of Apex programming for Salesforce developers using this comprehensive guide Key FeaturesDiscover how to build reliable applications with Apex by avoiding common mistakes and pitfallsLearn how to use the

different asynchronous programming tools in ApexProfile and improve the performance of your Apex codeBook Description As applications built on the Salesforce platform are now a key part of many organizations, developers are shifting focus to Apex, Salesforce's proprietary programming language. As a Salesforce developer, it is important to understand the range of tools at your disposal, how and when to use them, and best practices for working with Apex. Mastering Apex Programming will help you explore the advanced features of Apex programming and guide you in delivering robust solutions that scale. This book starts by taking you through common Apex mistakes, debugging, exception handling, and testing. You'll then discover different asynchronous Apex programming options and develop custom Apex REST web services. The book shows you how to define and utilize Batch Apex, Queueable Apex, and Scheduled Apex using common scenarios before teaching you how to define, publish, and consume platform events and RESTful endpoints with Apex. Finally, you'll learn how to profile and improve the performance of your Apex application, including architecture trade-offs. With code examples used to facilitate discussion throughout, by the end of the book, you'll have developed the skills needed to build robust and scalable applications in Apex. What you will learnUnderstand common coding

mistakes in Apex and how to avoid them using best practices
Find out how to debug a Salesforce Apex application effectively
Explore different asynchronous Apex options and their common use cases
Discover tips to work effectively with platform events
Develop custom Apex REST services to allow inbound integrations
Build complex logic and processes on the Salesforce platform
Who this book is for
This book is for Salesforce developers who are interested in mastering Apex programming skills. You'll also find this book helpful if you're an experienced Java or C# developer looking to switch to Apex programming for developing apps on the Salesforce platform. Basic Apex programming knowledge is essential to understand the concepts covered.

Salesforce Advanced Administrator Certification Guide
Apr 20 2022
Salesforce Advanced Administrator Certification Guide is a complete resource that will help you gain the knowledge and master the skills required to earn the advanced administrator credentials. With plenty of questions and answers along with best practices, you will learn all the concepts asked in exams specially designed with this guide.

Learn Salesforce
May 02 2023
Salesforce Service Cloud For Dummies
May 29 2020
Learn how to provide top-grade customer service anywhere, anytime with Salesforce Service

Cloud Salesforce Service Cloud empowers your service organization to interact with customers through any channel and provide an individualized experience that will be worth sharing—for your customers and for your company. Salesforce Service Cloud For Dummies is one of the first books to focus specifically on Salesforce Service Cloud software. With it, you'll discover how to set up a sophisticated support center for your business in a matter of a few hours. Whether you're a service executive, manager, support agent, or system administrator, you will discover how to maximize usage of Service Cloud through best practices and step-by-step guidelines. This book will help your customer service departments gain a holistic view of the customers they serve, and provide your customers with meaningful, efficient interactions. Examines how to enable your agents to provide efficient service Discusses how to interact with customers through any channel Offers insights on improving internal communication and collaboration Shows how to resolve customer's questions in a timely manner Take advantage of this opportunity to be heard above your competition with the help of Salesforce Service Cloud For Dummies.

Salesforce Coding Genius Feb 25 2020 Architect and deliver packaged Force.com applications that cater to enterprise business needs Key Features* Salesforce Lightning Wizard Framework - A

framework built on the top of Lightning to support complex requirements of organisations* Salesforce Batch Framework - A framework built on Apex, Native Salesforce which helps organisations to achieve any complex asynchronous jobs requirements easily* Salesforce Trigger Framework - Step-by-Step process to adopt with Trigger framework which support any complex real time business operations and also reduces cyclomatic complexity at the same time.Book

Description Salesforce Coding Genius is neither a tutorial nor a book for beginners. Intended for developers who are already familiar with the Apex language, and experienced Java and C# developers who are moving to Apex, this book starts where the Salesforce Apex documentation leaves off. Are you facing a challenging Salesforce.com problem--say, relating to automation, configuration, formulation, or reporting--that you can't quite crack? Or maybe you are hoping to infuse some creativity into your solution design strategy to solve problems faster or make solutions more efficient? Salesforce Coding Genius shows you how to unlock the power of the Force.com platform to solve real business problems--and all without writing a line of code. Adhering to Salesforce.com's "clicks, not code", Salesforce.com expert Markus Koche walks you through different business problems and identifies effective, creative--and proven--approaches to

solutions using the platform's declarative framework.If you are a Salesforce.com administrator, analyst, consultant, or developer, you can attest to the insatiable appetite of users for new functionality. Your clients expect solutions--and now with Salesforce Coding Genius you can deliver a best solution for your project.What you will learn*

- Package, install, test, and upgrade an application***
- Define architecture-aligning data storage and functional requirements***
- Develop Apex code that is easy to navigate, self-documenting, testable, robust, and organic***
- Leverage your application's clientagnostic Service layer backbone to support numerous platform areas***
- Get the most from hosting your application within the Lightning Experience and Salesforce1 Mobile clients***
- Apply querying, indexing, and asynchronous best practices***
- Leverage mocking and dependency injection in your Apex tests***
- Explore tips for developing advanced applications**

The purpose of this book is to detail best practice for Apex code development on the Salesforce project which should be followed by developers working on the project. It also details some design patterns and testing frameworks which should be adopted where possible to provide robust and scalable platforms as follows:+

- Salesforce Lightning Wizard Framework +**
- Salesforce Batch Apex Framework+**
- Salesforce Trigger Framework+**
- Salesforce Lightning**

Component Framework These frameworks helps in understanding the basics of Apex / Lightning. It is designed on the top of existing Apex or Lightning Framework which extends the use cases of most common business logics. This book has defined a lightning component framework that will be leveraged and utilised on the project. The framework is detailed below. ☐☐☐☐☐ Don't forget to share your story with us. We would love to hear from you how this book helps you. ☐☐☐☐☐ NOTE: Due to some technical glitches initial version of this book doesn't print examples so we have updated the book with latest version . For any query or concern drop us a mail on info@expounddigital.com

Getting Started with Salesforce Einstein Analytics
Jan 30 2023 Build interactive dashboards using Salesforce Einstein analytics. Explore all of your data quickly and easily by providing AI-powered advanced analytics, right in Salesforce. You will manage datasets, query data with Salesforce Analytics Query Language (SAQL), and customize dashboards. Because Einstein Analytics is new, the curve to learn this technology can be difficult. This book guides you step-by-step in simple, easy-to-understand terms to get data from the Salesforce platform to the Einstein Analytics platform and also shows you how to import external data (e.g., CSV files). Core chapters focus on understanding data sources, dataflow, dataset, and lens leading up to

building dashboards from scratch. Advanced features such as data transformation using computeExpression and computeRelative as well as dataflow with a multi-value lookup are explored. What You Will Learn Use data from Salesforce and external sources Create a dataflow to build a flexible datasetBuild dashboards using Einstein Analytics Explore and analyze data using Einstein Analytics Utilize SAQL and binding to create advance dashboards Who This Book Is For IT users getting started with Einstein Analytics, Salesforce consultants starting new Einstein Analytics projects, and power users familiar with Salesforce reporting and dashboards who want to get up to speed on new analytics features

Salesforce CRM - The Definitive Admin Handbook Nov 15 2021 A definitive guide covering all the core concepts necessary to pass the Salesforce Administrator Certification exam Key FeaturesUnderstand critical design considerations for setting up Salesforce CRMFacilitate and manage the transition from Salesforce Classic to Lightning ExperienceLearn key functions of application security to manage user profiles and dataBook Description Salesforce's winter '19 release offers a host of new features for CRM designed to meet your sales and marketing requirements. With this comprehensive guide to implementing Salesforce CRM, administrators of all levels can easily get a

thorough understanding of the platform. This Salesforce handbook begins by guiding you in setting up users and security and then progresses to configuration, data management, and data analytics. You'll discover process automation and approval mechanisms, while also exploring the functional areas of Sales Cloud, Service Cloud, Marketing Cloud, and Salesforce Chatter. This book covers Salesforce CRM system administration in a practical way, and it'll serve as an invaluable reference for both new administrators and experienced professionals. Furthermore, you'll also delve into Salesforce mobile apps and mobile administration, along with Salesforce Adoption Manager. You'll gain insights into Lightning Experience, Salesforce's new app, and learn how its modern design and sleek interface helps you to build customizable components. Finally, we'll see how the two versions compare and help manage the transition from Salesforce Classic to Lightning Experience. By the end of the book, you will have mastered the techniques to configure and control various user interface features in Salesforce CRM. What you will learn

Configure a variety of user interface features in Salesforce CRM

Understand the capabilities of the Salesforce CRM sharing model

Explore Einstein Analytics - Salesforce's new wave of advanced reporting

Get to grips with the Lightning Process Builder workflow

Set up user

profiles, security, and login access mechanisms
Find out how Apex and Visualforce coding can be used in Salesforce CRM
Manage the transition from Salesforce Classic to Lightning Experience
Implement data manipulation features to apply best practices in data management
Who this book is for This book is for administrators who want to develop and strengthen their Salesforce CRM skills in the areas of configuration and system management. Whether you are a new or experienced professional, this book will enhance your knowledge and understanding of Salesforce CRM features.

Salesforce for Beginners Feb 28 2023 Get a 360-degree view of the Salesforce platform and learn how to use it for sales, service, marketing, and automating business processes. **Key Features**
Understand how to use core Salesforce objects for maximum efficiency
Build various dashboards and reports to analyze results and improve visibility in your business processes
Learn the basics of Salesforce administration and mobile app set up
Book Description Salesforce is the world's leading Customer Relationship Management (CRM) software, helping businesses connect with their constituents and partners. This book will give you a comprehensive introduction to managing sales, marketing, customer relationships, and overall administration for your organization. You'll learn

how to configure and use Salesforce for maximum efficiency and return on investment. You'll start by learning how to create activities, manage leads, and develop your prospects and sales pipeline using opportunities and accounts, and then understand how you can enhance marketing activities using campaigns. Packed with real-world business use cases, this Salesforce book will show you how to analyze your business information accurately to make productive decisions. As you advance, you'll get to grips with building various reports and dashboards in Salesforce to derive valuable business insights. Finally, you'll explore tools such as process builder, approval processes, and assignment rules to achieve business process automation and set out on the path to becoming a successful Salesforce Administrator. By the end of the book, you'll have learned how to use Salesforce effectively to achieve your business goals. What you will learn Understand the difference between Salesforce Lightning and Salesforce Classic Create and manage leads in Salesforce Explore business development with accounts and contacts in Salesforce Find out how stages and sales processes help you manage your opportunity pipeline Achieve marketing goals using Salesforce campaigns Perform business analysis using reports and dashboards Gain a high-level overview of the items in the administration section Grasp the different

aspects needed to build an effective and flexible Salesforce security model Who this book is for If you're new to Salesforce and want to learn it from scratch, this book is for you. No prior knowledge of Salesforce is required to get started with this book.

Getting Started with Salesforce Einstein Analytics

Nov 27 2022 Build interactive dashboards using Salesforce Einstein analytics. Explore all of your data quickly and easily by providing AI-powered advanced analytics, right in Salesforce. You will manage datasets, query data with Salesforce Analytics Query Language (SAQL), and customize dashboards. Because Einstein Analytics is new, the curve to learn this technology can be difficult. This book guides you step-by-step in simple, easy-to-understand terms to get data from the Salesforce platform to the Einstein Analytics platform and also shows you how to import external data (e.g., CSV files). Core chapters focus on understanding data sources, dataflow, dataset, and lens leading up to building dashboards from scratch. Advanced features such as data transformation using computeExpression and computeRelative as well as dataflow with a multi-value lookup are explored. You will: Use data from Salesforce and external sources Create a dataflow to build a flexible dataset Build dashboards using Einstein Analytics Explore and analyze data using Einstein Analytics Utilize SAQL and binding to create advance dashboards.

Salesforce for Beginners Dec 29 2022 Learn how to leverage the Salesforce platform for sales, service, marketing, and automating business activities from a 360-degree perspective. Purchase of the print or Kindle book includes a free eBook in the PDF format. Key Features Enhanced with reader feedback and updated with the latest UI for efficient learning Learn how to use Salesforce Flow, the new replacement for workflow rules and process builders on the Salesforce platform Become familiar with the basics of Salesforce administration and mobile app setup Book Description Salesforce is the world's leading Customer Relationship Management (CRM) software, helping businesses connect with their constituents and partners. This book will give you a comprehensive introduction to managing sales, marketing, customer relationships, and overall administration for your organization. You'll learn how to configure and use Salesforce for maximum efficiency and return on investment This book will teach you how to create activities, manage leads, manage users, set up security, customize your UX, work with third-party applications, build flows, develop your prospects and sales pipeline using opportunities and accounts, understand how you can enhance marketing activities using campaigns and much more. Packed with real-world business use cases, this Salesforce book will show you how to analyze your business information

accurately to make productive decisions for your business. As you advance, you'll learn how to build various reports and dashboards in Salesforce to derive valuable business insights. Finally, you'll explore tools such as Salesforce Flows, approval processes, and assignment rules to achieve business process automation and set out on the path to becoming a successful Salesforce administrator. By the end of the book, you will know how to manipulate Salesforce to achieve your business goals. What you will learn: Explore business development with leads, accounts and contacts in Salesforce. Find out how stages and sales processes help you manage your opportunity pipeline. Achieve marketing goals using Salesforce campaigns. Perform business analysis using reports and dashboards. Practice automating business processes with Salesforce Flow. Gain a high-level overview of the items in the administration section. Grasp the different aspects needed to build an effective Salesforce security model. Who this book is for: If you are new to Salesforce and want to learn it from scratch, an administrator looking to build your Salesforce skills, or a student looking to start a career in Salesforce, this book is for you. No prior knowledge of the Salesforce is required to get started with this book.

Salesforce For Dummies Jul 24 2022 Get up to lightning speed with this fully updated, bestselling

guide to using Salesforce.com! Salesforce.com For Dummies, 7th Edition gives you an edge in building relationships and managing your company's sales, marketing, customer service, and support operations. You'll learn how to maximize the new user interface to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Written by Salesforce.com insiders with years of expertise in CRM services, this new edition covers the latest enhancements to Salesforce.com, the world's most popular customer relationship management software. You'll find out how to determine the right configuration to suit your business needs, and how to use apps, widgets, and tools to personalize your system. Then, you'll explore prospecting leads, managing accounts and partners, developing contacts, tracking products, calculating forecasts, and utilizing service and support. Customize the new user interface with apps, widgets, and tools Prospect leads, drive sales, and provide outstanding customer service Manage contacts, identify opportunities, and analyze your results Collaborate with colleagues using Chatter More than 150,000 companies worldwide use Salesforce.com as their CRM solution—if you're a new or existing user looking to maximize the potential of the new UI, this book has everything you need.

The Salesforce Career Playbook Mar 08 2021 "This book is the missing link ... and should be required reading for anyone looking to launch or grow a career within the Salesforce ecosystem." -Selina Suarez, Executive director/founder, PepUp Tech In the next two years, an estimated 3.3 million jobs in the Salesforce ecosystem will open, and one of them could be yours. But how can you sort through all these jobs-administrators, architects, analysts, developers, consultants-and find the one that is right for you? And how do you package yourself to win the job position?Martin Gessner, author of The Salesforce Career Playbook, is known in the Salesforce community for his highly regarded Salesforce credentials training. He has helped thousands of Salesforce professionals learn Salesforce, develop their careers, and prepare for certifications.Now, he has written the definitive guide to starting your Salesforce career, and moving up the ladder. From the Back Cover Packed with case studies and advice from people in the trenches of a Salesforce career, The Salesforce Career Playbook will help you: Find job opportunities and showcase your skills so that you land a job...and not just any old job, but the right job that is best suited to your personality, skills, and lifestyle preferences. Sort through the different careers available, and see a day-in-the-life of real Salesforce professionals working in these

jobs. Learn insider tips and strategies for developing and growing your career once you have joined the Salesforce ecosystem. Regardless of whether you have a master's degree in information technology or no formal education beyond eighth grade, you can earn a more-than-competitive wage and move up the ladder in a Salesforce-related career, and jobs are available for techies and not-techies alike.

Editorial Reviews "I wish I had read The Salesforce Career Playbook six years ago when I did my

transition into the Salesforce ecosystem."-Sergey Erlikh, MVP and solution architect "People don't put in enough time thinking about their careers.

You can't just work hard and hope everything works out okay. You have to proactively plan your short- and long-term career, which is why I recommend studying Martin's Salesforce Career

Playbook!"-David Liu, Salesforce technical

architect, Salesforce MVP "I love the advice from all the people already working in Salesforce, from the nuts and bolts of landing the first job to the high-level advice for finding the right

trajectory."-Christine Marshall, MVP and Salesforce administrator "Whether you are a newbie, a career-changer, or advancing in your career, this book will help you find and take the next step."-Ben

Duncombe, Director and Salesforce recruitment specialist at Talent Hub, a Salesforce recruitment firm "There's much more to being a successful

Salesforce professional than simply accumulating Trailhead badges and Salesforce certifications. This book sheds light on some of the other critical elements (and skills) needed for career success."-David Giller, Salesforce Consultant & Trainer, CEO at Brainiate" This book is about finding your home in Salesforce-and not just any home, but the right home. It's about figuring out who you are as a person and making sure you align your career with what you want out of life." -Anna Loughnan, CRM product lead, community group leader, Salesforce MVP "An excellent read for those navigating their Salesforce careers! Packed with tips for positioning yourself and getting hired." -Stuart Smith, Co-founder and director of SaaSpeople, a Salesforce recruitment firm "This book should be required reading for anyone interested in starting or advancing their career in Salesforce." -Vickie Jeffery, Salesforce MVP, technology manager, Ausure, one of Australia's largest insurance broking companies

***Salesforce Platform Developer I Certification Guide*
May 22 2022 Build and deploy scalable applications on the Salesforce Lightning Platform using the latest features of Spring '19 Key Features An end-to end-guide with practice tests to help you achieve the Salesforce Platform Developer certification Design data models, user interfaces, and business logic for your custom applications Understand the**

complete development life cycle from designing to testing ***Book Description Salesforce Lightning Platform, used to build enterprise apps, is being increasingly adopted by admins, business analysts, consultants, architects, and especially developers. With this Salesforce certification, you'll be able to enhance your development skills and become a valuable member of your organization. This certification guide is designed to be completely aligned with the official exam study guide for the latest Salesforce Certified Platform Developer I release and includes updates from Spring '19. Starting with Salesforce fundamentals and performing data modeling and management, you'll progress to automating logic and processes and working on user interfaces with Salesforce components. Finally, you'll learn how to work with testing frameworks, perform debugging, and deploy metadata, and get to grips with useful tips and tricks. Each chapter concludes with sample questions that are commonly found in the exam, and the book wraps up with mock tests to help you prepare for the DEV501 certification exam. By the end of the book, you'll be ready to take the exam and earn your Salesforce Certified Platform Developer I certification. What you will learn***

Solve sample questions and mock tests and work with exam patterns

Gain an understanding of declarative Salesforce tools such as Process Builder, flows, and

many more Code in Salesforce using the Developer Console and IDEs Grasp the basics of object-oriented programming Write Apex classes, Visualforce pages, and Apex test classes with easy-to-follow steps Explore the different deployment tools that you can use to push metadata to different environments Build custom declarative apps and programs on Force.com platforms Who this book is for The Salesforce Platform Developer I Certification Guide is for you if you want to learn how to develop and deploy business logic and user interfaces using the capabilities of the Lightning Platform. No prior knowledge of Apex programming is required.

Practical Salesforce.com Development Without Code Dec 05 2020 Are you facing a challenging Salesforce.com problem--say, relating to automation, configuration, formulation, or reporting--that you can't quite crack? Or maybe you are hoping to infuse some creativity into your solution design strategy to solve problems faster or make solutions more efficient? Practical Salesforce.com Development Without Code shows you how to unlock the power of the Force.com platform to solve real business problems--and all without writing a line of code. Adhering to Salesforce.com's "clicks, not code" mantra, Salesforce.com expert Phil Weinmeister walks you through different business problems and identifies

effective, creative--and proven--approaches to solutions using the platform's declarative framework. If you are a Salesforce.com administrator, analyst, consultant, or developer, you can attest to the insatiable appetite of users for new functionality. Your clients expect solutions--and now. By adopting Practical Salesforce.com Development Without Code as your guide, you will learn how to deliver business solutions within Salesforce.com by combining analysis, creativity, and logic with some of its core elements, including validation rules, workflow rules, and formula fields. In addition, Weinmeister dissects and explains the most useful functions and features for developers, and shows you how to use them. Among other things, you will learn how to: Build objects, fields, and relationships to establish a sensible data model Automate business processes by using workflow rules and flows (Visual Workflow) Utilize functions and develop formulas effectively for a variety of business needs Develop intricate approval processes to handle exception scenarios Employ publisher actions to drive additional functionality from the Chatter feed Manage your data using Data Loader Best of all, Weinmeister uses real-life business scenarios and visuals to keep you engaged and learning something new with every page you read. Practical Salesforce.com Development Without Code will help you absorb the principles behind

dozens of creative and thoughtful ways to solve your business problems. Applying the lessons learned from this how-to guide will ultimately save you time and ensure that your clients or internal customers are well satisfied and productive.

Salesforce Field Service Aug 25 2022 Salesforce Field Service (formerly Field Service Lightning) connects customers, workforce, and products on a single platform to deliver exceptional on-site services. This book guides Field Service enthusiasts in creating, managing, and automating support with use cases and real-time examples. You'll start by learning concepts of Field Service and how Salesforce can help you build a Customer Relationship Management (CRM) for your customers, internal users, and field technicians. As you advance, you'll learn the whole end-to-end life cycle of creating work orders, associating service appointments to work orders, dispatching service appointments to field technicians, and completing the work orders. By the end of this book, you'll be able to implement Salesforce Field Service using both Desktop and Mobile apps. Full of tips and tricks, it also includes tips and tricks to crack the Salesforce Field Service Certification. What you'll learn

- Basics of Field Service and Field Service Life Cycle***
- Field Service Personas, Objects and Data Model***
- Common Field Service Terminology***
- How Salesforce can help build Field Service and***

understand Salesforce Licenses · How to install Field Service Managed App Exchange Package · How to use Field Service Guided Setup · How to configure Field Service Mobile App · How Field Technicians use Mobile App Who This Book Is for
This book is for Salesforce admins, developers, and consultants who are looking to learn and implement Salesforce Field Service. A basic understanding of Salesforce is assumed. Coding or programming experience is not required.

Salesforce Architect's Handbook Mar 27 2020 Take a deep dive into the architectural approach, best practices, and key considerations needed to comprehend, evaluate, and design an efficient, scalable, and sustainable Salesforce-based solution. This book takes a comprehensive look at the seven architectural domains that must be considered when architecting a Salesforce-based solution and equips you to develop the artifacts needed for an end-to-end enterprise architecture blueprint for Salesforce implementation and DevOps. This must-have handbook helps Salesforce professionals implement and manage Salesforce in their organization. You will learn Salesforce architecture: solution architecture, data architecture, security architecture, integration architecture, identity and access management architecture, and strategies that can be used for Salesforce-based mobile applications. In addition to the main architecture

concepts, the book also offers industry best practices and the recommended framework for approaching, managing, delivering, and continuously improving a Salesforce solution using its Salesforce Development & Deployment Lifecycle. What You Will Learn Get a detailed overview of the Salesforce multi-tenant, metadata-driven architectural framework and the under-the-hood technology stack that supports Salesforce Know the seven architecture domains, their intricacies, and the considerations needed within each when designing a Salesforce solution Have an architectural mindset and the artifacts needed to architect an end-to-end enterprise-level implementation of Salesforce Be familiar with the most common Salesforce products, licenses, AppExchange products, and the key considerations of using out-of-the-box declarative capabilities vs custom programmatic capabilities of Salesforce Understand data architecture design considerations that include data modeling in Salesforce, identifying and mitigating large data volume concerns, and the key considerations for data migration and data archiving strategies Understand security architecture considerations related to securing data within Salesforce and the various approaches to allow or restrict sharing and visibility from within Salesforce Understand integration architecture considerations that provide an

overview of the integration patterns and the integrations solutions that can be used with Salesforce to connect Salesforce with a remote system hosted on-premises, on the cloud, or by third-party solution providers Understand identity and access management architectural considerations across the 9 stages of an identity and access management lifecycle Be aware of the strategies available to design mobile solutions with Salesforce and the options available for Salesforce mobile architecture Employ the principles of the DevOps & Development Lifecycle needed for an ideal state Salesforce implementation Who This Book Is For Professionals interested in implementing, optimizing, and architecting Salesforce solutions enterprise-wide; Salesforce implementation (SI) partners needing a detailed playbook for architecting and delivering successful Salesforce solutions; Salesforce admins, developers, and architects looking for a one-stop educational resource to mastering the Salesforce architect domains or those pursuing the Salesforce architecture domain certification exams, including the Salesforce Certified Technical Architect (CTA) board exam

Learning Salesforce Lightning Application Development Jun 30 2020 Build, design, and style beautiful and informative applications on the Salesforce Lightning platform Key Features Build

and Test Lightning Components that enhance application usability and adaptability Apply Security Best Practices to your Custom Lightning Components Design Lightning Components for Salesforce UIs such as Lightning Pages, Salesforce 1 Application, Communities, and more. Book Description Built on the Salesforce App Cloud, the new Salesforce Lightning Experience combines three major components: Lightning Design System, Lightning App Builder, and Lightning Components, to provide an enhanced user experience. This book will enable you to quickly create modern, enterprise apps with Lightning Component Framework. You will start by building simple Lightning Components and understanding the Lightning Components architecture. The chapters cover the basics of Lightning Component Framework semantics and syntax, the security features provided by Locker Service, and use of third-party libraries inside Lightning Components. The later chapters focus on debugging, performance tuning, testing using Lightning Testing Services, and how to publish Lightning Components on Salesforce AppExchange. What you will learn Understand Lightning Components architecture Learn Locker security best practices Debug and Improve performance of your Lightning Components Use third-party libraries along with Lightning Component Framework Learn how to publish Lightning

Components on AppExchange Use Lightning Out to take your Lightning Components outside the Salesforce platform Who this book is for This book is for Salesforce developers or developers from other platforms who are familiar with HTML, CSS, and JavaScript and want to build and test Salesforce Lightning components. No knowledge of Salesforce Lightning is required.

Mastering Salesforce DevOps May 10 2021 This practical guide brings DevOps principles to Salesforce development. It fits together two major movements within the IT world: the movement to Software/Platform as a Service (SaaS/PaaS), and the DevOps movement. While SaaS and PaaS allow companies to invest in their core competencies rather than maintain their own infrastructure, the goal of DevOps is to optimize the process of delivering software innovation and value. The release of Salesforce DX in late 2017 unlocks the possibility of a true DevOps workflow on Salesforce. But DevOps is new to the Salesforce world and there is not a widespread understanding of its goals and methods, and so adoption of Salesforce DX is still in the early stages. Mastering Salesforce DevOps explains how to build a powerful and comprehensive DevOps workflow for Salesforce—allowing you to finally deploy the world's most innovative platform using the world's most effective and efficient techniques. It addresses the need for a

comprehensive guide to DevOps for Salesforce, allowing teams to bring proven practices from the IT world to resolve the hardest problems facing Salesforce developers today. What You Will Learn Improve company performance and software delivery performance using Salesforce DX Translate DevOps concepts into the unique language and practices of Salesforce Understand why and how you can implement Salesforce DX to achieve greater productivity and innovation Enable continuous delivery on Salesforce Build packages and architect code so it can be deployed easily Allow admins to participate in what has traditionally been a developer workflow Know the techniques for reducing the stress and risk of deployment Apply the full range of automated tests that can be used on Salesforce Who This Book Is for Salesforce developers, release managers, and those managing Salesforce development teams who need a guide to DevOps, and DevOps specialists who need to apply familiar concepts to Salesforce

Salesforce Coding Genius Feb 04 2021 Architect and deliver packaged Force.com applications that cater to enterprise business needs Key Features* Salesforce Lightning Wizard Framework - A framework built on the top of Lightning to support complex requirements of organisations* Salesforce Batch Framework - A framework built on Apex, Native Salesforce which helps organisations to

achieve any complex asynchronous jobs requirements easily* Salesforce Trigger Framework - Step-by-Step process to adopt with Trigger framework which support any complex real time business operations and also reduces cyclomatic complexity at the same time. Book

Description Salesforce Coding Genius is neither a tutorial nor a book for beginners. Intended for developers who are already familiar with the Apex language, and experienced Java and C# developers who are moving to Apex, this book starts where the Salesforce Apex documentation leaves off. Are you facing a challenging Salesforce.com problem--say, relating to automation, configuration, formulation, or reporting--that you can't quite crack? Or maybe you are hoping to infuse some creativity into your solution design strategy to solve problems faster or make solutions more efficient? Salesforce Coding Genius shows you how to unlock the power of the Force.com platform to solve real business problems--and all without writing a line of code. Adhering to Salesforce.com's "clicks, not code", Salesforce.com expert Markus Koche walks you through different business problems and identifies effective, creative--and proven--approaches to solutions using the platform's declarative framework. If you are a Salesforce.com administrator, analyst, consultant, or developer, you can attest to the insatiable appetite of users for new

functionality. Your clients expect solutions--and now with Salesforce Coding Genius you can deliver a best solution for your project. What you will learn*

- Package, install, test, and upgrade an application***
- Define architecture-aligning data storage and functional requirements***
- Develop Apex code that is easy to navigate, self-documenting, testable, robust, and organic***
- Leverage your application's clientagnostic Service layer backbone to support numerous platform areas***
- Get the most from hosting your application within the Lightning Experience and Salesforce1 Mobile clients***
- Apply querying, indexing, and asynchronous best practices***
- Leverage mocking and dependency injection in your Apex tests***
- Explore tips for developing advanced applications**

The purpose of this book is to detail best practice for Apex code development on the Salesforce project which should be followed by developers working on the project. It also details some design patterns and testing frameworks which should be adopted where possible to provide robust and scalable platforms as follows:

- + Salesforce Lightning Wizard Framework**
- + Salesforce Batch Apex Framework**
- + Salesforce Trigger Framework**
- + Salesforce Lightning Component Framework**

These frameworks helps in understanding the basics of Apex / Lightning. It is designed on the top of exisiting Apex or Lightning Framework which extends the use cases of most

common business logics. This book has defined a lightning component framework that will be leveraged and utilised on the project. For any query or concern drop us a mail on info@expounddigital.com

Salesforce CRM Mar 20 2022 A practical guide which will help to discover how to setup and configure the Salesforce CRM application. It offers solutions and practical examples on how to further improve and maintain its functionality with clear systematic instructions. Being highly organized and compact, this book contains detailed instructions with screenshots, diagrams, and tips that clearly describe how you can administer and configure complex Salesforce CRM functionality with absolute ease. This book is for administrators who want to develop and strengthen their Salesforce CRM skills in the areas of configuration and system management. Whether you are a novice or a more experienced admin, this book aims to enhance your knowledge and understanding of the Salesforce CRM platform and by the end of the book, you should be ready to administer Salesforce CRM in a real-world environment.

Mastering Salesforce CRM Administration Sep 13 2021 Learn about the Advanced Administration Certification Examination and build a successful career in Salesforce administration About This Book Build your skills and knowledge to crack the

Advanced Admin Certification Examination

Leverage the advanced administration capabilities of Salesforce and Salesforce1 Optimize and extend Sales Cloud and Service Cloud applications Who This Book Is For This book is written for Salesforce admins who are looking to gain an in-depth knowledge of the Salesforce platform and grow their value in their organization. It will teach them to implement and design advanced business process automation for the benefit of their organization. What You Will Learn Adopt Lightning Experience to improve the productivity of your organization's sales team Create and maintain service entitlements and entitlement processes Process Builder basic and advanced concepts Different ways to deploy applications between environments Best practices for improving and enriching data quality In Detail The book starts by refreshing your knowledge of common admin tasks. You will go over Lightning Experience and various security aspects. You will be shown how to implement territory management in your organization and make use of custom objects. From here, the book progresses to advanced configuration, data management, and data analytics before swiftly moving on to setting up advanced organization-wide features that affect the look and feel of the application. Extend the capabilities of your organization's Salesforce implementation by optimizing and extending Sales

Cloud, Salesforce1, and Service Cloud applications. This guide will equip you with the tools you need to build a successful career in Salesforce. Style and approach The book takes a straightforward, no-nonsense approach to working with the Salesforce CRM platform. It is filled with examples, advanced use cases, and all the resources you need to be a Salesforce Jedi.

Salesforce Platform App Builder Certification Guide Apr 01 2023 Get up to speed with the essential concepts and techniques necessary to prepare for the Salesforce Platform App Builder certification exam Key Features Prepare for the Salesforce Platform App Builder certification exam by exploring important concepts and expert tips and techniques Design the data model, user interface, business logic, and security for custom apps Understand the key milestones and considerations when managing an application lifecycle Book Description Do you want to be able to confidently design and build apps that support business processes within the Lightning Platform? Salesforce Platform App Builder Certification Guide not only helps you to do this, but also prepares you for the certification exam. The book starts by describing the core capabilities of the Lightning Platform. You'll learn techniques for data modeling to design, build, and deploy apps without writing code and achieve rapid results with the declarative

capabilities that the Lightning Platform provides. Next, you'll explore utilities for importing and exporting data and the features available in the Lightning Platform to restrict and extend access to objects, fields, and records. You'll also be able to customize the Salesforce Lightning Experience user interface (UI) and build functionality for custom buttons, links, and actions. Later, this certification study guide will take you through reporting and the social and mobile features of the Lightning Platform. Finally, you'll get to grips with Salesforce build environments and deployment options. By the end of this Salesforce book, you'll not only have learned how to build data models, enforce data security, and implement business logic and process automation, but also have gained the confidence to pass the Platform App Builder exam and achieve Salesforce certification. What you will learn

Explore the core features of the Lightning Platform
Design and build an appropriate data model for a given scenario
Identify the Lightning Platform's features and capabilities
Customize the Salesforce Lightning Experience UI
Implement business logic and process automation
Identify the capabilities of declarative customization

Who this book is for This book is for beginners and aspiring developers who want to learn how to build apps on the Salesforce Platform or pass the Salesforce Platform App Builder certification exam. Salesforce administrators and

existing Salesforce Lightning Platform developers looking to learn more about the declarative, non-programmatic app building capabilities of the Salesforce Lightning Platform will also find this book useful.

The AMPscript Guide Dec 25 2019 AMPscript is a scripting language for Salesforce Marketing Cloud. You can use it to create highly sophisticated, personalized content through an extensive set of functions. The language follows a simple syntax and semantics. With an understanding of the fundamentals, you can quickly gain proficiency in AMPscript - no prior experience in scripting languages is needed. This book extends the existing Salesforce documentation to provide an authoritative reference manual on AMPscript. Whether you are inexperienced in writing scripts or are already highly proficient in AMPscript, this book will enable you to enjoy rapid development through clear explanations and extensive documentation on all AMPscript functions, including real-world supporting code samples for you to reuse.

Banking 5.0 Sep 01 2020 Bill Gates' quote, "Banking is necessary, but banks are not," showcases the opportunity for financial services digital transformation. The next transition from industry 4.0 to 5.0 will impact all sectors, including banking. It will combine information technology

and automation, based on artificial intelligence, person-robot collaboration, and sustainability. It is time to analyze this transformation in banking deeply, so that the sector can adequately change to the 'New Normal' and a wholly modified banking model can be properly embedded in the business. This book presents a conceptual model of banking 5.0, detailing its implementation in processes, platforms, people, and partnerships of financial services organizations companies. The last part of the book is then dedicated to future developments. Of interest to academics, researchers, and professionals in banking, financial technology, and financial services, this book also includes business cases in financial services.

Salesforce Data Architect Certification Guide Jun 22 2022 Learn data architecture essentials and prepare for the Salesforce Certified Data Architect exam with the help of tips and mock test questions Key FeaturesLeverage data modelling, Salesforce database design, and techniques for effective data designLearn master data management, Salesforce data management, and how to include considerationsGet to grips with large data volumes, performance tuning, and poor performance mitigation techniquesBook Description The Salesforce Data Architect is a prerequisite exam for the Application Architect half of the Salesforce Certified Technical Architect credential. This book

offers complete, up-to-date coverage of the Salesforce Data Architect exam so you can take it with confidence. The book is written in a clear, succinct way with self-assessment and practice exam questions, covering all the topics necessary to help you pass the exam with ease. You'll understand the theory around Salesforce data modeling, database design, master data management (MDM), Salesforce data management (SDM), and data governance. Additionally, performance considerations associated with large data volumes will be covered. You'll also get to grips with data migration and understand the supporting theory needed to achieve Salesforce Data Architect certification. By the end of this Salesforce book, you'll have covered everything you need to know to pass the Salesforce Data Architect certification exam and have a handy, on-the-job desktop reference guide to re-visit the concepts. What you will learn

Understand the topics relevant to passing the Salesforce Data Architect exam

Explore specialist areas, such as large data volumes

Test your knowledge with the help of exam-like questions

Pick up useful tips and tricks that can be referred to time and again

Understand the reasons underlying the way Salesforce data management works

Discover the techniques that are available for loading massive amounts of data

Who this book is for

This book is for both aspiring Salesforce data

architects and those already familiar with Salesforce data architecture who want to pass the exam and have a reference guide to revisit the material as part of their day-to-day job. Working knowledge of the Salesforce platform is assumed, alongside a clear understanding of Salesforce architectural concepts.

Salesforce Handbook Apr 08 2021 This book is not intended to be a deep-dive on security, programming, reporting, configuration, etc. but more of a high-level overview on salesforce.com, Force.com development, tools, methodology and other resources. We will not cover all aspects of salesforce.com. We wrote this book to (hopefully) become an invaluable resource for anyone new or inexperienced with the Force.com platform. For new administrators and developers coming on to the platform, we see a gaping hole in existing reference books. This book is not intended for end users or advanced developers. This book is for people somewhere in the middle; let's say a business analyst or a new Java or .NET developer. We would like this to be the first book you pick up after your boss walks in and says, "Let's take a look at salesforce.com and see if we can build some applications in the cloud." This book contains the information that we wish we had when we started developing applications on Force.com.

Learn Salesforce Lightning Sep 25 2022 Refer to

this invaluable how-to guide for basic training on Salesforce Lightning. Salespeople and technical users and consultants will no longer have to resort to learning the interface on their own, which is very time consuming. Learn Salesforce Lightning is a step-by-step visual guide that offers immediate and valuable solutions to the new set of UI tools included in Lightning. With chapters broken down into easily absorbed topics, you walk through the entire process of managing your daily activities within Salesforce, as well as basic customizations and system management. The book explains the primary use cases for Lightning, and simplifies some of the more complex features, such as opportunity stage management and the new dashboard builder. Topics covered include: Sales and service management Lightning Apps on the AppExchange Lightning dashboards and reports Lightning security Lightning Process Builder and more What You'll Learn Navigate the Salesforce Lightning interface Know where to go in the setup area to make customizations Create dynamic reports and dashboards View Lightning on a mobile device Train other users on common day-to-day activities within Lightning Who This Book Is for Salespeople, managers, and executives who are currently evaluating Salesforce.com, who recently purchased a license with Salesforce.com, or recently upgraded to the Lightning user interface. This book is also for

Salesforce administrators, consultants, project managers, and technical users looking for basic training on Salesforce Lightning.

Salesforce Marketing Cloud For Dummies Oct 15 2021 Salesforce Marketing Cloud: Take your digital marketing on a journey! Everything seems to be moving to the cloud these days—and digital marketing is no exception! Salesforce Marketing Cloud For Dummies guides you through the use of Salesforce's exciting suite of cloud-based digital marketing solutions, which have the power to help you plan, personalize, and optimize your customers' journey. Written by a leader of the Salesforce training and development team, Salesforce Marketing Cloud users will find essential information on using the suite of tools and tips and tricks that only an insider would be able to share. With easy-to-follow instructions, this guide helps you discover how to incorporate your data sets into the tools to create models, campaigns, and customer maps that enable you to create a positive experience for your customers. As Salesforce.com's multi-channel digital marketing platform, the Salesforce Marketing Cloud focuses on helping you manage one-on-one customer journeys. Leveraging a variety of features, this suite of tools offers email marketing, mobile marketing, social media marketing, content and messaging, predictive intelligence, and more. Your ability to navigate

these features and functions will determine your digital marketing campaign's success, so it's critical that you make the most of this tool! Navigate and manage the Salesforce Marketing Cloud Define and understand your customers' journeys—and how you fit into them Engage your customers across devices, ensuring consistent communication Use predictive data to optimize engagement Salesforce Marketing Cloud For Dummies helps you make the most of your investment in the digital marketing world!

Salesforce Certification Guide Oct 27 2022 This book content Salesforce Platform Developer I and Developer II questions and answers, which help you prepare for the exam, IF you start preparing yourself for the content Salesforce Platform Developer I and Developer II exam then this book is best for you, here you can get mostly commons questions that maybe comes in the exam. Read all the questions and answers of this book carefully and then take all free and paid mock tests for the content Salesforce Platform Developer I and Developer II exam (Exam links are on the last page of this book be confident and you will definitely clear the exam.

Learning Salesforce Visual Workflow Jan 24 2020 Learning Salesforce Visual Workflow is intended for those who want to use Flows to automate their business requirements by click not code. Salesforce maintains an incredibly user-friendly interface; no

previous experience in computer coding or programming is required.

Learning Salesforce Development with Apex Jul 12 2021 Learn to harness the power of the Apex language to build Salesforce applications KEY FEATURES - Learn how to work with the Apex language. - Learn how to develop Apex Triggers. - Learn how to use SOQL and SOSL to retrieve data. - Learn how to write Object-Oriented Salesforce code. - Explore the best practices to deliver scalable and maintainable code. DESCRIPTION This book covers the fundamentals of the Salesforce Apex programming language used by developers to build powerful applications in the cloud. In this book, you will learn how to work with the Apex language to build scalable applications that can interact with and update data from your users. We cover the language from the ground up, introducing programming concepts such as variables and control statements alongside clear and concise examples to help you understand the key concepts and features. Platform-specific features such as Apex triggers, SOQL and SOSL are covered in detail to help ensure you deliver robust and scalable solutions. Nuances and best practices for development are discussed along with how to effectively test your code to ensure that you can deploy it to users with confidence. Object-oriented programming in Apex is also covered in-depth to

ensure that you can develop dynamic solutions and build for the future. The book also discusses and shows developers how to integrate with third-party solutions using REST APIs in Apex. By the end of the book, the reader will know how to start developing applications using Apex with confidence.

WHAT WILL YOU LEARN - Learn how to declare variables in Apex. - Understand how to work with collections in Apex. - Use different control statements within Apex to control program flow. - Learn how to use the built-in tools to test in Apex. - Understand how to make callouts to external applications and data sources. WHO THIS BOOK IS

FOR This book is intended for those starting out with Apex, whether existing Salesforce Admins or those joining the Salesforce ecosystem with little professional prior programming experience, such as students. The reader is expected to have some basic familiarity with Salesforce as a platform, although key concepts are reviewed. TABLE OF CONTENTS 0.

Introduction 1. An Introduction to the Salesforce Platform 2. What is Apex? 3. Variables in Apex 4. Collections 5. Control Statements 6. Apex Triggers 7. SOQL 8. SOSL 9. Defining Apex Classes 10. Apex Class Inheritance 11. Testing Apex 12. Callouts in Apex 13. Epilogue

Beginning Salesforce Developer Jan 18 2022 Get started developing on the Force.com platform in no time. With step-by-step guidance, starting with

setting up your developer environment and progressing through to deploying to production, you will learn industry best practices to release robust custom applications with tangible benefits to your company or your client. Geared specifically toward beginning developers, Beginning Salesforce Developer establishes a strong understanding of basic code constructs through examples. Rather than simply explaining how to use the platform, you will receive a comprehensive understanding of why, allowing you to address platform quirks and "gotchas" that might occur. The book also serves to lay the foundation for continuing on to Salesforce Developer Pro. What You'll Learn Configure your Salesforce development environment Understand the Salesforce data model and query languages Create basic Apex triggers Use standard controllers with basic Visualforce pages Utilize Visualforce with custom-built Apex controllers Write test coverage Who This Book Is For Salesforce administrators who wish to transition into developing on the Force.com platform. The book also serves as a quick immersion into the world of development for complete beginners through proprietary Salesforce development languages on the Force.com platform. Salesforce.com For Dummies Aug 13 2021 Your all-access guide to reaping the benefits of Salesforce.com Salesforce.com has a rapidly expanding influence over the way companies across

the globe interact with their clientele. Written by Salesforce.com insiders with years of experience in customer relationship management (CRM) solutions, Salesforce.com For Dummies gives you an edge in building relationships and managing your company's sales, marketing, customer service, and support operations. You'll discover how to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, create accurate projects based on past performance, and so much more. A customizable, on-demand CRM solution, Salesforce.com allows businesses to organize and manage all of their customer information—leads, opportunities, contacts, accounts, cases, and solutions—in one place. Whether you're a Windows or Mac user, this down-to-earth, friendly guide shows you how to maximize Salesforce.com's capabilities to close deals faster, gain real-time visibility into sales, and collaborate instantly. Customize the new user interface with apps, widgets, and tools Prospect leads, drive sales, and provide outstanding customer service Manage contacts, identify opportunities, and analyze your results Collaborate with colleagues using Chatter If you're new to Salesforce.com or an existing user looking for the latest tips and tricks to maximize its potential, this friendly guide has you covered.

Beginning Salesforce Developer Jan 06 2021 Get started developing on the Force.com platform in no

time. With step-by-step guidance, starting with setting up your developer environment and progressing through to deploying to production, you will learn industry best practices to release robust custom applications with tangible benefits to your company or your client. Geared specifically toward beginning developers, Beginning Salesforce Developer establishes a strong understanding of basic code constructs through examples. Rather than simply explaining how to use the platform, you will receive a comprehensive understanding of why, allowing you to address platform quirks and "gotchas" that might occur. The book also serves to lay the foundation for continuing on to Salesforce Developer Pro.

What You'll Learn

- Configure your Salesforce development environment***
- Understand the Salesforce data model and query languages***
- Create basic Apex triggers***
- Use standard controllers with basic Visualforce pages***
- Utilize Visualforce with custom-built Apex controllers***
- Write test coverage***

Who This Book Is For Salesforce administrators who wish to transition into developing on the Force.com platform. The book also serves as a quick immersion into the world of development for complete beginners through proprietary Salesforce development languages on the Force.com platform.

Hands-On Low-Code Application Development with Salesforce Nov 03 2020 Explore a wide range of low-code tools in the Salesforce platform for building

customized CRM applications without writing any code
Key Features
Create apps with a rich user experience without paying for costly developers
Leverage Salesforce Lightning Platform's declarative features to build professional-grade applications
Improve productivity with business process automation using Workflow, Process Builder, and Flow
Book Description
Low-code platforms allow users to focus on business logic to create solutions without getting trapped in programming complexities. Thanks to its powerful features for designing, developing, and deploying apps without having to hand-code, Salesforce is at the forefront of the low-code development revolution. This book will guide you in building creative applications for solving your business problems using the declarative framework provided by Salesforce. You'll start by learning how to design your business data model with custom objects, fields, formulas, and validation rules, all secured by the Salesforce security model. You'll then explore tools such as Workflow, Process Builder, Lightning Flow, and Actions that will help you to automate your business processes with ease. This book also shows you how to use Lightning App Builder to build personalized UIs for your Salesforce applications, explains the value of creating community pages for your organization, and teaches you how to customize them with Experience

Builder. Finally, you'll work with the sandbox model, deploy your solutions, and deliver an effective release management strategy. By the end of this Salesforce book, you'll be ready to customize Salesforce CRM to meet your business requirements by creating unique solutions without writing a single line of code. What you will learn

Get to grips with the fundamentals of data modeling to enhance data quality

Deliver dynamic configuration capabilities using custom settings and metadata types

Secure your data by implementing the Salesforce security model

Customize Salesforce applications with Lightning App Builder

Create impressive pages for your community using Experience Builder

Use Data Loader to import and export data without writing any code

Embrace the Salesforce Ohana culture to share knowledge and learn from the global Salesforce community

Who this book is for If you are a citizen developer, business analyst, Salesforce administrator, or anyone interested in developing applications or solutions for business problems but lack technical knowledge, this book is for you. No prior programming experience is required.

Salesforce Lightning Reporting and Dashboards
Apr 28 2020 Learn how to build advanced reports and dashboards in Salesforce Lightning experience
About This Book Visualize and create advanced reports and dashboards using Lightning Experience

Improve overall business efficiency with advanced and effective reports and dashboards Understand and create custom reports and dashboards Who This Book Is For This book is targeted at Salesforce.com administrators, business analysts, and managers who use Salesforce.com for their daily job and want to learn in depth about Salesforce Reporting and Dashboard in Lightning Experience. Readers should have a basic knowledge of Salesforce, such as: Accounts, Contacts, Leads, Opportunities and custom objects. What You Will Learn Navigate in Salesforce.com within the Lightning Experience user interface Secure and share your reports and dashboards with other users Create, manage, and maintain reports using Report Builder Learn how the report type can affect the report generated Explore the report and dashboard folder and the sharing model Create reports with multiple formats and custom report types Explore various dashboard features in Lightning Experience Use Salesforce1, including accessing reports and dashboards In Detail Built on the Salesforce App Cloud, the new Lightning Experience combines the new Lightning Design System, Lightning App Builder, and Lightning Components to enable anyone to quickly and easily create modern enterprise apps. The book will start with a gentle introduction to the basics of Salesforce reports and dashboards. It will also explain how to access

reports in depth. Then you will learn how to create and manage reports, to use Schedule Report, and create advanced report configurations. The next section talks about dashboards and will enable you to understand and compare various types of dashboard component and how you can benefit the most from each of them. Then we move on to advanced topics and explain tips and tricks related to reports and dashboards, including reporting snapshots, report parameters, and collaboration. Finally, we will discuss how to access dashboards and reports from the Salesforce1 mobile app. Style and approach This comprehensive guide covers the advanced features of the all new Salesforce Lightning concepts and communicates them through a practical approach to explore the underlying concepts of how, when, and why to use them.

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