

# SalesForce

## SalesForce Abstract

Salesforce is cloud computing and social enterprise software-as-a-service(saas), it is a company which provide cloud based software service so it doesn't require a team of IT experts to set up or manage ? you just log in and start using it.



### Salesforce Video]

### What isSalesforce?

Salesforce is the worlds' first and most **popular CRM system** headquartered in San Francisco. With more than 82,000 companies and 100,000+ customers rely on this dynamic, web-based, low-cost CRM platform.

It was founded in March 1999 by former Oracle executive **Marc Benioff** Salesforce.com has its services translated into 16 different languages and currently has 82,400 regular customers and over 2,100,000 subscribers

- Salesforce CRM provides a complete solution for that includes feature-rich solutions for marketing, sales, services, partner management and community management.
- Customer relationship management, is an system that managing a company's interaction with current and future customers .
- The CRM approach and the systems used to facilitate CRM, businesses learn more about their target audiences and how to best cater to their needs.
- The CRM approach tries to analyze data about customers' history with a company, in order to better improve business relationships with customers, specifically focusing on retaining customers, in order to drive sales growth.
- The adoption of the CRM approach may also occasionally lead to favoritism within an audience of consumers, leading to dissatisfaction among customers and defeating the purpose of CRM.

### HowSalesforce works?

#### Type Of Cloud

- Sales Cloud
- Service Cloud
- Collaboration Cloud

## Sales Cloud

Sales Cloud **helps to sell products and Services**, manage connection with customer, and close more deals. Sales Cloud include Chatter, Social Contact, Marketing and Leads, Data.com, Opportunities and quotes, Approval and Work process, Files and Libraries, Analytics and Forecasting, Partner Management, AppExchange, Email and calendaring

- The sales Cloud provides the full spectrum of tools needed to connect with customer from comprehensive account mapping to social insights, all in one place and available anytime, anywhere.

## Service Cloud

Service cloud **increase agent productivity**, reduces service costs, and **gain better visibility into Service** It includes Customer Portal, Live Agent, Contract and entitlement

- Service cloud implementation teams recognize that each customer has unique needs and process

## Collaboration Cloud

Collaboration cloud consist of Salesforce **Chatter** and **Radian6** service cloud which helps to connect with co-workers, customers, and partners to share experience and information across.

## Applications Of Salesforce



- Database
- XML Files
- Excel Files
- Customer Support

## General steps for building Salesforce.com

- Creating Application Description
- Add Relationships
- Use Formulas and Validations
- Automating Process using Workflow
- Creating Approval Process
- Creating Reports and Dashboards
- Adding Programming Logic to Apex
- Adding tests to your apps
- Building Custom user Interface using Visual Force
- Creating Public Web pages using Sites

#### **Salesforce Advantages]**

- Low cost, low risk cloud based solution software service to buy
  - Complete solution includes feature-rich solution for marketing, sales, service, partner management and community management.
  - Fast result because it drain resources on high value, low cost and focus on innovation
  - Force.com platform provides integration with other applications
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- Google Apps
  - Connect for Microsoft Outlook
  - Connect for Microsoft Office