

Salesforce Developer



The role

- Working on mobile or web apps
- Developing apps for other Salesforce dev.
- Integrating the platform with other systems
- Customising the Salesforce environment

Background

- Basic knowledge of developing
- 1-3 years of development experience
- Potential for certifications

Skills

- Data modelling, management, security
- Proficiency in Salesforce, Apex, Lightning
- Communication

Salary

- Average: \$81, 987 per year
- Appx. \$81/hour
- Salesforce Developers make approximately \$22,000 more than regular web developers

Salesforce Developer Guide

Enrico Murru



Salesforce Developer Guide:

Mastering Apex Programming Paul Battisson, Mike Wheeler, 2020-11-20 Get to grips with the advanced features of Apex programming for Salesforce developers using this comprehensive guide Key Features Discover how to build reliable applications with Apex by avoiding common mistakes and pitfalls Learn how to use the different asynchronous programming tools in Apex Profile and improve the performance of your Apex code Book 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 learn Understand 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 **Developer's Guide to the Force.com Platform** Rick Greenwald, 2008

Beginning Salesforce Developer Michael Wickerski, 2017-12-05 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 Ultimate Salesforce LWC Developers' Handbook Cihan Fethi Hizar, 2023-12-20 Unleash Lightning Web Components LWC for Salesforce Cloud KEY FEATURES Acquire a comprehensive understanding of the Lightning Web Component Framework covering all its intricate details Develop advanced skills in effectively managing events and data within your Lightning Web Component LWC applications Gain expertise in ensuring the security of your LWC applications by leveraging the robust tools provided by Salesforce DESCRIPTION Embark on a transformative journey into the world of Salesforce Lightning Web Components LWC with this comprehensive guide From laying the foundation to honing advanced skills in LWC debugging and testing each chapter seamlessly builds upon the last empowering developers to navigate the intricate world of Salesforce LWC development The book begins by creating your first LWC and delving into the intricacies of Lightning Web Components It explores the seamless integration of Salesforce Data and master event management with Events in LWC Next it moves on to navigate the relationship between LWC and Flows unlocking the potential of Lightning Out for standalone applications Readers will dive deep into the aesthetics with Salesforce Lightning Design System enhancing their components with style It will also help you safeguard your applications by understanding LWC Security measures and learn debugging and testing in the LWC environment In the final chapters immerse yourself in working with Aura components and seamlessly migrate them to LWCs providing an insightful transition to advanced development techniques WHAT WILL YOU LEARN Master the intricacies of Lightning Web Component LWC development for the Salesforce Cloud Effectively utilize Lightning Data Service for seamless data management Establish robust communication channels between Lightning Web Component LWC using Lightning Message Service Integrate your Lightning Web Components LWC seamlessly into complex flows Create standalone applications with the powerful capabilities of Lightning Out Perfect the art of styling your components using the Lightning Design System Implement advanced security measures to ensure the development of robust and secure LWC applications WHO IS THIS BOOK FOR This book is meticulously designed for Salesforce developers consultants IT professionals aiming to broaden their expertise into Lightning Web Components seeking comprehensive insights and expanding their skill set Whether you're a beginner or an experienced professional in the Salesforce ecosystem this handbook provides a practical and in-depth resource to enhance proficiency in Lightning Web Components covering debugging testing and advanced development techniques TABLE OF CONTENTS 1 Introduction 2 Creating Your First LWC 3 LWC in Detail 4 Using Salesforce Data 5 Events In LWC 6 LWC and FLOWS 7 Lightning Out 8 Salesforce Lightning Design System 9 LWC Security 10 LWC Debugging and Testing 11 APPENDIX 1 AURA LWC Co Existence 12 APPENDIX 2 Migrate Aura Components to

LWCs Index [Salesforce Handbook](#) Wes Nolte, Jeff Douglas, 2011-03-01 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 **Mastering Apex Programming** Paul Batisson, 2023-11-29 Advance your Apex programming skills to the next level with best practices proven techniques and practical code samples with this updated edition along with the most recent advancements in Apex Key Features Understand the various integration asynchronous processing options in Apex and how to use them to scale you application Learn how to integrate external systems with Apex through both inbound and outbound integrations Profile and improve the performance of your Apex code Book Description Applications built on the Salesforce platform are now a key part of many organizations IT systems with more complex and integrated solutions being delivered every day As a Salesforce developer working with Apex it is important to understand the range and variety of tools at your disposal how and when to use them and what the best practices are This revised second edition includes a complete restructuring and five new chapters filled with detailed content on the latest Salesforce innovations including integrating with DataWeave in Apex and utilizing Flow and Apex together to build scalable applications with Administrators This Salesforce book starts with a discussion around common mistakes debugging exception handling and testing The second section focuses on the different asynchronous Apex programming options to help you build more scalable applications before the third section focuses on integrations including working with platform events and developing custom Apex REST web services Finally the book finishes with a section dedicated to profiling and improving the performance of your Apex including architecture With code examples used to facilitate discussion throughout by the end of the book you will be able to develop robust and scalable applications in Apex with confidence What you will learn Understand common Apex mistakes and how to avoid them through best practices Learn how to debug Apex code effectively Discover the different asynchronous Apex options common use cases and best practices Extend the capabilities of the Salesforce platform with the power of integrations Parse and manipulate data easily with the use of DataWeave functions Develop custom Apex REST services to allow inbound integrations Profile and improve the performance of your Apex code Who this book is for Developers who have basic to intermediate Apex programming knowledge and are interested in mastering Apex programming while exploring the Salesforce com platform This book is also ideal for

experienced Java or C developers who are moving to Apex programming for developing apps on the Salesforce platform Basic Apex programming knowledge is assumed

Visualforce Developer's Guide Chamil Madusanka, 2013-09 This is a mini tutorial guide that discusses the most important and the most frequently used technical aspects of Visualforce development thereby making it a perfect companion for Visualforce developers This book is for Visualforce developers who are looking for a pocket guide that will resolve their most frequently faced issues

Salesforce CRM - The Definitive Admin Handbook Paul Goodey, 2016-12-21 Learn how to successfully administer build and manage Salesforce CRM and Salesforce mobile solutions using real world and best practice techniques About This Book See the latest best practice Salesforce administration principles gain real world advice and understand critical design considerations to set up and customize Salesforce CRM This is a pragmatic guide to the key functions of customizing and setting up the application for enterprise security user and data management process automation analytics and mobile features Step by step navigation and descriptions of the features of Salesforce CRM platform and clear guidance on the customization and administration of the application Identify what is covered to create your own improved study guide for the certified administrator examination 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 administrator or a more experienced professional this book will enhance your knowledge and understanding of the features of Salesforce CRM What You Will Learn Manage and administer user records and password policies Configure and control the various organization wide user interface features in Salesforce CRM Set up and maintain users profiles and permission sets and administer appropriate security and login access mechanisms Apply organization security Understand the capabilities of the Salesforce CRM sharing model Create delete and customize fields page layout and list views for custom and standard objects Find out how Apex and Visualforce coding can be used in Salesforce CRM Implement the mechanisms for data management Discover the tools to import update transfer and mass delete data In Detail Salesforce CRM s Winter 17 release offers a host of new features for CRM designed to transform your sales and marketing requirements With this comprehensive guide to implementing Salesforce CRM administrators of all levels can easily acquire deep knowledge of the platform The book begins by guiding you through setting up users and the security settings and then progresses to configuration data management and data analytics We swiftly move on to the setting up of organization wide features that affect the look and feel of the application Process automation and approval mechanisms are covered next along with the functional areas of Sales Cloud Service Cloud Marketing Cloud and Salesforce Chatter This book details Salesforce CRM system administration in a practical way and is an invaluable reference for both new administrators and experienced professionals At the end of the book techniques to further enhance the system and improve the return on investment Salesforce mobile apps and mobile administration are covered along with Salesforce Adoption Manager Every chapter is complete with a section containing example questions of the type that you might encounter in the

certification examination Style and approach This book takes a straightforward no nonsense approach to working with the Salesforce CRM platform Filled with examples and use cases the book presents the facts along with seasoned advice and real world examples to ensure you have all the resources you need to become a more informed Salesforce Administrator

Salesforce CRM - The Definitive Admin Handbook - Third Edition Paul Goodey,2015-01-30 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 administrator this book aims to enhance your knowledge and understanding of the Salesforce CRM platform and features **The developer's guide to the Force.com platform** Rick Greenwald,2008 **Salesforce End-to-End Implementation Handbook** Kristian Margaryan Jørgensen,2023-03-10 Packed with practical examples case studies and proven recommendations this handbook helps you manage enterprise grade Salesforce programs Key Features Explore the end to end Salesforce implementation lifecycle with templates and practical examples Discover common issues and strategies for mitigation and prevention Work with checklists to assess the state of your Salesforce implementation in each phase Purchase of the print or Kindle book includes a free PDF eBook Book DescriptionWith ever growing digital transformation programs involving Salesforce there is a greater need for a comprehensive overview of the phases and activities specific to Salesforce implementations This book will act as a detailed guide for your Salesforce implementation journey including common issues and pitfalls to mitigate and prevent errors The Salesforce End to End Implementation Handbook starts with the pre development phase Here you ll understand how to define the vision and nature of your project determine your change management strategy and delivery methodology learn to build a business case for your project get insights on engaging with Salesforce and implementation partners and learn to establish a governance framework As you progress you ll gain insights on the necessary activities milestones and common issues faced in Salesforce implementation along with strategies to mitigate them At the end of each section you ll find evaluation checklists to assess the state of your Salesforce implementation By the end of this book you ll be well equipped to set up Salesforce projects and programs effectively and deliver maximum ROI What you will learn Discover the critical activities in Salesforce implementation Address common issues faced in implementing Salesforce Explore appropriate delivery methodology Understand the importance of a change management strategy Govern Salesforce implementation through all its phases Gain insights on key activities in the continuous improvement phase Leverage customer 360 for analytics AI and automation Who this book is for This book is for Salesforce consultants architects project program managers delivery leaders for Salesforce implementation or product owners planning to implement Salesforce or already implementing Salesforce for their organizations If you are switching to a role in Salesforce development this book will act as a guide on what to expect on the job and how to ace it Familiarity with basic business CRM and project management concepts is required *Salesforce Sales Cloud - An Implementation Handbook* Kerry Townsend,2024-04-30 Design and build Sales

Cloud solutions to solve business challenges with this easy to follow handbook Key Features Discover the full range of capabilities offered by Sales Cloud and how to map them to business processes Learn how to plan and deliver all aspects of a successful Sales Cloud implementation Explore advanced concepts to integrate and extend Sales Cloud Purchase of the print or Kindle book includes a free PDF eBook Book DescriptionSalesforce Sales Cloud is a system rich in functionality addressing many sales business challenges such as sales productivity forecast visibility and sales enablement However unlocking the full value of the system and getting maximum returns pose a challenge especially if you re new to the technology This implementation handbook goes beyond mere configuration to ensure a successful implementation journey From laying the groundwork for your project to engaging stakeholders with sales specific business insights this book equips you with the knowledge you need to plan and execute As you progress you ll learn how to design a robust data model to support the sales and lead generation process followed by crafting an intuitive user experience to drive productivity You ll then explore crucial post building aspects such as testing training and releasing functionality Finally you ll discover how the solutions capability can be expanded by adding and integrating other tools to address typical sales use cases By the end of this book you ll have grasped how to leverage Sales Cloud to solve sales challenges and have gained the confidence to design and implement solutions successfully with the help of real world use cases What you will learn Find out how Sales Cloud capabilities solve common sales challenges Determine the best development methodologies Design and build core sales processes including demand generation and sales productivity Implement best practices for testing and training with accurate data Build a release plan by understanding the types of post go live support Explore territory management and model additional processes with Sales Cloud Understand common system integration use cases Harness the power of AppExchange solutions for sales Who this book is for This book is for administrators consultants and business analysts who want to understand and apply the capabilities of Salesforce Sales Cloud Whether you re completely new to Sales Cloud or enhancing existing functionalities within your organization this handbook is your trusted companion Business stakeholders responsible for or involved in Sales Cloud implementations will also benefit from this book [Salesforce Advanced Administrator Certification Guide](#) Enrico Murru,2019-11-08 Master advanced Salesforce Administration concepts with expert tips techniques and mock tests Key FeaturesLearn advanced features to reduce implementation time and enhance your Salesforce administration skillsDevelop the ability to solve critical issues with a proactive approach and deliver the best solutionExplore complex automation with workflows approvals process builder and custom Apex codingBook Description The Salesforce Advanced Administrator certification extends beyond administrator certification covering advanced platform features and functions such as configuration automation security and customization Complete with comprehensive coverage of all these topics and exam oriented questions and mock tests this Salesforce book will help you earn advanced administrator credentials You ll start your journey by mastering data access security monitoring and auditing and understanding best practices for handling

change management and data across organizations The book then delves into data model management for improving data quality and lets you explore Sales features such as products schedules quotes and forecasting capabilities As you progress this book will guide you in working with content management to set up and maintain Salesforce content You ll also master organizing your files and data using reports and dashboards Finally you ll learn how to use a combination of automation tools to solve business problems By the end of the book you will have developed the skills required to get your advanced administrator credentials What you will learn Master data security to monitor your org effectively Explore best practices for handling change management across orgs Extend the capabilities of Salesforce objects using advanced relationships validation rules and duplicate management Handle file libraries with Salesforce CRM content Understand ways to deliver the best solutions with Sales and Service Cloud applications Build reports and dashboards to visualize data for better decision making Customize your CRM with process automation features Who this book is for If you ve already achieved your Salesforce administrator certification this book will help you prepare for the Salesforce Advanced Administrator certification You ll also find this guide useful if you are a Salesforce administrator or developer and want to maximize your administration skills with deeper knowledge of advanced Salesforce declarative features 1 2 years of experience as a Salesforce administrator or developer is enough to help you to get the most out of the book

ChatGPT for Accelerating Salesforce Development

Andy Forbes, Philip Safir, Joseph Kubon, Francisco Fálder, 2023-12-29 Harness ChatGPT for streamlined flows effective configuration proficient code writing and enhanced project activities Key Features Improve process quality and reduce costs by incorporating ChatGPT into your Salesforce projects Optimize project workflows and align technical capabilities with business goals Integrate ChatGPT s strengths with Salesforce expertise to innovate business analysis coding and testing approaches Purchase of the print or Kindle book includes a free PDF eBook Book Description Authored by a team of Salesforce masters with exemplary IT background ChatGPT for Salesforce Development helps you learn about the intricacies of Salesforce design configuration coding and testing demonstrating how ChatGPT can simplify complex setups and enhance project team efficiency With this book you ll unlock the effective use of ChatGPT for crafting user stories that align seamlessly with project goals learn how to design and implement Salesforce flows and quickly write clear comprehensive and high quality project documentation You ll leverage ChatGPT to write new Apex code decipher existing code and explore the development of web services and callouts This book covers everything from trigger creation to the development of Lightning Web Components LWC highlighting how these can accelerate the development process Applying ChatGPT s debugging capabilities you ll swiftly identify and resolve Salesforce issues to uphold the integrity and performance of your Salesforce applications By the end of this book you ll be adept at integrating ChatGPT at every stage of Salesforce project delivery from initial configuration to final testing What you will learn Masterfully craft detailed and engaging user stories tailored for Salesforce projects Leverage ChatGPT to design cutting edge features within the Salesforce ecosystem transforming ideas

into functional and intuitive solutions Explore the integration of ChatGPT for configuring Salesforce environments Write Salesforce flows with ChatGPT enhancing workflow automation and efficiency Develop custom LWCs with ChatGPT's assistance Discover effective testing techniques using ChatGPT for optimized performance and reliability Who this book is for This book is for Salesforce developers offering insights into using ChatGPT to enhance their coding and configuration abilities It's an invaluable resource for business analysts looking to use ChatGPT to translate complex requirements into actionable solutions For testers this book covers methods to leverage ChatGPT for more effective testing processes ensuring higher quality outcomes Product owners will gain insights into optimizing project workflows and aligning technical capabilities with business goals making this book a must have for Salesforce project team members

Salesforce B2C Solution Architect's Handbook Mike King, Melissa Murphy, 2024-05-31 Design solutions across the Salesforce Customer 360 ecosystem with this definitive guide for Salesforce B2C solution architects covering B2C Commerce Service Cloud Data Cloud and Marketing Cloud Key Features Create a frictionless customer experience and a unified view of all touchpoints Avoid expensive rework by getting your architecture right the first time Use real world scenarios and best practices to prepare for the B2C Solution Architect certification exam Purchase of the print or Kindle book includes a free PDF eBook

Book DescriptionIn today's competitive landscape the ability to create a unified view of the customer and turn data into actionable insights is a game changer for businesses With *Salesforce B2C Solution Architect's Handbook* you'll gain a deeper understanding of the integration options and products that help you deliver value for organizations The book will guide you through the tools techniques and scenarios needed to confidently tackle the B2C Solution Architect exam You'll start by building a robust understanding of each component within the Customer 360 ecosystem diving into their capabilities data models and governance structures As you progress you'll explore the role of a B2C solution architect in planning critical requirements and implementation sequences to avoid costly reworks and unnecessary delays You'll learn about the available options for integrating products with the Salesforce ecosystem and demonstrate best practices for data modeling across Salesforce products and beyond By the end of this journey you'll not only be prepared to ace the exam but also to excel as a Salesforce B2C Solution Architect ready to shape the future of customer engagement What you will learn Explore key Customer 360 products and their integration options Choose the best integration architecture to unify data and experiences Plan for requirements design choices and implementation sequences Architect a single view of the customer to support service marketing and commerce Integrate Customer 360 solutions into a single source of truth solution Orchestrate data and user flows to support functionality from multiple components Understand the capabilities and design considerations for Data Cloud Prepare for the B2C Solution Architect exam Who this book is for This book is for professionals in high level job roles that heavily rely on Salesforce proficiency It's primarily written for Salesforce technical architects application functional architects integration architects enterprise architects and CTO teams looking to benefit from a deeper

understanding of this platform Before you get started you should understand the fundamentals of data integration APIs and connected systems in general along with knowledge of the basics of business to consumer B2C customer experiences

MuleSoft for Salesforce Developers Arul Christhuraj Alphonse,Alexandra Martinez,Akshata Sawant,2022-09-30 Design secure test and deploy APIs with MuleSoft and integrate it with Salesforce to maximize productivity Key Features Build implement transform secure test and deploy APIs using Anypoint Studio and Anypoint Platform Integrate MuleSoft with Salesforce and other end systems to build an application network Enhance your Salesforce and MuleSoft skills and employability with interview and certification tips and tricks Book DescriptionMuleSoft for Salesforce Developers will help you build state of the art enterprise solutions with flexible and scalable integration capabilities using MuleSoft s Anypoint Platform and Anypoint Studio If you re a Salesforce developer looking to get started with this useful tool look no further This book will get you up to speed in no time leveling up your integration developer skills This essential guide will first introduce you to the fundamentals of MuleSoft and API led connectivity before walking you through the API life cycle and the Anypoint Studio IDE Once you have the IDE set up you ll be ready to create Mule applications You ll look at the core components of MuleSoft and Anypoint Platform and before long you ll know how to build transform secure test and deploy applications using the wide range of components available to you Finally you ll learn about using connectors to integrate MuleSoft with Salesforce and to fulfill a number of use cases which will be covered in depth along with interview and certification tips By the end of this book you will be confident building MuleSoft integrations at an enterprise scale and be able to gain the fundamental MuleSoft certification MCD What you will learn Understand how to use MuleSoft to achieve API led connectivity Design and create documentation for your API Develop Mule applications and run them in Anypoint Studio Monitor your applications from Anypoint Platform Transform your data using DataWeave Use the CI CD and Mule Maven plugins Run tests using MUnit and generate a code coverage report Use best practices to maintain coding standards Who this book is for This book is for Salesforce developers who want to get started with MuleSoft Salesforce architects will also find the concepts covered in the book useful in designing Salesforce solutions Prior knowledge of any programming language and some basic integration concepts will be helpful alongside basic familiarity with Salesforce development and experience with at least one Salesforce API including the SOAP API REST API Bulk API or Streaming API *Salesforce CPQ Implementation Handbook* Madhu Ramanujan,2022-04-14 An end to end practical guide to implementing Salesforce CPQ solutions shortening your sales cycle and generating a higher ROI Key FeaturesMaximize sales by reducing turnaround time and providing a quick analysis of profits and lossesGet up to speed with Salesforce CPQ concepts best practices and tips when choosing the right CPQ implementation strategyImplement CPQ configurations and automations for B2B and B2C business scenariosBook Description Salesforce CPQ is innovative software that enables you create better quotes improve quoting accuracy and maximize sales and deals It also provides a quick analysis of profits and losses helping you improve the overall execution of

sales processes and allows a great deal of flexibility for your prospects customers and business partners The book starts with the Quote 2 Cash business process in Salesforce and shows you how to assess when a business needs to implement CPQ You ll then progress to configuring opportunities quotes and CPQ products As you advance you ll understand how to define and configure price books price rules for CPQ quote automation multidimensional quoting and more Next you ll look at how to configure CPQ guided selling and create package configurations contracts and amendments Later chapters will demonstrate how to perform data migration from a legacy system and the order in which the objects are to be migrated You ll also explore CPQ billing and its advantages with the help of different use cases before learning about Industries CPQ and how it is different from standard Salesforce CPQ Finally you ll discover best practices for achieving optimal CPQ performance and avoiding performance bottlenecks By the end of this Salesforce book you ll be able to implement Salesforce CPQ for any business What you will learn Understand Quote 2 Cash business processes and configure opportunities and quotes Create custom CPQ actions and use custom filters for automating business needs Discover how to configure products and product rules Understand the CPQ pricing structure and methods rules multidimensional quoting and quote automation Explore the CPQ data model and use the Salesforce Schema Builder to view and configure object relationships Configure contracts amendments and renewals in Salesforce Focus on CPQ billing and its advantages Gain comprehensive insights into Industries CPQ Who this book is for This book is for Salesforce administrators business analysts functional consultants sales managers Salesforce architects and those looking to gain Salesforce CPQ certification Working knowledge of the Salesforce ecosystem is recommended to get the most out of this book

Development with the Force.com Platform Jason

Ouellette, 2013-11-12 Master Force.com Today's Fastest Most Flexible Cloud Development Platform With Salesforce.com's Force.com platform you can build and deploy powerful cloud based enterprise applications faster than ever before Now Jason Ouellette gives you all the practical technical guidance you need to make the most of the newest Force.com releases in your own custom cloud applications Throughout he adds new code and updated best practices for rapidly prototyping building and testing production quality Force.com solutions This edition's extensive new coverage includes Developer Console JSON Streaming and Tooling APIs Bulk API Force.com Canvas REST integration support for Web MVC frameworks Dynamic Apex and Visualforce and an all new chapter on mobile user interfaces Ouellette covers the entire platform UIs database design analytics security and many other topics His code examples emphasize maintainability flexibility and seamless integration and you can run and adapt all of them with a free Force.com Developer Edition account Coverage includes Leveraging Force.com's customizable infrastructure to deliver advanced Platform as a Service PaaS solutions Understanding Force.com's unique processes tools and architecture Developing a complete application from requirements and use cases through deployment Using the Force.com database as a framework for highly flexible maintainable applications Applying Force.com's baked in security including user identity data ownership and fine grained access control Constructing powerful business

logic with Apex SOQL and SOSL Adopting asynchronous actions Single Page Applications and other advanced features in Web user interfaces Building intuitive user interfaces with Visualforce and extending them to public facing websites and mobile devices Creating smartphone tablet friendly apps with HTML5 and Visualforce Performing massive data intensive tasks offline with Batch Apex Using Force.com integration options including REST SOAP Canvas and the Streaming Bulk Tooling and Metadata APIs Developing internal social applications with Force.com's Chatter collaboration tools If you're already building Web or mobile applications take your next giant step into enterprise cloud development with Development with the Force.com Platform Third Edition All code examples in this book are available on Github at <http://goo.gl/fjRqMX> and as a Force.com IDE project on Github at <https://github.com/jmouel/dev-with-force-3e>

[Salesforce Platform Enterprise Architecture](#) Andrew Fawcett, Daniel J. Peter, 2023-03-31 Deliver impressive enterprise grade applications using the Salesforce Platform with the help of established architectural patterns and best developer practices Key Features Use the latest capabilities of the Salesforce Platform to code robust apps and web experiences with an extended focus on Lightning Web Components Branch out to Java Node.js and other languages with a new chapter exploring app development capabilities using Heroku and Functions Extend your application with access to external services following new coverage of OpenAPI enabled API services Book Description Salesforce makes architecting enterprise grade applications easy and secure but you'll need guidance to leverage its full capabilities and deliver top notch products for your customers This fourth edition brings practical guidance to the table taking you on a journey through building and shipping enterprise grade apps This guide will teach you advanced application architectural design patterns such as separation of concerns unit testing and dependency injection You'll also get to grips with Apex and how to create scalable services with Java Node.js and other languages using Salesforce Functions and Heroku and find new ways to test Lightning UIs These key topics alongside a new chapter on exploring asynchronous processing features are unique to this edition You'll also benefit from an extensive case study based on how the Salesforce Platform delivers solutions By the end of this Salesforce book whether you are looking to publish the next amazing application on AppExchange or build packaged applications for your organization you will be prepared with the latest innovations on the platform What you will learn Create and deploy packaged apps for your own business or for AppExchange Understand Enterprise Application Architecture patterns Customize the mobile and desktop user experience with Lightning Web Components Manage large data volumes with asynchronous processing and big data strategies Learn how to go beyond the Apex language and utilize Java and Node.js to scale your skills and code with Heroku and Salesforce Functions Test and optimize Salesforce Lightning UIs Use Connected Apps External Services and Objects along with AWS integration tools to access off platform code and data with your application Who this book is for If you are a Salesforce developer who wants to unlock the true potential of the Salesforce platform and deliver complex scalable applications within your company or for use in large enterprises you target through AppExchange then you have come to the right place You will

need a solid foundation of Salesforce development to dive into this book it is here to elevate your skills not teach you the basics

Developing Data Migrations and Integrations with Salesforce David Masri, 2018-12-18

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.

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