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Salesforce1 App Developer Guide

Andrew Fawcett

Salesforce1 App Developer Guide:

Salesforce1 App Developer Guide Dianne Siebold,2013-11-11   **Salesforce Platform Developer I Certification Guide** Jan Vandevelde,Gunther Roskams,2019-05-24 Build and deploy scalable applications on the Salesforce Lightning Platform using the latest features of Spring 19 Key FeaturesAn end to end guide with practice tests to help you achieve the Salesforce Platform Developer certificationDesign data models user interfaces and business logic for your custom applicationsUnderstand the complete development life cycle from designing to testingBook 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 learnSolve sample questions and mock tests and work with exam patternsGain an understanding of declarative Salesforce tools such as Process Builder flows and many moreCode in Salesforce using the Developer Console and IDEsGrasp the basics of object oriented programmingWrite Apex classes Visualforce pages and Apex test classes with easy to follow stepsExplore the different deployment tools that you can use to push metadata to different environmentsBuild custom declarative apps and programs on Force com platformsWho 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   Learning Salesforce Lightning Application Development Mohith Shrivastava,2018-07-31 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 **Configuring Internal Controls for Software as a Service** Chong Ee,2018-09-12 This book taps into an inherent paradox with the ease of reliance on external cloud providers to provide robust functionality and regular enhancements comes as their very own audited service organization control SOC reports are quick to point out the need for client organizations to devise and sustain a system of effective internal controls By addressing the practitioner in the field it provides tangible cost effective and thus pragmatic means to mitigate key risks whilst leveraging built in cloud capabilities and overarching principles of effective system design 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 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 FeaturesUse the latest capabilities of the Salesforce Platform to code robust apps and web experiences with an extended focus on Lightning Web ComponentsBranch out to Java Node js and other languages with a new chapter exploring app development capabilities using Heroku and FunctionsExtend your application with access to external services following new coverage of OpenAPI enabled API servicesBook 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 fflib 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 learnCreate and deploy packaged apps for your own business or for AppExchangeUnderstand Enterprise Application Architecture patternsCustomize the mobile and desktop user experience with Lightning Web ComponentsManage large data volumes with asynchronous processing and big data strategiesLearn how to go beyond the Apex language and utilize Java and Node js to scale your skills and code with Heroku and Salesforce FunctionsTest and optimize Salesforce Lightning UIsUse Connected Apps External Services and Objects along with AWS integration tools to access off platform code and data with your

applicationWho 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   **Mastering Salesforce DevOps** Andrew Davis,2019-10-29 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 theneed 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   **MuleSoft for Salesforce Developers** Akshata Sawant,Arul Christhuraj Alphonse,2025-02-28 Design secure test and deploy APIs with MuleSoft and learn to integrate it with Salesforce by utilizing the latest features Key Features Work with the new additions to MuleSoft like Visual Editor Anypoint Code Builder and AI Enhance your MuleSoft expertise by incorporating AI and automation Prepare to achieve MCD Level 1 certification with expert insights from Akshata Sawant and Arul Christhuraj Alphonse Purchase of the print or Kindle book includes a free PDF eBook Book Description Salesforce developers often need help with complex integrations to manage multi cloud environments data mapping data security API scalability and real time integration issues Written by industry veterans with 20 years of experience this revised edition will help you overcome these challenges and unlock data with MuleSoft In this second edition you ll learn about MuleSoft s newest IDE aka Anypoint Code Builder and its tools and capabilities The chapters will show you how to use AI enabled APIs to maximize productivity integration of Data Cloud with MuleSoft Mule

APIs with AI agents and Mule AI Chain connectors You ll grasp the fundamentals of APIs and integration and confidently design your APIs while also utilizing a no code visual editor for API design to build your Mule applications using MuleSoft s Anypoint Code Builder The chapters will teach you about data transformation API management deployment models and MuleSoft s security features Progressively you ll leverage MuleSoft connectors to integrate with Salesforce Data Cloud and other systems You ll explore AI driven integrations and automation and get practical tips to ace MuleSoft interviews and achieve MCD Level 1 certification By the end of this book you ll be able to implement the entire API lifecycle and manage complex integrations with MuleSoft like a pro What will you learn Understand the fundamentals of MuleSoft APIs and integrations Unlock siloed data and implement the API lifecycle with MuleSoft s latest capabilities Get started with AnyPoint Code Builder with the capabilities of MuleSoft IDEs Understand DataWeave to build secure transform and test MuleSoft applications Explore CloudHub 2 0 features along with other deployment models Gain expertise in MuleSoft connectors security configuration and integration of AI and automation Attain practical guidance and interview tips to achieve MCD level 1 certification Who this book is for This book is for Salesforce developers starting their journey with MuleSoft Salesforce architects will also find the concepts beneficial for effective solutions A basic understanding of any programming language fundamental integration concepts familiarity with APIs and basic knowledge of Salesforce development are necessary Experience with at least one Salesforce API is needed be it SOAP REST Bulk or Streaming API **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 **Professional Heroku Programming** Chris Kemp,Brad Gyger,2013-01-22 A complete guide to building and deploying web apps with Heroku A cloud application platform Heroku is currently the only approved platform for creating apps within Facebook and its number of users is growing at rapid pace However there are very few books on the market that offer professional level coverage of this platform until now The author duo begins with an introduction to the Heroku platform and its associated core concepts and then goes on to explain how writing for this platform differs from that of traditional development systems Example applications additional resources and advice for your next steps round out this resource making it a thorough indispensable guide Features information not found anywhere else as both authors work for Heroku Explains the inner workings of Heroku with special emphasis placed on building web and mobile applications Introduces GIT based development workflow and the process model within the Heroku platform Details coding building deploying and scaling effectively using the Heroku tool base Providing you with fully functional code and downloadable code examples Professional Heroku Programming is your complete guide to mastering this platform

Salesforce Lightning Platform Enterprise Architecture Andrew Fawcett,2019-11-04 Key Features Use the Lightning Platform to build integrated scalable and robust apps focused on enterprise level customer demands Use the Lightning Component framework to deliver modern and responsive user experiences targeting multiple devices through Lightning Experience and Salesforce Mobile Extend your application with access to external services and AI Book DescriptionSalesforce Lightning provides a secure and scalable platform to build deploy customize and upgrade applications This book will take you through the architecture of building an application on the Lightning platform to help you understand its features and best practices and ensure that your app keeps up with your customers increasing needs as well as the innovations on the platform This book guides you in working with the popular aPaaS offering from Salesforce the Lightning Platform You ll see how to build and ship enterprise grade apps that not only leverage the platform s many productivity features but also prepare your app to harness its extensibility and customization capabilities You ll even get to grips with advanced application architectural design patterns such as Separation of Concerns Unit Testing and Dependency Integration You will learn to use Apex and JavaScript with Lightning Web Components Platform Events among others with the help of a sample app illustrating patterns that will ensure your own applications endure and evolve with the platform Finally you will

become familiar with using Salesforce DX to develop publish and monitor a sample app and experience standard application life cycle processes along with tools such as Jenkins to implement CI CD By the end of this book you will have learned how to develop effective business apps and be ready to explore innovative ways to meet customer demands What you will learn Create and deploy AppExchange packages and manage upgrades Understand Enterprise Application Architecture patterns Customize mobile and desktop user experience with Lightning Web Components Manage large data volumes with asynchronous processing and big data strategies Implement Source Control and Continuous Integration Add AI to your application with Einstein Use Lightning External Services to integrate external code and data with your Lightning Application Who this book is for This book is for Lightning platform developers who want to discover the true potential of the platform to develop complex scalable applications for use in enterprise businesses   *Learning Force.com Application Development* Chamil Madusanka,2015-04-27 If you are a developer who wants to learn how to develop and deploy applications from the Salesforce com platform then this book is for you No prior knowledge of Salesforce is necessary

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   *Professional SharePoint 2013 Development* Reza Alirezaei,Brendon Schwartz,Matt Ranlett,Scot Hillier,Brian Wilson,Jeff Fried,Paul Swider,2013-02-22 Thorough coverage of development in SharePoint 2013 A team of well known Microsoft MVPs joins forces in this fully updated resource providing you with in depth coverage of development tools in the latest iteration of the immensely popular SharePoint From building solutions to building custom workflow and content management applications this book shares field tested best practices on all aspect of SharePoint 2013 development Offers a thorough look at Windows Azure and SharePoint 2013 Includes new chapters on Application Life Cycle Management developing apps in SharePoint and building PerformancePoint Dashboards in SharePoint Professional SharePoint 2013 Development is an essential SharePoint developer title   **Moving To The Cloud** Geetha Manjunath,Dinkar Sitaram,2011-11-16 Moving to the Cloud provides an in depth introduction to cloud computing models cloud platforms application development paradigms concepts and technologies The authors particularly examine cloud platforms that are in use today They also describe programming APIs and compare the technologies that underlie them The basic foundations needed for developing both client side and cloud side applications covering compute storage scaling data parallelism virtualization MapReduce RIA SaaS and Mashups are covered Approaches to address key challenges of a cloud infrastructure such as scalability availability multi tenancy security and management are addressed The book also lays out the key open issues and emerging cloud standards that will drive the continuing evolution of cloud computing Includes complex case studies of cloud solutions by cloud experts from Yahoo Amazon Microsoft IBM Adobe and HP Labs Presents insights and techniques for creating compelling rich client applications that interact with cloud services Demonstrates and distinguishes features of different cloud platforms using simple to complex API programming examples   **Salesforce Data Architect Certification Guide** Aaron Allport,2022-11-18 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 learnUnderstand the topics relevant to passing the Salesforce Data Architect examExplore specialist areas such as large data volumesTest your knowledge with the help of exam like questionsPick up useful tips and tricks that can be referred to time and againUnderstand the reasons underlying the way Salesforce data management worksDiscover the techniques that are available for loading massive amounts of dataWho 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 Platform App Builder Certification Handbook** Siddhesh Kabe,2016-04-26 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 **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 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   Force.com Enterprise Architecture Andrew Fawcett,2017-03-31 Architect and deliver packaged Force com applications that cater to enterprise business needs About This Book Explore the lightning framework advanced application life cycle processes and testing Use the Force com platform to build truly integrated scalable and robustly engineered applications focused on enterprise level customer demands Using the Lightning technology to deliver modern and responsive user experiences targeting multiple devices through Lightning Experience and Salesforce1 Mobile Step by step work on examples to get you building your own ready to install packaged application Who This Book Is For This book is for advanced Force com developers and architects who need to understand the Salesforce platform from the perspective of enterprise level requirements A prior understanding of Apex and Visualforce is a must Those familiar with other enterprise software ecosystems will also find this book ideal as they adopt Force com 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 In Detail Companies of all sizes have seen the need for Force com s architectural strategy focused on enabling their business objectives Successful enterprise applications require planning commitment and investment in the best tools processes and features available This book will teach you how to architect and support enduring applications for enterprise clients with Salesforce by exploring how to identify architecture needs and design solutions based on industry standard patterns There are several ways to build solutions on Force com and this book will guide you through a logical path and show you the steps and considerations

required to build packaged solutions from start to finish It covers all aspects from engineering to getting your application into the hands of your customers and ensuring that they get the best value possible from your Force com application You will get acquainted with extending tools such as Lightning App Builder Process Builder and Flow with your own application logic In addition to building your own application API you will learn the techniques required to leverage the latest Lightning technologies on desktop and mobile platforms Style and approach The book takes a straightforward approach taking apart the Force com architecture for you to gain a deep understanding of how you can implement the Salesforce platform based on enterprise level requirements

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