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Salesforce Essentials for Administrators

Discover the administration fundamentals and challenges of Salesforce CRM

Mohith Shrivastava

Salesforce Essentials For Administrators Shrivastava Mohith

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Salesforce Essentials For Administrators Shrivastava Mohith:

Salesforce Essentials for Administrators Mohith Shrivastava,2014-10-10 This book is targeted at expert administrators or professionals who are new to Salesforce and want to learn the various features supported by the platform in a short space of time The book can also be used by professionals preparing for Developer and Administrator certification exams from Salesforce **Learning Salesforce Einstein** Mohith Shrivastava,2017-06-28 Incorporate the power of Einstein in your Salesforce application About This Book Make better predictions of your business processes using prediction and predictive modeling Build your own custom models by leveraging PredictionIO on the Heroku platform Integrate Einstein into various cloud services to predict sales marketing leads insights into news feeds and more Who This Book Is For This book is for developers data scientists and Salesforce experienced consultants who want to explore Salesforce Einstein and its current offerings It assumes some prior experience with the Salesforce platform What You Will Learn Get introduced to AI and its role in CRM and cloud applications Understand how Einstein works for the sales service marketing community and commerce clouds Gain a deep understanding of how to use Einstein for the analytics cloud Build predictive apps on Heroku using PredictionIO and work with Einstein Predictive Vision Services Incorporate Einstein in the IoT cloud Test the accuracy of Einstein through Salesforce reporting and Wave analytics In Detail Dreamforce 16 brought forth the latest addition to the Salesforce platform an AI tool named Einstein Einstein promises to provide users of all Salesforce applications with a powerful platform to help them gain deep insights into the data they work on This book will introduce you to Einstein and help you integrate it into your respective business applications based on the Salesforce platform We start off with an introduction to AI then move on to look at how AI can make your CRM and apps smarter Next we discuss various out of the box components added to sales service marketing and community clouds from salesforce to add Artificial Intelligence capabilities Further on we teach you how to use Heroku PredictionIO and the force com platform along with Einstein to build smarter apps The core chapters focus on developer content and introduce PredictionIO and Salesforce Einstein Vision Services We explore Einstein Predictive Vision Services along with analytics cloud the Einstein Data Discovery product and IOT core concepts Throughout the book we also focus on how Einstein can be integrated into CRM and various clouds such as sales services marketing and communities By the end of the book you will be able to embrace and leverage the power of Einstein incorporating its functions to gain more knowledge Salesforce developers will be introduced to the world of AI while data scientists will gain insights into Salesforce s various cloud offerings and how they can use Einstein s capabilities and enhance applications Style and approach This book takes a straightforward approach to explain Salesforce Einstein and all of its potential applications Filled with examples the book presents the facts along with seasoned advice and real world use cases to ensure you have all the resources you need to incorporate the power of Einstein in your work **Learning Salesforce Visual Workflow** Rakesh Gupta,2015-04-29 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 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

   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   Salesforce Lightning Application Development Essentials Mike Topalovich,2017-08-31 Build design and style beautiful and informative applications on the Salesforce platformAbout This Book This practical hands on guide will help you to build a multi platform application from scratch Make use of JavaScript HTML and CSS to build custom components Create apps visually using the Lightning componentWho This Book Is ForThis book is for existing Visualforce developers who are looking to gain hands on experience with the new Lightning Experience to build classy Salesforce applications fast A basic knowledge of HTML CSS and JavaScript will help you get through more advanced parts of the book What you will learn Understand the vision for a unified Salesforce experience across all devices Understand the Lightning Component Framework Architecture See how to build Lightning Components Know how to style Lightning Components using the Salesforce Lighting Design System View and edit Salesforce data from Lightning using Apex controllers Build Lightning Pages using Lightning App Builder See the Surface Lightning Components in Lightning Experience Salesforce1 and Salesforce ClassicIn DetailBuilt on the Salesforce App Cloud the new Lightning Experience combines the three major components Lightning Design System Lightning App Builder and Lightning Components This book will enable you to quickly and easily create beautiful modern enterprise apps with Lightning We begin by introducing you to the Lightning platform and the three components You ll understand the vision of a unified Salesforce experience across all browsers and devices with Lightning You ll work with standard components and build a basic layout for the application after which you ll learn how to create more advanced custom components using the Lightning Component framework You ll make use of good old JavaScript to perform client side rendering on the DOM Then you ll modify the components to make beautiful UIs for multiple platforms that will fill your app with informative dashboards and make them look professional Finally you ll use the Design System to work with Salesforce data and lay out the entire page application with the components you ve built before testing and debugging your code   **Mastering Salesforce CRM Administration** Rakesh Gupta,2017-03-27 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 Administrator Cert Prep: The Basics* Mike Wheeler,2018

Salesforce CRM - The Definitive Admin Handbook Paul Goodey,2019-04-27 A definitive guide covering all the core concepts necessary to pass the Salesforce Administrator Certification exam Key Features Understand critical design considerations for setting up Salesforce CRM Facilitate and manage the transition from Salesforce Classic to Lightning Experience Learn key functions of application security to manage user profiles and data Book 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 Administrator Cert Prep: The Basics ,2018 Get an overview of the Salesforce Certified Administrator exam Explore the registration steps learn test taking strategies and get acquainted with helpful Salesforce resources   **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 learnMaster data security to monitor your org effectivelyExplore best practices for handling change management across orgsExtend the capabilities of Salesforce objects using advanced relationships validation rules and duplicate managementHandle file libraries with Salesforce CRM contentUnderstand ways to deliver the best solutions with Sales and Service Cloud applicationsBuild reports and dashboards to visualize data for better decision makingCustomize your CRM with process automation featuresWho 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 **SALESFORCE ADMINISTRATION AND DEVELOPMENT COMPLETE TUTORIAL PART 1** SUJAY. GANGULY,2021 *Salesforce Administration Essentials for New Admins Practice Questions & Dumps* Allied Books, The Salesforce ADM 201 exam preparation guide is designed to provide candidates with necessary information about the Administrator exam It includes exam summary sample questions practice test objectives and ways to interpret the exam objectives to enable candidates to assess the types of questions answers that may be asked during the Salesforce Certified Administrator exam Preparing for the Salesforce ADM 201 exam to become a Administration Essentials for New Admins Salesforce ADM Here we ve brought 630 Exam Questions for you so that you can prepare well for this ADM 201 Unlike other online simulation practice tests you get an ebook version that is easy to read remember these questions You can simply rely on these questions for successfully certifying this exam *Introduction to Salesforce Administration and Configuration (SPADM-203)* Steve Wasula,Stony Point,2013-08-16 This book is designed to accompany the Introduction to Salesforce Administration and Configuration SPADM 203 class offered by Stony Point The book is simply a print out of the slides used in the class with room for a student to take notes A student in the class will learn basic and advanced administration configuration and development skills The book contains valuable real world scenarios discovery questions and exercises that may be useful for anyone preparing to sit for either the Salesforce Certified Administrator or the Force com Certified Developer exam Particularly useful are the 120 sample exam questions now included in the book To get full value out of the material Stony Point highly recommends taking the class instead of simply purchasing the book as a stand alone tool The class itself is delivered by a senior instructor with many years of real world experience as a Salesforce administrator and or a developer This class is specifically designed to prepare students to pass the both the Salesforce Certified Administrator Exam and the Force com Certified Developer exam This book and the class present a broad range of topics cover just about everything on which a student will be tested These topics include but are not limited to security sharing data management customization configuration data validation workflow rules approval processes the Force com architecture and the model view controller design pattern There is in depth coverage of system security topics such as Users Licenses Profiles Field Level Security Permission Sets Record Security Organization Wide Defaults Role Hierarchy Roles Sharing Rules Account Teams Sales Teams Case Teams Queues The object model related to sales force automation marketing automation case management and the community application is thoroughly covered with detailed sections on Accounts Contacts Opportunities Products Price Books Leads Campaigns Cases and Solutions This book includes information and exercises related to all automation features including formula fields workflow rules validation rules escalation rules assignment rules and approval process Finally topics concerning data management integration and analytics will be covered in depth including exercises to

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