



SALESFORCE - CRM

With the growing corporate demand of analyzing sales and marketing efforts, CRM and platform-as-a-service is an evolving technical field. I Providing Salesforce courses with Real time scenarios to ensures adequate practical exposure for students to evaluate their level of understanding.

- ✓ **Salesforce App Builder**
- ✓ **Salesforce Administrator & App Builder**
- ✓ **Salesforce Administrator**
- ✓ **Salesforce Platform Developer (Apex & Visualforce)**

Overview of Cloud Computing

- Introduction
- Evolution of Cloud Computing
- Comparisons with other computing techniques
- Key characteristics of cloud computing
- Advantages/Disadvantages
- Cloud provide Services
 - PAAS (Platform as a service)
 - SAAS (Software as a service)
 - IAAS (Infrastructure as a service)
- Cloud access modes
 - Public Cloud
 - Private Cloud
 - Hybrid Cloud
- Architecture of Cloud computing

Overview of Salesforce

- Understanding the terms in SFDC
- Detail Explanation of SFDC Editions
- App Exchange
- Creation of Salesforce Account

- Storage limitations in Salesforce Account
- Different types of Environments
- Different types of Sandboxes and Uses
- Salesforce CRM functionality
 - Sales Cloud
 - Service Cloud
- Architecture of Salesforce

Salesforce Administration

Sales Cloud Concepts

- What is Campaign Management?
- What is Lead Management?
- Home Page, Tabs, Apps, Tab Home Pages, Record, Detail Page, Related lists and Sidebar
- Understanding Campaigns
- Understanding Leads and Opportunities
- Adding A Lead
- Web –to-Lead
- Converting A Lead
- Adding An Account
- Team Contacts
- Edit An Account Record
- Adding An Opportunity
- Adding A Product To An Opportunity
- Different types of Price Books
- Sales ID
- Adding A Contact
- Adding A Task
- Creating A View
- Connect To Microsoft Outlook
- Send And Add An Email
- Activity History
- Logging A Call
- Submitting A Case
- Documents Tab

Service Cloud Concepts

- What is the difference between Sales cloud and Service Cloud?
- What is Case and creating the Case?
- What is Solution and Providing the Solution for Case?
- Researching and Resolving Cases
- Communicating the Outcome
- Automate case management
- Capturing and associating cases efficiently
- Helping customers helping themselves
- Improving productivity

Configure & Creation

- Creation of Application
 - Standard Application
 - Custom Application
- Creation of Tab
 - Custom Object Tabs
 - Web Tabs
 - Visualforce Tabs
 - Lightning Tabs
- Creation of Object
 - Standard Object
 - Custom Object
- Creation of Fields
- Related Lists
- Formula Fields
- Validation Rules
- Pick list Dependencies
- Field Track History
- Record types
- Page Layouts

- Relationships in Salesforce
- Custom Settings
- Schema Builder
- Workflows & Approvals
- Email Templates
- Security Token generation & Detail Explanation
- Static Resource
- Home page Components

Admin Related

- User Creation
- User Licenses
- Roles
- Profiles
- Permission sets
- Public Groups
- Queues
- Login History
- Company Profile
- Security Controls
- Sharing Settings(OWD Settings)
- Debug logs
- Translation Workbench
- Monitoring
- Scheduled Jobs
- Apex Jobs

Data Migration

- Import Wizard
- Apex Dataloader

Salesforce Development

OOPS Concepts

- What is language?
- Different types of Data types?
- Different types of Access Specifiers?
- Types of Control Statements?
- Encapsulation
- Abstraction
- Inheritance
- Polymorphism
- Class
- Constructor
- Member Methods
- Objects

Development Concepts

- Collections
 - List
 - Set
 - Map
- Database
 - DML
 - SOQL (Salesforce Object Query Language)
 - Dynamic SOQL
 - SOSL (Salesforce Object Search Language)
 - Aggregate Functions
 - Governor Limits

Apex

- Learn about Apex features compared to other programming languages
- Learn about use cases for which Apex is a good solution
- Learn about Apex access modifiers
- Learn about available Apex object types

- Learn about types of collections
- Learn the syntax for including SOQL queries within Apex
- Write SOQL for loops to handle bulk data
- Learn about the types of DML statements
- Use limit statements
- Learn about the Save execution order and when “before” and “after” Apex triggers fire
- Learn about the types of governor limits and contexts
- Code Apex triggers to handle bulk data
- Create a unit test for a previous class, using assertion methods, and run a test
- Database.SaveResult methods uses
- String Query
- Wrapper classes
- Packages
- Detail Explanation of Governor limits
- Annotations & Assertions
- Schedule Apex
- Batch Apex
- Write a Web services class
- Consume an external WSDL and access it through Apex
- Learn the arguments to send an email from Apex
- Create a Salesforce email domain and code a class to consume email
- Test Classes

Triggers

- Bulk Triggers
- Recursive Triggers
- Trigger Events

Deployments:

- Change sets
- Eclipse Force.com IDE
- ANT Tool

Visualforce Pages

- Learn about the capabilities of the Visualforce framework
- Incorporate Visualforce pages into Salesforce
- Construct expression bindings and incorporate Salesforce into Visualforce pages with Visualforce tags
- Use Visualforce tags to create page layouts, input forms, output tables, custom components, and more..
- Create partial page refreshes on JavaScript events
- Learn about the functionality that comes with Visualforce standard controllers
- Find out when to move to Apex for creating custom controllers or extensions

Visualforce Controllers

- Explore the functionality of each Visualforce standard controller
- Code custom controllers and extensions
- Use testing, debugging, and deploying controllers capabilities
- Learn the basics of testing controllers vs. regular Apex classes

Reports & Dashboards

Packaging uses in Salesforce

Site server uses in Salesforce

Web Development

- ✓ **Html, CSS**
- ✓ **Java Script**
- ✓ **JQuery**

Integration

- Salesforce API's
- Inbound Messaging
- Outbound Messaging
- Salesforce to Salesforce Standard Integration
- Salesforce to Salesforce SOAP / REST Integration
- JSON/XML Readers
- OAuth token generation
- Currency Converter
- Salesforce to Open weather
- Salesforce to Face book
- Salesforce to Dousing
- Salesforce to Google

Real-time Project Explanation

Certification Training

U. Siva Reddy..

Salesforce Developer (Exp 3+)