

Salesforce Free Edition

Salesforce Lightning Platform Enterprise Architecture Practical Salesforce Development Without Code Mastering Salesforce CRM Administration Salesforce.com Customization Handbook Salesforce CRM Salesforce For Dummies 1000 Important Salesforce (SFDC) Interview Questions and Answers - Free Book Salesforce CRM - The Definitive Admin Handbook - Fifth Edition Salesforce Lightning Reporting and Dashboards Salesforce.com For Dummies Learning Salesforce Visual Workflow and Process Builder PC Mag Learning Salesforce Development with Apex Salesforce Marketing Cloud For Dummies Behind the Cloud Trailblazer Sell Smarter Salesforce Platform App Builder Certification Handbook Force.com Enterprise Architecture Mastering Apex Programming Gap Selling Learning Salesforce Lightning Application Development Beginning Salesforce Developer Contemporary Identity and Access Management Architectures: Emerging Research and Opportunities Mastering Salesforce DevOps Mastering Salesforce DevOps Learning Salesforce Development with Apex Salesforce Reporting and Dashboards Shoestring Venture Computerworld Becoming a Salesforce Certified Technical Architect Cloud Computing Using Salesforce Account Planning in Salesforce PC Mag Salesforce for Beginners Learning Apex Programming Advanced Apex Programming in Salesforce Data-Centric Business and Applications Hands-On Low-Code Application Development with Salesforce Zoho For Dummies

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Shoestring Venture Jun 08 2020 A Complete Guide to Starting and Growing Your Own Business On A Shoestring Budget The Cheat Sheet for Business. For the millions who start a new business every year on the barest of resources, Shoestring Venture: The Startup Bible is like hiring a high-level consultant to deal with the bewildering maze of issues from finance to marketing to technology that all entrepreneurs face. Every business is nothing but a series of decisions which can make or break the business. You could say that, if there's a science of business, it's the science of making good decisions. And every bootstrap entrepreneur faces the daunting task of making ALL the business decisions, any one of which could either doom the enterprise or catapult it to stratospheric success. That means that every entrepreneur has to quickly get up to speed on every issue their business faces. Shoestring Venture: The Startup Bible is the most exhaustive set of practical resources collected to empower entrepreneurs to make the right decisions on a limited budget, from business concept to product development to Web marketing. We call a "consultant in a book," there to give considered and experienced answers to the infinite questions that come up. Shoestring Venture-The Start-up Bible All entrepreneurs - even the smallest operating on the tightest of budgets - have the opportunity to build powerful start-up organizations without ever really having to walk out the front door. Using global communications and data networks, even bootstrap entrepreneurs can staff an entire organization with every human resource and skill they need at rock-bottom prices. In short, anyone can run a virtual organization using only a desktop or laptop computer. Shoestring Venture: The Startup Bible gives bootstrap entrepreneurs all the resources they need to build truly effective startups using the magic of outsourcing and offshoring. This is the century for small business . . . You have the tools to build a powerful start-up organization, from financing to product development to marketing, without ever really having to walk out your front door. Using global communications and data networks, you can staff an entire organization with every human resource and skill you need at rock-bottom prices. You are, in short, running a virtual organization using only a desktop or laptop computer. It's the magic of outsourcing. It means that you can be a pretty formidable player in the business world. Why? Because it permits you to focus your energies on what brings real value to your business-what you do best. That's what this book is all about. Shoestring Venture gives you the tools you need to start your new venture or take your

current business several levels higher by exploiting the resources our interconnected world offers you. Chapters: Startup, Finance, Taxes, & Banking, Hardware and Software, Bringing Your Products to Market, Outsourcing Your Back Office, Information Technology, Web and Ecommerce, and Promoting Your Product: Marketing & Sales

Becoming a Salesforce Certified Technical Architect Apr 06 2020 Design and build high-performance, secure, and scalable Salesforce solutions to meet business demands and gain practical experience using real-world scenarios by creating engaging end-to-end solution presentations

Key Features

- Learn common integration, data migration, and security patterns for designing scalable and reliable solutions on the Salesforce Lightning platform
- Build an end-to-end delivery framework pipeline for delivering successful projects within specified timelines
- Gain access to an exclusive book club of skilled Salesforce professionals, to discuss ideas, best practices, and share experiences of designing modern solutions using Salesforce

Book Description Salesforce Certified Technical Architect (CTA) is the ultimate certification to validate your knowledge and skills when it comes to designing and building high-performance technical solutions on the Salesforce platform. The CTA certificate is granted after successfully passing the CTA review board exam, which tests your platform expertise and soft skills for communicating your solutions and vision. You'll start with the core concepts that every architect should master, including data lifecycle, integration, and security, and build your aptitude for creating high-level technical solutions. Using real-world examples, you'll explore essential topics such as selecting systems or components for your solutions, designing scalable and secure Salesforce architecture, and planning the development lifecycle and deployments. Finally, you'll work on two full mock scenarios that simulate the review board exam, helping you learn how to identify requirements, create a draft solution, and combine all the elements together to create an engaging story to present in front of the board or to a client in real life. By the end of this Salesforce book, you'll have gained the knowledge and skills required to pass the review board exam and implement architectural best practices and strategies in your day-to-day work. What you will learn

- Explore data lifecycle management and apply it effectively in the Salesforce ecosystem
- Design appropriate enterprise integration interfaces to build your connected solution
- Understand the essential concepts of identity and access management
- Develop scalable Salesforce data and system architecture
- Design the project environment and release strategy for your solution
- Articulate the benefits, limitations, and design considerations relating to your solution
- Discover tips, tricks, and strategies to prepare for the Salesforce CTA review board exam

Who this book is for This book is for Salesforce architects who want to become certified technical architects by learning how to design secure and scalable technical solutions for their organizations. A solid understanding of the Salesforce platform is required, ideally combined with 3 to 5 years of practical experience as an application architect, system architect, enterprise architect, or solution architect.

Table of Contents

- Starting Your Journey as a CTA
- Core Architectural Concepts - Data
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- Development Life Cycle and Deployment Planning
- Communicating and Socialising Your Solution
- Practice the Review Board - First Mock (N.B. Please use the Look Inside option to see further chapters)

Learning Salesforce Visual Workflow and Process Builder Dec 27 2021 Click your way to automating various business processes using Salesforce Visual Workflow

About This Book

Develop an application using Point and Click with the help of Flow Get to grips with various ways to launch a Flow Capture data from an external user without using the Visualforce page Save user input into the database, and learn how to query and manipulate the data Discover various ways to debug and deploy Flow and Process Builder Understand the concepts of Subflow and Login Flow Handle complex business processes using Process builder and keep them clean Use existing or new Flows to work with Salesforce Lightning Experience.

Who This Book Is For

This book is intended for those who want to use Flows to automate their business requirements by clicking, not coding. No previous experience in computer coding or programming is required

What You Will Learn

- Develop an application using point and click with the help of Flow
- Get to grips with various ways to launch a Flow
- Capture data from an external user without using the Visualforce page
- Save user input into the database, and learn how to query and manipulate the data
- Discover various ways to debug and deploy Flow and Process Builder
- Understand the concepts of Subflow and Login Flow
- Handle complex business processes using Process builder and keep them clean
- Use existing or new Flows to work with Salesforce Lightning Experience.

In Detail Salesforce Management System is an information system used in CRM to automate the business processes like sales and marketing. To implement this, Force.com developed a powerful tool called Visual Workflow to automate business processes by creating applications also called Flows. Learning Salesforce Visual Workflow, Second Edition is a practical guide on Flows that will enable you to develop custom applications in Salesforce with minimized code usage. The book starts with an introduction to Visual Workflows that teaches all the building blocks of creating Flows and use it efficiently. You will learn how to easily automate business processes and tackle complex business scenarios using Flows. The book explains the working of the Process Builder so you can create reusable processes. The book also covers how you can integrate existing or newly created Flows with the Salesforce Lightning Experience. By the end of the book, you will get a clear understanding on how to use Flows and Process Builder in your organization to optimize code usage. Style and approach Step by step approach to use Process Builder to solve complex business requirements with the help of Flow

Practical Salesforce Development Without Code Oct 05 2022 Use this hands-on guide to build powerful solutions on the Salesforce platform without using a single line of code. This revised and expanded second edition includes Process Builder, Flow Builder, Lightning App Builder, Lightning Bolt Solutions, and more. Practical Salesforce Development Without Code shows you how to unlock the power of the Salesforce platform to solve real business problems. Adhering to Salesforce's "clicks, not code" mantra, Salesforce expert Phil Weinmeister walks Salesforce newcomers and veterans through different business problems and identifies effective—and proven—approaches to solutions using the platform's declarative framework. By adopting this book as your guide, you will learn how to deliver business solutions within Salesforce by combining analysis, creativity, and logic with core elements such as validation rules, workflow rules, processes, flows, formula fields, and Lightning apps. In addition, Weinmeister dissects and explains the most useful functions and features for declarative developers and shows you how to use them. Best of all, Weinmeister uses real-life business scenarios and visuals. Applying the lessons learned from this how-to guide will ultimately save you time and ensure that your clients or internal customers are enabled, equipped, and empowered. What You'll Learn Build objects, fields, and relationships to establish a sensible data model Automate business processes by using Workflow, Process Builder, and Flow Utilize functions and develop formulas effectively for a variety of business needs Develop approval processes to handle exception scenarios Employ actions to easily create efficient and relevant user experiences Manage your environments and deploy your solutions Who This Book Is for Business analysts, Salesforce administrators, and Salesforce developers

Mastering Salesforce CRM Administration Sep 04 2022 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.

Behind the Cloud Aug 23 2021 How did salesforce.com grow from a start up in a rented apartment into the world's fastest growing software company in less than a decade? For the first time, Marc Benioff, the visionary founder, chairman and CEO of salesforce.com, tells

how he and his team created and used new business, technology, and philanthropic models tailored to this time of extraordinary change. Showing how salesforce.com not only survived the dotcom implosion of 2001, but went on to define itself as the leader of the cloud computing revolution and spark a \$46-billion dollar industry, Benioff's story will help business leaders and entrepreneurs stand out, innovate better, and grow faster in any economic climate. In *Behind the Cloud*, Benioff shares the strategies that have inspired employees, turned customers into evangelists, leveraged an ecosystem of partners, and allowed innovation to flourish.

Sell Smarter Jun 20 2021

Advanced Apex Programming in Salesforce Oct 01 2019 Advanced Apex Programming focuses entirely on the Apex language and core design patterns. You'll learn how to truly think in Apex - to embrace limits and bulk patterns. You'll see how to develop architectures for efficient and reliable trigger handling, and for asynchronous operations. You'll discover that best practices differ radically depending on whether you are building software for a specific organization or for a managed package. And you'll find approaches for incorporating testing and diagnostic code that can dramatically improve the reliability and deployment of Apex software, and reduce your lifecycle and support costs. Based on his experience as a consultant, Salesforce MVP, and architect of major AppExchange packages, Dan Appleman focuses on the real-world problems and issues that are faced by Apex developers every day, along with the obscure problems and surprises that can sneak up on you if you are unprepared.

Learning Apex Programming Nov 01 2019 If you are a developer who has some object-oriented programming experience, *Learning Apex Programming* is the perfect book for you. This book is most appropriate for developers who wish to gain an understanding of the Force.com platform and how to use Apex to create business applications.

Learning Salesforce Lightning Application Development Jan 16 2021 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.

1000 Important Salesforce (SFDC) Interview Questions and Answers - Free Book Apr 30 2022 Knowledge for Free... Get that job, you aspire for! Want to switch to that high paying job? Or are you already been preparing hard to give interview the next weekend? Do you know how many people get rejected in interviews by preparing only concepts but not focusing on actually which questions will be asked in the interview? Don't be that person this time. This is the most comprehensive Salesforce interview questions book that you can ever find out. It contains: 1000 most frequently asked and important Salesforce interview questions and answers Wide range of questions which cover not only basics in Salesforce but also most advanced and complex questions which will help freshers, experienced professionals, senior developers, testers to crack their interviews.

Trailblazer Jul 22 2021 'Urgent and compelling' Richard Branson 'The gold standard on how to use business as a platform for change' Ray Dalio For too long, many have felt that business focuses too much on profit and not enough on its responsibilities, but now in Trailblazer, Innovator of the Decade Marc Benioff shows how all of that can change - for the better. When Salesforce chairman and CEO Benioff called for more regulation on the tech industry during the Davos World Economic Forum, and followed it up by saying Facebook should be regulated in

'the same way you regulated the cigarette industry', he found himself at the centre of a storm. This was not what people expected to hear from a hugely successful tech entrepreneur, and some industry leaders began calling him to say how he had betrayed them. But Benioff shows how he created a company committed to shared values in everything they do, creating a model for others to follow if they want to thrive in today's business environment, where criticism of corporate greed is bringing new pressures on industry. At Salesforce, the aim was to take decisions that were not only good for business, but also for society as a whole, and this book will show you how to make these positive steps. Benioff believes that, in future, the only businesses that will thrive are those that take an active role in making the world a better place. Trailblazer is a guidebook to help leaders, employees and customers to prepare for the next phase of global capitalism: the arrival of business for good.

Learning Salesforce Development with Apex Aug 11 2020 Learn to harness the power of the Apex language to build Salesforce applications **KEY FEATURES** - Learn how to work with the Apex language. - Learn how to develop Apex Triggers. - Learn how to use SOQL and SOSL to retrieve data. - Learn how to write Object-Oriented Salesforce code. - Explore the best practices to deliver scalable and maintainable code. **DESCRIPTION** This book covers the fundamentals of the Salesforce Apex programming language used by developers to build powerful applications in the cloud. In this book, you will learn how to work with the Apex language to build scalable applications that can interact with and update data from your users. We cover the language from the ground up, introducing programming concepts such as variables and control statements alongside clear and concise examples to help you understand the key concepts and features. Platform-specific features such as Apex triggers, SOQL and SOSL are covered in detail to help ensure you deliver robust and scalable solutions. Nuances and best practices for development are discussed along with how to effectively test your code to ensure that you can deploy it to users with confidence. Object-oriented programming in Apex is also covered in-depth to ensure that you can develop dynamic solutions and build for the future. The book also discusses and shows developers how to integrate with third-party solutions using REST APIs in Apex. By the end of the book, the reader will know how to start developing applications using Apex with confidence. **WHAT WILL YOU LEARN** - Learn how to declare variables in Apex. - Understand how to work with collections in Apex. - Use different control statements within Apex to control program flow. - Learn how to use the built-in tools to test in Apex. - Understand how to make callouts to external applications and data sources. **WHO THIS BOOK IS FOR** This book is intended for those starting out with Apex, whether existing Salesforce Admins or those joining the Salesforce ecosystem with little professional prior programming experience, such as students. The reader is expected to have some basic familiarity with Salesforce as a platform, although key concepts are reviewed. **TABLE OF CONTENTS** 0. Introduction 1. An Introduction to the Salesforce Platform 2. What is Apex? 3. Variables in Apex 4. Collections 5. Control Statements 6. Apex Triggers 7. SOQL 8. SOSL 9. Defining Apex Classes 10. Apex Class Inheritance 11. Testing Apex 12. Callouts in Apex 13. Epilogue

Mastering Salesforce DevOps Oct 13 2020 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 the need 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

Force.com Enterprise Architecture Apr 18 2021 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.

Salesforce.com Customization Handbook Aug 03 2022 If you want to use Salesforce CRM to automate your business requirements, or you have already adopted Salesforce CRM and want to streamline the sales process, this book is for you. Whether you are new to Salesforce or a seasoned expert, you will be able to master the basic functions as well as the advanced features of Salesforce.com. No previous experience in computer coding or programming is required.

PC Mag Jan 04 2020 PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

Salesforce CRM Jul 02 2022 A practical guide which will help to discover how to setup and configure the Salesforce CRM application. It offers solutions and practical examples on how to further improve and maintain its functionality with clear systematic instructions. Being highly organized and compact, this book contains detailed instructions with screenshots, diagrams, and tips that clearly describe how you can administer and configure complex Salesforce CRM functionality with absolute ease. 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 admin, this book aims to enhance your knowledge and understanding of the Salesforce CRM platform and by the end of the book, you should be ready to administer Salesforce CRM in a real-world environment.

Hands-On Low-Code Application Development with Salesforce Jul 30 2019 Explore a wide range of low-code tools in the Salesforce platform for building customized CRM applications without writing any code Key Features Create apps with a rich user experience without paying for costly developers Leverage Salesforce Lightning Platform's declarative features to build professional-grade applications Improve productivity with business process automation using Workflow, Process Builder, and Flow Book Description Low-code platforms allow users to focus on business logic to create solutions without getting trapped in programming complexities.

Thanks to its powerful features for designing, developing, and deploying apps without having to hand-code, Salesforce is at the forefront of the low-code development revolution. This book will guide you in building creative applications for solving your business problems using the declarative framework provided by Salesforce. You'll start by learning how to design your business data model with custom objects, fields, formulas, and validation rules, all secured by the Salesforce security model. You'll then explore tools such as Workflow, Process Builder, Lightning Flow, and Actions that will help you to automate your business processes with ease. This book also shows you how to use Lightning App Builder to build personalized UIs for your Salesforce applications, explains the value of creating community pages for your organization, and teaches you how to customize them with Experience Builder. Finally, you'll work with the sandbox model, deploy your solutions, and deliver an effective release management strategy. By the end of this Salesforce book, you'll be ready to customize Salesforce CRM to meet your business requirements by creating unique solutions without writing a single line of code. What you will learn

Get to grips with the fundamentals of data modeling to enhance data quality
Deliver dynamic configuration capabilities using custom settings and metadata types
Secure your data by implementing the Salesforce security model
Customize Salesforce applications with Lightning App Builder
Create impressive pages for your community using Experience Builder
Use Data Loader to import and export data without writing any code
Embrace the Salesforce Ohana culture to share knowledge and learn from the global Salesforce community

Who this book is for
If you are a citizen developer, business analyst, Salesforce administrator, or anyone interested in developing applications or solutions for business problems but lack technical knowledge, this book is for you. No prior programming experience is required.

Zoho For Dummies Jun 28 2019 A great way to get started on this new, FREE, Web-based productivity and collaboration tool Zoho is a very cool-and free-alternative to Microsoft Office. Known as "cloud" computing because it's totally Web-based, Zoho provides 18 different applications to help you write documents, create spreadsheets, send e-mail, and much more. People love it, but what it doesn't offer are extensive help files, so that's where this practical book comes in. Zoho For Dummies shows you how to use Zoho's most widely used applications, including Zoho Writer, Zoho Notebook, Zoho Show, Zoho Sheet, Zoho DB, Zoho Mail, Zoho Planner, Zoho CRM, and Zoho Projects. You'll get thoroughly up to speed on all common tasks and discover enough tips and tricks to get you power-using Zoho in no time. Zoho is a free, Web-based alternative to Microsoft Office launched in 2007; it is considered to be "cloud computing" because it is categorized as Software as a Service (SaaS) and Web-based The book guides you through common tasks and provides tips and tricks to maximize your productivity and minimize hassle Covers Zoho Writer, Zoho Notebook, Zoho Show, Zoho Sheet, Zoho DB, Zoho Mail, Zoho Planner, Zoho CRM, and Zoho Projects Also provides information about sharing content, scheduling, and more Get your head in the clouds with this friendly guide to the exciting new Zoho "cloud" alternative to Microsoft Office.

Salesforce Platform App Builder Certification Handbook May 20 2021 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 screenshots, diagrams, and clear step-by-step instructions that cover the entire syllabus for the exam.

Cloud Computing Using Salesforce Mar 06 2020 Design customized software solutions using the Salesforce Application Development services. **KEY FEATURES** ● Get an overview of Salesforce ● Understand the Design and Data Process ● Automate Business Process using Salesforce tools ● Study up on Security & Data Management in Salesforce ● Learn how to write code on the Salesforce Platform **DESCRIPTION** This book enables you to use Salesforce as per your business needs. You will get an overview of all the aspects and features of Salesforce. Following the introduction, the book focuses on how to design an app. You will then learn how to use the Salesforce Data Process and Security Architecture in the app design. Moving on, you will understand how to use force.com to customize the UI and automate the process. Lastly, you will learn how to deploy and debug the app. If you are planning to get a PDI(Platform Developer 1), Admin, or App builder certification, this book is for you. **WHAT YOU WILL LEARN** ● Get to know more about the Lightning Experience Unit ● Learn how to develop reports and dashboards in Salesforce ● Get familiar with the basics of Salesforce Apex Coding and Programming ● Learn how to use Custom Controllers and Controller Extensions in Salesforce ● Learn how to integrate Email services in Salesforce **WHO THIS BOOK IS FOR** This book is designed for Computer Science students who want to learn Salesforce. It is also for Salesforce Admins, who wants to explore the coding part of Salesforce. This book will also help professionals to clear PDI(Platform Developer 1), Admin, and App builder certification.

TABLE OF CONTENTS 1. Introduction to Cloud Computing 2. Salesforce Fundamentals 3. Introduction to Salesforce Lightning Interface 4. Introduction to CRM 5. Organisational Set up 6. Designing Applications on Force.com 7. Implementing Business Processes 8. Data Management 9. Data Analytics - Reports & Dashboards 10. SECURITY AND ACCESS 11. Introduction to Chatter 12. Mobile Administration 13. Programming with Apex 14. Use SOQL & SOSL 15. DML Essentials 16. Trigger Essential 17. Creating Visualforce Pages 18. Working with Custom Controllers and Controller Extensions 19. More Customization Less Programming 20. Testing Essentials 21. Scheduler, Batch, Email Service, Integration 22. Debugging & Deployment

Salesforce Lightning Reporting and Dashboards Feb 26 2022 Learn how to build advanced reports and dashboards in Salesforce Lightning experience About This Book Visualize and create advanced reports and dashboards using Lightning Experience Improve overall business efficiency with advanced and effective reports and dashboards Understand and create custom reports and dashboards Who This Book Is For This book is targeted at Salesforce.com administrators, business analysts, and managers who use Salesforce.com for their daily job and want to learn in depth about Salesforce Reporting and Dashboard in Lightning Experience. Readers should have a basic knowledge of Salesforce, such as: Accounts, Contacts, Leads, Opportunities and custom objects. What You Will Learn Navigate in Salesforce.com within the Lightning Experience user interface Secure and share your reports and dashboards with other users Create, manage, and maintain reports using Report Builder Learn how the report type can affect the report generated Explore the report and dashboard folder and the sharing model Create reports with multiple formats and custom report types Explore various dashboard features in Lightning Experience Use Salesforce1, including accessing reports and dashboards In Detail Built on the Salesforce App Cloud, the new Lightning Experience combines the new Lightning Design System, Lightning App Builder, and Lightning Components to enable anyone to quickly and easily create modern enterprise apps. The book will start with a gentle introduction to the basics of Salesforce reports and dashboards. It will also explain how to access reports in depth. Then you will learn how to create and manage reports, to use Schedule Report, and create advanced report configurations. The next section talks about dashboards and will enable you to understand and compare various types of dashboard component and how you can benefit the most from each of them. Then we move on to advanced topics and explain tips and tricks related to reports and dashboards, including reporting snapshots, report parameters, and collaboration. Finally, we will discuss how to access dashboards and

reports from the Salesforce1 mobile app. Style and approach This comprehensive guide covers the advanced features of the all new Salesforce Lightning concepts and communicates them through a practical approach to explore the underlying concepts of how, when, and why to use them.

Computerworld May 08 2020 For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

Gap Selling Feb 14 2021 People don't buy from people they like. No! Your buyer doesn't care about you or your product or service. It's not your job to overcome objections, it's your buyer's. Closing isn't a skill of good salespeople; it's the skill of weak salespeople. Price isn't the main reason salespeople lose the sale. Gap Selling shreds traditional and closely held sales beliefs that have been hurting salespeople for decades. For years, salespeople have embraced a myriad of sales tactics and belief systems that have unknowingly created many of the issues they have been trying to avoid such as: long sales cycles, price objections, no decision, prospects going dark, last minute feature requests, and more. Success at sales requires more than a set of tactics. Salespeople need to understand the game of sales, how sales works, and what the buyer is going through in order to make the decision to buy (change) or not to buy (not change). Gap Selling is a game-changing book designed to raise the sales IQ of selling organizations around the world. In his unapologetic and irreverent style, Keenan breaks down the tired old sales myths causing today's frustrating sales issues, to highlight a deceptively powerful new way to connect with buyers. Today's sales world is littered with glorified order takers, beholden to a frustrated buyer, unable to influence the sale and create value. Gap Selling flips the script and creates salespeople with immense influence at every stage of the buying process, capable of impacting the sales metrics that matter: Shorter Sales Cycles Increased Revenue Elevated Deal Values Higher Win Rates Fewer No Decisions More Leads And Happier Buyers Gap Selling elevates the sales world's selling IQ and turns sales order takers into sales influencers.

Mastering Apex Programming Mar 18 2021 Get to grips with the advanced features of Apex programming for Salesforce developers using this comprehensive guide Key FeaturesDiscover how to build reliable applications with Apex by avoiding common mistakes and pitfallsLearn how to use the different asynchronous programming tools in ApexProfile and improve the performance of your Apex codeBook 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 learnUnderstand common coding mistakes in Apex and how to avoid them using best practicesFind out how to debug a Salesforce Apex application effectivelyExplore different asynchronous Apex options and their common use casesDiscover tips to work effectively with platform eventsDevelop custom Apex REST services to allow inbound integrationsBuild complex logic and processes on the Salesforce platformWho 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.

Beginning Salesforce Developer Dec 15 2020 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.

Data-Centric Business and Applications Aug 30 2019 This book explores various aspects of data engineering and information processing. In this second volume, the authors assess the challenges and opportunities involved in doing business with information. Their contributions on business information processing and management reflect diverse viewpoints – not only technological, but also business and social. As the global marketplace grows more and more complex due to the increasing availability of data, the information business is steadily gaining popularity and has a huge impact on modern society. Thus, there is a growing need for consensus on how business information can be created, accessed, used and managed.

Contemporary Identity and Access Management Architectures: Emerging Research and Opportunities Nov 13 2020 Due to the proliferation of distributed mobile technologies and heavy usage of social media, identity and access management has become a very challenging area. Businesses are facing new demands in implementing solutions, however, there is a lack of information and direction. **Contemporary Identity and Access Management Architectures: Emerging Research and Opportunities** is a critical scholarly resource that explores management of an organization's identities, credentials, and attributes which assures the identity of a user in an extensible manner set for identity and access administration. Featuring coverage on a broad range of topics, such as biometric application programming interfaces, telecommunication security, and role-based access control, this book is geared towards academicians, practitioners, and researchers seeking current research on identity and access management.

Salesforce Reporting and Dashboards Jul 10 2020 This book is intended for all Salesforce users—administrators, managers, business analysts, or report writers who are new to creating reports or dashboards within Salesforce. Basic knowledge of the Salesforce platform is required.

Salesforce For Dummies Jun 01 2022 Get up to lightning speed with this fully updated, bestselling guide to using Salesforce.com! **Salesforce.com For Dummies, 7th Edition** gives you an edge in building relationships and managing your company's sales, marketing, customer service, and support operations. You'll learn how to maximize the new user interface to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Written by Salesforce.com insiders with years of expertise in CRM services, this new edition covers the latest enhancements to Salesforce.com, the world's most popular customer relationship management software. You'll find out how to determine the right configuration to suit your business needs, and how to use apps, widgets, and tools to personalize your system. Then, you'll explore prospecting leads, managing accounts and partners, developing contacts, tracking products, calculating forecasts, and utilizing service and support. Customize the new user interface with apps, widgets, and tools Prospect leads, drive sales, and provide outstanding customer service Manage contacts, identify opportunities, and analyze your results Collaborate with colleagues using Chatter More than 150,000 companies worldwide use Salesforce.com as their CRM solution—if you're a new or existing user looking to maximize the potential of the new UI, this book has everything you need.

Mastering Salesforce DevOps Sep 11 2020 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

the need 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

PC Mag Nov 25 2021 PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

Salesforce for Beginners Dec 03 2019 Get a 360-degree view of the Salesforce platform and learn how to use it for sales, service, marketing, and automating business processes. Key Features Understand how to use core Salesforce objects for maximum efficiency Build various dashboards and reports to analyze results and improve visibility in your business processes Learn the basics of Salesforce administration and mobile app set up Book Description Salesforce is the world's leading Customer Relationship Management (CRM) software, helping businesses connect with their constituents and partners. This book will give you a comprehensive introduction to managing sales, marketing, customer relationships, and overall administration for your organization. You'll learn how to configure and use Salesforce for maximum efficiency and return on investment. You'll start by learning how to create activities, manage leads, and develop your prospects and sales pipeline using opportunities and accounts, and then understand how you can enhance marketing activities using campaigns. Packed with real-world business use cases, this Salesforce book will show you how to analyze your business information accurately to make productive decisions. As you advance, you'll get to grips with building various reports and dashboards in Salesforce to derive valuable business insights. Finally, you'll explore tools such as process builder, approval processes, and assignment rules to achieve business process automation and set out on the path to becoming a successful Salesforce Administrator. By the end of the book, you'll have learned how to use Salesforce effectively to achieve your business goals. What you will learn Understand the difference between Salesforce Lightning and Salesforce Classic Create and manage leads in Salesforce Explore business development with accounts and contacts in Salesforce Find out how stages and sales processes help you manage your opportunity pipeline Achieve marketing goals using Salesforce campaigns Perform business analysis using reports and dashboards Gain a high-level overview of the items in the administration section Grasp the different aspects needed to build an effective and flexible Salesforce security model Who this book is for If you're new to Salesforce and want to learn it from scratch, this book is for you. No prior knowledge of Salesforce is required to get started with this book.

Salesforce Marketing Cloud For Dummies Sep 23 2021 Salesforce Marketing Cloud: Take your digital marketing on a journey! Everything seems to be moving to the cloud these days—and digital marketing is no exception! Salesforce Marketing Cloud For Dummies guides you through the use of Salesforce's exciting suite of cloud-based digital marketing solutions, which have the power to help you plan, personalize, and optimize your customers' journey. Written by a leader of the Salesforce training and development team, Salesforce Marketing Cloud users will find essential information on using the suite of tools and tips and tricks that only an insider would be able to share. With easy-to-follow instructions, this guide helps you discover how to incorporate your data sets into the tools to create models, campaigns, and customer maps that enable you to create a positive experience for your customers. As Salesforce.com's multi-channel digital marketing platform, the Salesforce Marketing Cloud focuses on helping you manage one-on-one customer journeys. Leveraging a variety of features, this suite of tools offers email marketing, mobile marketing, social media marketing, content and messaging, predictive intelligence, and more. Your ability to navigate these features and functions will determine your digital marketing campaign's success, so it's critical that you make the most of this tool! Navigate and manage the Salesforce Marketing Cloud Define and understand your customers' journeys—and how you fit into them Engage your customers across devices, ensuring consistent communication Use predictive data to optimize engagement Salesforce Marketing Cloud For Dummies helps you make the most of your investment in the

digital marketing world!

Salesforce CRM - The Definitive Admin Handbook - Fifth Edition Mar 30 2022 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.

Learning Salesforce Development with Apex Oct 25 2021 Learn to harness the power of the Apex language to build Salesforce applications DESCRIPTION Acquiring knowledge of Apex has proved to be a valuable skill for developers eager to add business logic, as well as to execute flow and transaction control statements on Salesforce server. In this updated and expanded second edition, Author Paul Battison places a significant emphasis on the scalability, security, and deployment capabilities of Salesforce applications. The nine-time Salesforce MVP took another shot at teaching Apex programming and getting people to start developing Salesforce applications with complete confidence. Some of the most notable features of this newer edition are: -Setting up the Salesforce development environment and improving code storage and execution techniques. -Writing secure Apex code and different ways to enforce security while scaling applications. -Multiple ways to put your Apex code into production. -Acquire working knowledge of declaring variables in Apex. -Recognize Apex's collection-based functionality. -Use Apex's different control statements to manage the flow of a program. -Get familiar with Apex's built-in testing tools. -Acquire proficiency in interacting with third-party applications and data. -A quick rundown on successfully operating and managing CI/CD and DevOps. -Expert-run approaches and best practices to write robust codes and avoid major mistakes. The book contains updates on several sections of this book, including but not limited to programming principles, the use of REST APIs, code testing, and simple examples to assist you in developing dynamic solutions and creating a platform to build. WHO THIS BOOK IS FOR Both new and experienced Salesforce administrators can benefit from this book. Those who have no previous programming knowledge can also benefit from this book. The reader is anticipated to have a basic understanding of Salesforce as a platform. TABLE OF CONTENTS 1. An Introduction to the Salesforce Platform 2. What is Apex? 3. Variables in Apex 4. Collections 5. Control Statements and Operators 6. Apex Triggers 7. SOQL 8. SOSL 9. Apex Classes 10. Apex Class Inheritance 11. Enforcing Security in Apex 12. Testing Apex 13. Callouts in Apex 14. Deploying Your Apex Code 15. Apex Best Practices 16. Conclusion

Salesforce.com For Dummies Jan 28 2022 The ideal introductory reference on salesforce.com—now fully updated throughout! As the global leader in on-demand customer relationship management (CRM), salesforce.com helps companies all over the world manage their sales, marketing, and customer service and support operations. Written by two salesforce.com

insiders, this straightforward introduction clearly explains how to organize contacts, log activities with contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Walks you through the benefits and capabilities of the world's most popular customer relationship management (CRM) software—salesforce.com Covers the latest enhancements to salesforce.com and explains how to choose the right edition of salesforce.com to suit your business needs Details how to personalize your system, manage accounts, develop contacts, manage activities, track products, calculate forecasts, drive demand, utilize service and support, and more Addresses extending salesforce.com beyond CRM as well as migrating and managing your data Get started solving common sales, marketing, client, and customer service challenges with salesforce.com—and make your business a force to be reckoned with!

Account Planning in Salesforce Feb 03 2020 Account Planning is a strategic imperative that goes beyond traditional selling tactics. The benefits that accrue go beyond simple revenue numbers, and point to an approach that must be focused not just on greater revenue as the sole arbiter of strategy. When Account Planning is executed well, customer satisfaction increases. Customers who are more satisfied buy more from you, and do so without calling your competitors first. Customers who are served well are easier to retain, and therefore it is easier to make your revenue targets year after year.

Salesforce Lightning Platform Enterprise Architecture Nov 06 2022 A comprehensive guide filled with best practices and tailor-made examples - a must-read for all Lightning Platform architects! Key FeaturesUse the Lightning Platform to build integrated, scalable, and robust apps focused on enterprise-level customer demandsUse the Lightning Component framework to deliver modern and responsive user experiences targeting multiple devices through Lightning Experience and Salesforce MobileExtend your application with access to external services and AIBook Description Salesforce 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 learnCreate and deploy AppExchange packages and manage upgradesUnderstand Enterprise Application Architecture patternsCustomize mobile and desktop user experience with Lightning Web ComponentsManage large data volumes with asynchronous processing and big data strategiesImplement Source Control and Continuous IntegrationAdd AI to your application with EinsteinUse Lightning External Services to integrate external code and data with your Lightning ApplicationWho 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.