Welcome to tutorialkart.com. Before getting to understand about Salesforce, firstly we must get clear understanding about What is Salesforce and how Salesforce is different from other cloud-based technologies.

What is Salesforce?

Salesforce is a cloud-based technology and one of the largest global web-based Software and Cloud Computing Company which is known as “Customer Relationship Management (CRM)” product founded in 1999 by former Oracle executive Marc Benioff, Parker Harris, Dave Moellenhoff and Frank Dominguez.

Salesforce with their first release offered CRM product and later they released API (Application Programming Interface) for exposing data on their server to clients via protocols. After many updates, Salesforce released a proprietary language called Apex (syntactically similar to Java).

Salesforce is not just a Customer Relationship Management tool, it provides Software, Platform, and Infrastructure as a Service. We can call Salesforce.com as a Salesforce automation (SFA) tools, where the user can develop several applications, Website and portals using drag and drop environment.

- Salesforce is one type of database which has different and fancy User Interface.
- Salesforce.com User Interface is built with many support functions like accounts, contacts, Sales opportunities, Chatters, Quotes and many more.
- Salesforce.com cloud application platform is sold as a subscription.

Salesforce.com offers its services through four different clouds:
1. Sales Cloud.
2. Service Cloud.

What is Salesforce Sales Cloud?

The Sales Cloud is a Customer Relationship Management. Sales Force Automation is the most popular sales tool which speeds the sales process and streamlines lead to cash. Sales Cloud will have the following features.

- Accounts and Contacts.
- Marketing and Lead.
- Opportunities and Quotes.
- Approval and Workflows.
- Email and Productivity.
- Content Library.
- Analytics and Forecasting.
- Chatter.
- Partners.
- Mobile.
What is Salesforce Service Cloud?

Premium Customer support is done through mobile, Email, Instant messaging, Twitter, Facebook and other social network platforms. In Service Cloud, we have the following features.

- Case Management.
- Call center.
- Contracts & Entitlements.
- Salesforce knowledge.
- Salesforce Analytics.
- Salesforce Chatter.
- Email.
- Community.
- Partners.
- Salesforce Customer portal.
- Approval and Workflow.
- AppExchange.

What are Salesforce.com Services?

Salesforce.com Customer Relationship Management (CRM) is divided into different clouds like Service Cloud, Data Cloud, Marketing Cloud, Community Cloud, Analytics Cloud and App Cloud. Different types of Salesforce.com services are

Salesforce1

Salesforce1 is one of the product provides by Salesforce.com. This Salesforce1 is a mobile application for Android and iOS devices.

Force.com

In Force.com, developers can develop applications using APEX and Visualforce languages.

Work.com

Work.com is the Social Performance Management platform which is mainly used by Managers and Employees to improve their work performance.

Data.com

Data.com is an online business directory. Here every company and business professionals exchange their business information through the business card.

Desk.com

Salesforce Desk.com is an online helpdesk system. Through Desk.com, Salesforce.com interact with customers and solve their issues.

Do.com

It is a cloud-based task management system for different business and small groups.
Site.com is also an App builder portal.

**Salesforce Ideas**

Salesforce Ideas is based on Dell IdeaStorm. It is a Suggestion management system where users can share their ideas.

**AppExchange**

AppExchange is an online application marketplace like App Store and Google Play. In AppExchange nearly 3000 applications available.

**Configuration**

Salesforce configurations like adding user-defined fields can be done at Configuration.

**Web services**

SOAP/REST web services API available at Web Services in Salesforce.com.

**Sales Performance Accelerator**

Sales Performance Accelerator is a new product which collects performance management application form work.com and lead information from Data.com.

**Why Salesforce?**

Salesforce is unique and provides the fastest path from Idea to App. In other legacy platforms, to build an application we require hardware, software, permissions access and many more.

- Salesforce is a number one on-demand CRM.
- It requires no infrastructure.
- World’s most trusted cloud.
- We can build anything with our own apps and with Salesforce App Exchange free applications.
- Powerful and pre-built application available at AppExchange.
### Section 2: Designing your Data Model
- Understanding Salesforce.com application
- How to create an App in SFDC
- How to create custom object in SFDC
- Creating fields using different field types in Salesforce.com
- Overview on Salesforce Object Relationships
- How to create Master Detail relationship in SFDC
- Cannot create Master Detail Relationship?
- How to create Lookup relationship in Salesforce.com?
- How to create Many to Many Relationship in Salesforce?
- What is Schema Builder

### Section 3: Building your Data Model

### Section 4: Implementing Business Logics
- What is a Formula Field?
- What are Cross Object Formulas?
- What are Validation Rules?
- Roll up Summary Fields
- Field Dependencies

### Section 5: Setting up User Interface
- Page Types and Page Elements
- What are page Layouts?
- Home page layouts and components
- Why Documents are used in Salesforce
- List Views

### Section 6: Customizing Standard Salesforce Application
- How to Customise Standard Salesforce application

### Section 7: Salesforce Security Model
- Overview on Salesforce security Model
- How to create New Users in SFDC?
- What is SAML?
- Public groups in Salesforce
- Role Hierarchies in Salesforce.com
- How to create and manage Profiles
What is Field Level Security?

How to use Permission Sets?

Control Record visibility using Organisation wide Defaults

Control Record visibility using Role Hierarchy

Control Record visibility using Sharing Rules

What are Record Types and how can we configure

What are Page Types and page Elements

Section 8 : Data Management

Different Data Management Tools

How to install Apex Data Loader in macOS and Windows

How to Insert a record using Apex Data Loader

How to Update and Insert records Apex Data Loader

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Section 9 : Salesforce.com Audit

Field History Tracking

Setup Audit Trail

Section 10 : Automate Business Process

How to create New Email Template in Salesforce

Salesforce Workflow Rules Overview

Creating Workflow rules with Rule Criteria & Workflow actions

Configuring Approval Process

Assignment rules for Leads and Cases

Section 11 : Reports and Dashboards

What is a report in Salesforce and how we create them?

Salesforce Reports and Dashboards Overview

How to use report builder?

How to create Summary reports?

How to create matrix reports?

How to create salesforce Dashboard, Different Dashboard Components, Customizing Dashboard Components, How to create Dynamic Dashboard in Salesforce, Deleting and Printing Salesforce Dashboards

Creating Dashboards with Dashboard Components for Tabular and Joined Reports

Section 12 : Salesforce Service Cloud

Overview on Salesforce Service Cloud

Section 13 : Portal and Sites
Section 14: AppExchange
- What is Salesforce AppExchange.

Section 15: Managing Sandboxes
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- How to create Salesforce Sandbox template?
- How to create Salesforce Sandbox?
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Section 16: Salesforce lightning
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- What is Salesforce lightning component Framework?
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- Styling Salesforce lightning App
- Lightning Component: aura:attribute tag
- What is Salesforce DX?
- Create Salesforce DX project
- Salesforce Dev Hub Setup step-by-step
- Creating Scratch Org