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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.com Secrets of Success-David Taber 2013 A guide to every aspect of Salesforce.com covers such topics as using the service cloud, promoting collaboration through Chatter, and establishing metrics for social CRM performance.

Salesforce.com Secrets of Success-David Taber 2013 A guide to every aspect of Salesforce.com covers such topics as using the service cloud, promoting collaboration through Chatter, and establishing metrics for social CRM performance.

Developing Data Migrations and Integrations with Salesforce-David Masri 2018-12-18 Migrate your data to Salesforce and build low-maintenance and high-performing data integrations to get the most out of Salesforce and make it a "go-to" place for all your organization's customer information. When companies choose to roll out Salesforce, users expect it to be the place to find any and all Information related to a

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customer—the coveted Client 360° view. On the day you go live, users expect to see all their accounts, contacts, and historical data in the system. They also expect that data entered in other systems will be exposed in Salesforce automatically and in a timely manner. This book shows you how to migrate all your legacy data to Salesforce and then design integrations to your organization's mission-critical systems. As the Salesforce platform grows more powerful, it also grows in complexity. Whether you are migrating data to Salesforce, or integrating with Salesforce, it is important to understand how these complexities need to be reflected in your design. Developing Data Migrations and Integrations with Salesforce covers everything you need to know to migrate your data to Salesforce the right way, and how to design low-maintenance, high-performing data integrations with Salesforce. This book is written by a practicing Salesforce integration architect with dozens of Salesforce projects under his belt. The patterns and practices covered in this book are the results of the lessons learned during those projects. What You'll Learn Know how Salesforce's data engine is architected and why Use the Salesforce Data APIs to load and extract data Plan and execute your data migration to Salesforce Design low-maintenance, high-performing data integrations with Salesforce Understand common data integration patterns and the pros and cons of each Know real-time integration options for Salesforce Be aware of common pitfalls Build reusable transformation code covering commonly needed Salesforce transformation patterns Who This Book Is For Those tasked with migrating data to Salesforce or building ongoing data integrations with Salesforce, regardless of the ETL tool or middleware chosen; project sponsors or managers nervous about data tracks putting their projects at risk; aspiring Salesforce integration and/or migration specialists; Salesforce developers or architects looking to expand their skills and take on new challenges Salesforce Handbook-Wes Nolte 2011-03-01 This book is not intended to be a deep-dive on security, programming, reporting, configuration, etc. but more of a high-level overview on salesforce.com, Force.com development, tools, methodology and other resources. We will not cover all aspects of salesforce.com. We wrote this book to (hopefully) become an invaluable resource for anyone new or

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inexperienced with the Force.com platform. For new administrators and developers coming on to the platform, we see a gaping hole in existing reference books. This book is not intended for end users or advanced developers. This book is for people somewhere in the middle; let's say a business analyst or a new Java or .NET developer. We would like this to be the first book you pick up after your boss walks in and says, "Let's take a look at salesforce.com and see if we can build some applications in the cloud." This book contains the information that we wish we had when we started developing applications on Force.com.

Training and Development Yearbook-Carolyn Nilson 1999 One-stop shopping for all the latest information, literature, and resources needed by trainers. The Yearbook features the best full-length articles from leading publications plus abstracts of hundreds of other articles. The Trainers Almanac is a unique yellow pages guide to professional organizations, conferences, sources, software reference books, journals and newsletters.

Salesforce Lightning Platform Enterprise Architecture-Andrew Fawcett 2019-11-04 A comprehensive guide filled with best practices and tailor-made examples - a must-read for all Lightning Platform architects! 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 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

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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.

Mastering Regular Expressions-Jeffrey E. F. Friedl 2002 Introduces regular expressions and how they are used, discussing topics including metacharacters, nomenclature, matching and modifying text, expression processing, benchmarking, optimizations, and loops.

Enterprise Integration Patterns-Gregor Hohpe 2004-01 Would you like to use a consistent visual notation for drawing integration solutions? "Look inside the front cover." Do you want to harness the power of asynchronous systems without getting caught in the pitfalls? "See "Thinking Asynchronously" in the Introduction." Do you want to know which style of application integration is best for your purposes? "See Chapter 2, Integration Styles." Do you want to learn techniques for processing messages concurrently? "See Chapter 10, Competing Consumers and Message Dispatcher." Do you want to learn how you can

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track asynchronous messages as they flow across distributed systems? "See Chapter 11, Message History and Message Store." Do you want to understand how a system designed using integration patterns can be implemented using Java Web services, .NET message queuing, and a TIBCO-based publish-subscribe architecture? "See Chapter 9, Interlude: Composed Messaging." Utilizing years of practical experience, seasoned experts Gregor Hohpe and Bobby Woolf show how asynchronous messaging has proven to be the best strategy for enterprise integration success. However, building and deploying messaging solutions presents a number of problems for developers. "Enterprise Integration Patterns" provides an invaluable catalog of sixty-five patterns, with real-world solutions that demonstrate the formidable of messaging and help you to design effective messaging solutions for your enterprise. The authors also include examples covering a variety of different integration technologies, such as JMS, MSMQ, TIBCO ActiveEnterprise, Microsoft BizTalk, SOAP, and XSL. A case study describing a bond trading system illustrates the patterns in practice, and the book offers a look at emerging standards, as well as insights into what the future of enterprise integration might hold. This book provides a consistent vocabulary and visual notation framework to describe large-scale integration solutions across many technologies. It also explores in detail the advantages and limitations of asynchronous messaging architectures. The authors present practical advice on designing code that connects an application to a messaging system, and provide extensive information to help you determine when to send a message, how to route it to the proper destination, and how to monitor the health of a messaging system. If you want to know how to manage, monitor, and maintain a messaging system once it is in use, get this book. 0321200683B09122003

Chaos to Control-Ian Gotts 2019-04-22 This book is practical. It is designed to help you get stuff done. And by stuff we mean clean up your Salesforce Org and get it documented. As Salesforce use grows, innovation slows, and flexibility evaporates, with every change creating the risk of something breaking. Forrester coined the phrase "Salesforce@scale Dilemma" Resources in Education- 1995

Trailblazer-Marc Benioff 2019-10-15 NEW YORK TIMES BESTSELLER • The founder and co-CEO of Salesforce delivers an inspiring vision for successful companies of the future—in which changing the world is everyone’s business. “The gold standard on how to use business as a platform for change at this urgent time.”—Ray Dalio, founder of Bridgewater Associates and author of Principles: Life and Work What’s the secret to business growth and innovation and a purpose-driven career in a world that is becoming vastly more complicated by the day? According to Marc Benioff, the answer is embracing a culture in which your values permeate everything you do. In Trailblazer, Benioff gives readers a rare behind-the-scenes look at the inner workings of one of the world’s most admired companies. He reveals how Salesforce’s core values—trust, customer success, innovation, and equality—and commitment to giving back have become the company’s greatest competitive advantage and the most powerful engine of its success. Because no matter what business you’re in, Benioff says, values are the bedrock of a resilient company culture that inspires all employees, at every level, to do the best work of their lives. Along the way, he shares insights and best practices for anyone who wants to cultivate a company culture positioned to thrive in the face of the inevitable disruption ahead. None of us in the business world can afford to sit on the sidelines and ignore what’s going on outside the walls of our workplaces. In the future, profits and progress will no longer be sustainable unless they serve the greater good. Whether you run a company, lead a small team, or have just draped an ID badge around your neck for the first time, Trailblazer reveals how anyone can become an agent of change. Praise for Trailblazer “A guide for what every business and organization must do to thrive in this period of profound political and economic change.”—Jamie Dimon, chairman and CEO of JPMorgan Chase “In Trailblazer, Benioff explores how companies can nurture a values-based culture to become powerful platforms for change.”—Susan Wojcicki, CEO of YouTube

Salesforce.com Customization Handbook-Rakesh Gupta 2014-09-12 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,

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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.

Salesforce Platform Developer I Certification Guide-Jan Vandeveld 2019-05-24 Build and deploy scalable applications on the Salesforce Lightning Platform using the latest features of Spring '19 Key Features An end-to-end-guide with practice tests to help you achieve the Salesforce Platform Developer certification Design data models, user interfaces, and business logic for your custom applications Understand the complete development life cycle from designing to testing Book Description Salesforce Lightning Platform, used to build enterprise apps, is being increasingly adopted by admins, business analysts, consultants, architects, and especially developers. With this Salesforce certification, you'll be able to enhance your development skills and become a valuable member of your organization. This certification guide is designed to be completely aligned with the official exam study guide for the latest Salesforce Certified Platform Developer I release and includes updates from Spring '19. Starting with Salesforce fundamentals and performing data modeling and management, you'll progress to automating logic and processes and working on user interfaces with Salesforce components. Finally, you'll learn how to work with testing frameworks, perform debugging, and deploy metadata, and get to grips with useful tips and tricks. Each chapter concludes with sample questions that are commonly found in the exam, and the book wraps up with mock tests to help you prepare for the DEV501 certification exam. By the end of the book, you'll be ready to take the exam and earn your Salesforce Certified Platform Developer I certification. What you will learn Solve sample questions and mock tests and work with exam patterns Gain an understanding of declarative Salesforce tools such as Process Builder, flows, and many more Code in Salesforce using the Developer Console and IDEs Grasp the basics of object-oriented programming Write Apex classes, Visualforce pages, and Apex test classes with easy-to-follow steps Explore the different deployment tools that you can use to push metadata to different environments Build custom declarative apps and programs on Force.com platforms Who this book is for The Salesforce Platform Developer I Certification Guide is for

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you if you want to learn how to develop and deploy business logic and user interfaces using the capabilities of the Lightning Platform. No prior knowledge of Apex programming is required.

Codermetrics-Jonathan Alexander 2011-08-09 How can you help your software team improve? This concise book introduces codermetrics, a clear and objective way to identify, analyze, and discuss the successes and failures of software engineers—not as part of a performance review, but as a way to make the team a more cohesive and productive unit. Experienced team builder Jonathan Alexander explains how codermetrics helps teams understand exactly what occurred during a project, and enables each coder to focus on specific improvements. Alexander presents a variety of simple and complex codermetrics, and teaches you how to create your own. Learn how codermetrics changes long-held assumptions and improves team dynamics Get recommendations for integrating codermetrics into existing processes Ask the right questions to determine the type of data you need to collect Use metrics to measure individual coder skills and a team's effectiveness over time Identify the contributions each coder makes to the team Analyze the response to your software and its features—and verify that you're meeting team and organizational goals Build better teams, using codermetrics to make personnel adjustments and additions

What's Your Plan?-Mike Marks 2003

Beginning Salesforce Developer-Michael Wicherski 2017-12-05 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

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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.

Mastering Salesforce DevOps-Andrew Davis 2019-10-29 This practical guide brings DevOps principles to Salesforce development. It fits together two major movements within the IT world: the movement to Software/Platform as a Service (SaaS/PaaS), and the DevOps movement. While SaaS and PaaS allow companies to invest in their core competencies rather than maintain their own infrastructure, the goal of DevOps is to optimize the process of delivering software innovation and value. The release of Salesforce DX in late 2017 unlocks the possibility of a true DevOps workflow on Salesforce. But DevOps is new to the Salesforce world and there is not a widespread understanding of its goals and methods, and so adoption of Salesforce DX is still in the early stages. Mastering Salesforce DevOps explains how to build a powerful and comprehensive DevOps workflow for Salesforce—allowing you to finally deploy the world's most innovative platform using the world's most effective and efficient techniques. It addresses 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

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guide to DevOps, and DevOps specialists who need to apply familiar concepts to Salesforce  
Salesforce.com Lightning Process Builder and Visual Workflow-Jonathan Keel 2016-11-25 Learn how to build logic into your apps by configuring Salesforce.com Lightning Process Builder and Visual Workflow software tools to meet the needs of your organization without the use of code. You will be able to build workflow diagrams on the Salesforce.com platform and perform complex logic. Individuals who have created workflow diagrams in other applications (e.g., Microsoft Visio) will feel very comfortable using these two tools from Salesforce. If you find yourself in a situation where a standard Salesforce configuration does not meet your needs, you can always rely on a developer to extend the functionality through Visualforce and Apex code. What if you could take back that control and not rely on a developer or consultant? With two new technologies—Process Builder and Visual Workflow—introduced onto the Salesforce.com platform, you can accomplish much of what was normally handled with Apex code. Lightning Process Builder and Visual workflow both allow for advanced logic that standard configuration such as Salesforce.com Workflow cannot do. Salesforce.com Lightning Process Builder and Visual Workflow details how these technologies can be used to: Create a call center application that guides operators through a call with screens that change based on the caller's responses. Automatically submit approvals to speed up and streamline your business. Update related records for any object being modified, including standard and custom objects.

Salesforce.com For Dummies-Tom Wong 2014-04-09 Your fun and easy introduction to Salesforce.com and its latest tools The frontrunner in the customer relationship management (CRM) market, Salesforce.com has a rapidly expanding influence over the way companies across the globe interact with their clientele. Salesforce.com For Dummies lends you an edge in building those relationships and managing your company's sales, marketing, customer service, and support operations. With this accessible guide, you will learn how to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Covers the latest

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enhancements to Salesforce.com, the world's most popular customer relationship management software, and explains how to choose the right configuration to suit your business needs Written by Salesforce.com insiders with years of expertise in CRM services Details how to personalize your system, prospect leads, manage accounts and partners, develop contacts, track products, calculate forecasts, drive demand, utilize service and support, share insights with Chatter, enhance your online marketing, and more Close deals faster, gain real-time visibility into sales, and collaborate instantly with help from Salesforce.com For Dummies.

Practical Guide to Salesforce Communities-Philip Weinmeister 2018-06-23 Whether you are brand new to the world of Salesforce communities or you are looking to take your Community Cloud knowledge to the next level, this detailed guide will help you to build and manage a Salesforce community by leveraging the declarative power of the platform with clicks, not code. Each Salesforce community is a part of a widespread ecosystem, with thousands of communities and millions of users active today on Community Cloud. Through valuable social and business tools, this online platform enables companies to empower and equip their customers, partners, and employees in new, powerful ways. In this book, Philip Weinmeister, a Salesforce MVP and the first-ever recipient of the "Community Cloud MVP" Trailblazer award, leads you through the ins and outs of Salesforce communities and provides you with an array of best practices to deliver top-notch business portals on the Salesforce platform. Practical Guide to Salesforce Communities is the first book to comprehensively cover this next-generation offering from Salesforce, providing real, actionable guidance to help individuals build effective and engaging online communities. The book takes you through the entire process: from planning and designing a community to configuration/build, setup, and administration, all the way to deployment. Detailed explanations are provided of key components, templates, and features such as Community Builder, Audience Targeting, Lightning Bolts, and much more. Additionally, considerations and best practices are covered, including valuable tips and insights. What You'll Learn Plan and design a community Conceptualize how employees,

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partners, and customers use and benefit from communities Assess available templates and make an informed selection decision Use Community Builder and Lightning components within a Lightning community template Apply topics and knowledge articles to a community to increase value and adoption Inject process automation into a community using Workflow, Flow, and Process Builder Create dynamic and personalized user experiences with audience targeting Build, export, and import unique templates with the Lightning Bolt solution framework Provide community data for members or community managers Who This Book Is For Salesforce administrators, Salesforce developers, Salesforce functional architects, Salesforce business analysts, and Salesforce community managers

Project Management Case Studies-Harold Kerzner 2017-04-11 THE #1 PROJECT MANAGEMENT CASE STUDIES BOOK NOW FEATURING NEW CASES FROM DISNEY, THE OLYMPICS, AIRBUS, BOEING, AND MORE After on-the-job experience, case studies are the most important part of every project manager's training. This Fifth Edition of Project Management Case Studies features more than one hundred case studies that detail projects at high-profile companies around the world. These cases offer you a unique opportunity to experience, first-hand, project management in action within a variety of contexts and up against some of the most challenging conditions any project manager will likely face. New to this edition are case studies focusing on agile and scrum methodologies. Contains 100-plus case studies from companies that illustrate both successful and not-so-successful project management Represents an array of industries, including medical and pharmaceutical, aerospace, entertainment, sports, manufacturing, finance, telecommunications, and more Features 18 new case studies, including high-profile cases from Disney, the Olympics, Boeing 787 Dreamliner, and Airbus 380 Follows and supports preparation for the Project Management Professional (PMP)® Certification Exam Experienced PMs, project managers in training, and students alike will find this book to be an indispensable resource whether used as a standalone or combined with the bestselling Project Management: A Systems Approach to Planning, Scheduling, and Controlling, 12th Edition. PMI, CAPM, PMBOK, PMP and Project

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Management Professional are registered marks of the Project Management Institute, Inc.  
The Accidental Sales Manager-Suzanne Paling 2010-10-01 •Do you tackle several different roles including sales manager? •Does managing the sales team feel awkward? •Do you want to achieve better sales results? If you answered YES then you face the same struggle as many other small business owners—you can successfully manage the rest of the company, but when it comes to the sales team, you feel like your efforts are coming up short. Suzanne Paling, sales management consultant, urges you to stop struggling, and teaches you what you need to know to start succeeding.

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

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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.

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

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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.

Salesforce Advanced Administrator Certification Guide-Enrico Murru 2019-11-08 Master advanced Salesforce Administration concepts with expert tips, techniques, and mock tests Key Features Learn advanced features to reduce implementation time and enhance your Salesforce administration skills Develop the ability to solve critical issues with a proactive approach and deliver the best solution Explore complex automation with workflows, approvals, process builder, and custom Apex coding Book 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

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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 learn Master data security to monitor your org effectively Explore best practices for handling change management across orgs Extend the capabilities of Salesforce objects using advanced relationships, validation rules, and duplicate management Handle file libraries with Salesforce CRM content Understand ways to deliver the best solutions with Sales and Service Cloud applications Build reports and dashboards to visualize data for better decision making Customize your CRM with process automation features Who 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.

Introduction to Information Systems-James A. O'Brien 2000 This work examines a five-level framework that is used to describe the stages of information systems development. It has been revised to reflect the movement towards enterprise-wide business, and looks at the major topics covered in a first course. Essentials of Application Development on IBM Cloud-Ahmed Azraq 2017-12-11 This IBM® Redbooks® publication is designed to teach university students and app developers the foundation skills that are required to develop, test, and deploy cloud-based applications on IBM Cloud. It shows the latest features of IBM Cloud for developing cloud applications, enhancing applications by using managed services, and the use of DevOps services to manage applications. This book is used as presentations guide for the IBM Skills Academy track Cloud Application Developer and as preparation material for the IBM professional certification exam IBM Certified Application Developer - Cloud Platform. The primary target audience for this course is university students in undergraduate computer science and computer engineer programs

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with no previous experience working in cloud environments. However, anyone new to cloud computing or IBM Cloud can also benefit from this course.

Apex Design Patterns-Jitendra Zaa 2016-04-27 Harness the power of Apex design patterns to build robust and scalable code architectures on the Force.com platform About This Book Apply Creational, Structural and behavioural patterns in Apex to fix governor limit issues. Have a grasp of the anti patterns to be taken care in Apex which could have adverse effect on the application. The authors, Jitendra Zaa is a salesforce MVP and Anshul Verma has 12+ years of experience in the area of application development. Who This Book Is For If you are a competent developer with working knowledge of Apex, and now want to deep dive into the world of Apex design patterns to optimize the application performance, then this book is for you. Prior knowledge of Salesforce and Force.com platform is recommended. What You Will Learn Apply OOPs principal in Apex to design a robust and efficient solution to address various facets to a business problem Get to grips with the benefits and applicability of using different design patterns in Apex Solve problems while instantiating, structuring and giving dynamic behavior to Apex classes Understand the implementation of creational, structural, behavioral, concurrency and anti-patterns in your application Follow the Apex best practices to resolve governor limit issues Get clued up about the Inheritance, abstract classes, polymorphism in Apex to deal with the object mechanism Master various design patterns and determine the best out of them Explore the anti patterns that could not be applied to Apex and their appropriate solutions In Detail Apex is an on-demand programming language providing a complete set of features for building business applications - including data models and objects to manage data. Apex being a proprietor programming language from Salesforce to be worked with multi tenant environment is a lot different than traditional OOPs languages like Java and C#. It acts as a workflow engine for managing collaboration of the data between users, a user interface model to handle forms and other interactions, and a SOAP API for programmatic access and integration. Apex Design Patterns gives you an insight to several problematic situations that can arise while developing on Force.com platform and the

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usage of Design patterns to solve them. Packed with real life examples, it gives you a walkthrough from learning design patterns that Apex can offer us, to implementing the appropriate ones in your own application. Furthermore, we learn about the creational patterns that deal with object creation mechanism and structural patterns that helps to identify the relationship between entities. Also, the behavioural and concurrency patterns are put forward explaining the communication between objects and multi-threaded programming paradigm respectively. We later on, deal with the issues regarding structuring of classes, instantiating or how to give a dynamic behaviour at a runtime, with the help of anti-patterns. We learn the basic OOPs principal in polymorphic and modular way to enhance its capability. Also, best practices of writing Apex code are explained to differentiate between the implementation of appropriate patterns. This book will also explain some unique patterns that could be applied to get around governor limits. By the end of this book, you will be a maestro in developing your applications on Force.com for Salesforce Style and approach This book is a step-by-step guide, complete with well-tested programs and real world situations to solve your common occurring problems in Apex design by using the anti-patterns. It gets crackling from exploring every appropriate solution to comparing the best one as per OOPs principal. Practical Salesforce Development Without Code-Philip Weinmeister 2019-06-04 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,

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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

Salesforce CRM-Paul Goodey 2013-01-01 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.

Building a Data Integration Team-Jarrett Goldfedder 2020-02-27 Find the right people with the right skills. This book clarifies best practices for creating high-functioning data integration teams, enabling you to understand the skills and requirements, documents, and solutions for planning, designing, and monitoring both one-time migration and daily integration systems. The growth of data is exploding. With multiple sources of information constantly arriving across enterprise systems, combining these systems into a single, cohesive, and documentable unit has become more important than ever. But the approach toward

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integration is much different than in other software disciplines, requiring the ability to code, collaborate, and disentangle complex business rules into a scalable model. Data migrations and integrations can be complicated. In many cases, project teams save the actual migration for the last weekend of the project, and any issues can lead to missed deadlines or, at worst, corrupted data that needs to be reconciled post-deployment. This book details how to plan strategically to avoid these last-minute risks as well as how to build the right solutions for future integration projects. What You Will Learn Understand the “language” of integrations and how they relate in terms of priority and ownership Create valuable documents that lead your team from discovery to deployment Research the most important integration tools in the market today Monitor your error logs and see how the output increases the cycle of continuous improvement Market across the enterprise to provide valuable integration solutions Who This Book Is For The executive and integration team leaders who are building the corresponding practice. It is also for integration architects, developers, and business analysts who need additional familiarity with ETL tools, integration processes, and associated project deliverables.

Getting Started with IBM WebSphere Cast Iron Cloud Integration-Carla Sadtler 2012-01-25 Cloud computing provides companies with many capabilities to meet their business needs but can also mean that a hybrid architecture is created that includes on-premise systems and the cloud. Integration is needed to bridge the gap between the on-premise existing systems and the new cloud applications, platform, and infrastructure. IBM® WebSphere® Cast Iron® meets the challenge of integrating cloud applications with on-premise systems, cloud applications-to-cloud applications, and on-premise to on-premise applications. It contains a graphical development environment that provides built-in connectivity to many cloud and on-premise applications and reusable solution templates that can be downloaded from a solution repository. The integration solutions that are created can then run on either an on-premise integration appliance or the multi-tenant WebSphere Cast Iron Live cloud service. This IBM Redbooks® publication is intended for application integrators, integration designers, and administrators evaluating or already using IBM

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WebSphere Cast Iron. Executives, leaders, and architects who are looking for a way to integrate cloud applications with their on-premise applications are also shown how WebSphere Cast Iron can help to resolve their integration challenges. The book helps you gain an understanding of Cast Iron and explains how to integrate cloud and on-premise applications quickly and simply. It gives a detailed introduction to the development tool and the administration interfaces and how they are used. It also discusses security, high availability, and re-usability. The book also includes three detailed scenarios covering real-world implementations of a Cast Iron Integration Solution.

Storytelling with Data-Cole Nussbaumer Knaflic 2015-10-09 Don't simply show your data—tell a story with it! Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation.

Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to: Understand the importance of context and audience Determine the appropriate type of graph for your situation Recognize and eliminate the clutter clouding your information Direct your audience's attention to the most important parts of your data Think like a designer and utilize concepts of design in data visualization Leverage the power of storytelling to help your message resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

Master Data Management for SaaS Applications-Whei-Jen Chen 2014-10-19 Enterprises today understand the value of employing a master data management (MDM) solution for managing and governing mission

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critical information assets. chief data officers and chief information officers drive MDM initiatives with IBM® InfoSphere® Master Data Management to improve business results and operational efficiencies, which can help to lower costs and to reduce the risk of using untrusted master information in business process. Cloud computing introduces new considerations where enterprise IT architectures are extended beyond the corporate networks into the cloud. Many enterprises are now adopting turnkey business applications offered as software as a service (SaaS) solutions, such as customer relationship management (CRM), payroll processing, human resource management, and many more. However, in the context of MDM solutions, many organizations perceive risks in having these solutions deployed on the cloud. In some cases, organization are concerned with the legal restrictions of deploying solutions on the cloud, whereas in other cases organizations have policies and strategies in force that limit solution deployment on the cloud. Immaterial of what all the cases might be, industry trends point to a prediction that many "extended enterprises" will keep MDM solutions on premises and will want its integrations with SaaS applications, specifically customer and asset domains. This trend puts a key focus on an important component in the solution construct, that is, the cloud integration middleware and how it fits with hybrid cloud architectures that span on premises and cloud services. As this trend pans out, the on-premises MDM solution integration with SaaS applications will be the key pain point for the "extended enterprise." This IBM Redbooks® publication provides guidance to chief data officers, chief information officers, MDM practitioners, integration architects, and others who are interested in the integration of IBM InfoSphere Master Data Management with SaaS applications. This book lays the background on how mastering and governance needs for SaaS applications is quite similar to what on-premises business applications would need. It draws the perspective for serving the on-premises application and the SaaS application with the same MDM hub. This book describes how IBM WebSphere® Cast Iron® Cloud Integration can serve as the "de-facto" cloud integration middleware to integrate the on-premises InfoSphere Master Data Management systems with any SaaS application by using Salesforce.com integration as an example. This

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book also covers aspects of handling bulk operations with IBM InfoSphere Information Server. After reading this book, you will have a good understanding about the considerations for on-premises InfoSphere Master Data Management integration with SaaS applications in general and Salesforce.com in particular. The MDM practitioners and integration architects will understand the deployable integrations patterns and, in general, will be able to effectively contribute to delivering strategies that involve building solutions in this area. Additionally, SaaS vendors and customers looking to build or implement SaaS solutions that might require trusted master information will be able to use this compilation to ensure that the right architecture is put together and adhered to as a set of standard integrations patterns with all the core building blocks is essential for the longevity of a solution in this space.

A Guide to the Project Management Body of Knowledge (PMBOK(R) Guide-Sixth Edition / Agile Practice Guide Bundle (HINDI)-Project Management Institute 2019-08-05 To support the broadening spectrum of project delivery approaches, PMI is offering A Guide to the Project Management Body of Knowledge (PMBOK® Guide) - Sixth Edition as a bundle with its latest, the Agile Practice Guide. The PMBOK® Guide - Sixth Edition now contains detailed information about agile; while the Agile Practice Guide, created in partnership with Agile Alliance®, serves as a bridge to connect waterfall and agile. Together they are a powerful tool for project managers. The PMBOK® Guide - Sixth Edition - PMI's flagship publication has been updated to reflect the latest good practices in project management. New to the Sixth Edition, each knowledge area will contain a section entitled Approaches for Agile, Iterative and Adaptive Environments, describing how these practices integrate in project settings. It will also contain more emphasis on strategic and business knowledge—including discussion of project management business documents—and information on the PMI Talent Triangle™ and the essential skills for success in today's market. Agile Practice Guide has been developed as a resource to understand, evaluate, and use agile and hybrid agile approaches. This practice guide provides guidance on when, where, and how to apply agile approaches and provides practical tools for practitioners and organizations wanting to increase agility. This practice

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guide is aligned with other PMI standards, including A Guide to the Project Management Body of Knowledge (PMBOK® Guide) - Sixth Edition, and was developed as the result of collaboration between the Project Management Institute and the Agile Alliance.

The Services Challenge-John A. Czepiel 1987

Visualforce Development Cookbook-Keir Bowden 2013-09-24 Visualforce Development Cookbook is written in such a way that even complex concepts are explained in an easy-to-understand manner. Following a Cookbook structure, the book covers some essential technical scenarios and includes over 75 recipes focusing on real-world development problems. This book is packed with illustrations and also contains lots of code samples for the better understanding of the reader."Visualforce Development Cookbook" is aimed at developers who have already grasped the basics of Visualforce. Awareness of the standard component library and the purpose of controllers is expected.

Architecting for Scale-Lee Atchison 2016-07-11 Every day, companies struggle to scale critical applications. As traffic volume and data demands increase, these applications become more complicated and brittle, exposing risks and compromising availability. This practical guide shows IT, devops, and system reliability managers how to prevent an application from becoming slow, inconsistent, or downright unavailable as it grows. Scaling isn't just about handling more users; it's also about managing risk and ensuring availability. Author Lee Atchison provides basic techniques for building applications that can handle huge quantities of traffic, data, and demand without affecting the quality your customers expect. In five parts, this book explores: Availability: learn techniques for building highly available applications, and for tracking and improving availability going forward Risk management: identify, mitigate, and manage risks in your application, test your recovery/disaster plans, and build out systems that contain fewer risks Services and microservices: understand the value of services for building complicated applications that need to operate at higher scale Scaling applications: assign services to specific teams, label the criticalness of each service, and devise failure scenarios and recovery plans Cloud services: understand

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the structure of cloud-based services, resource allocation, and service distribution  
Continuous Delivery-Jez Humble 2016 "Getting software released to users is often a painful, risky, and time-consuming process. The practice of continuous delivery sets out the principles and technical practices that enable rapid, low-risk delivery of high quality, valuable new functionality to users. Through automation of the build, deployment, and testing process, and improved collaboration between developers, testers and IT operations, teams can get changes released in a matter of hours sometimes even minutes no matter what the size of the product or the complexity of the enterprise environment."--Resource description page.

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