

Salesforce Effective Usage in the IT Industry

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I. INTRODUCTION

Salesforce is very important cloud computing service in our IT industry, the better part is that its available on cloud so we don't need to install any software as no hardware required.

Salesforce.com is now world's no.1 most demanding tool in CRM, which runs on force.com platform, also Customer Relationship Manager is used to manage various organisation parts like calls, Meetings, E-mails and Social Media With customers and also helps in the major part of an org i.e Sales, Marketing and Support.

So to understand salesforce we need to know the basics of cloud computing better so that we can get introduced to salesforce better.

So in this paper we will discuss more about Introduction of cloud computing, service models & Its Architecture.

Later on we will tell more about the Salesforce, SOQL, APEX, LWC and its components.

The main aim of this paper is to show the importance of Salesforce.com which helps to manages other organisations and a easy-to-use and extremely effective CRM solutions.

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