

# 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.

## II. INTRODUCTION TO CLOUD COMPUTING

Currently all the applications that helps in your business growth are very costly, complicated and mainly you need an expert or a team to learn its configuration, installations, use, test, run cases and security. These all costs very expensive.

So to get rid of all the small issues we use cloud computing. Currently, Businesses are running in all kinds of apps in the cloud such as CRM (Customer Relationship Manager), HR, Accounting, Finance and more. But my using cloud services you just need to open a browser, Login with your ID and start working on the project.

Cloud Computing simply means storing a data, files, programmes onto the internet instead of your computer's hard drives. And to access it we just need an online connection. Basically Cloud computing can be done from anywhere and anytime.

There are certain service models provided by Cloud Computing:

1. Cloud Clients: Web Browser, Mobile App, etc.
2. SAAS(Software As A Service):CRM,E-mail, Virtual Desktop, Commmunication, games.
3. PAAS(Platform As A Service): Execution runtime, Database, Web Server, etc
4. IAAS(Infrastructure As A Service): Virtual Machines, Servers, Storage, Load Balancers, Network.

### 2.1 Cloud Computing Architecture

Cloud Computing architecture consists of a lot of cloud components and they are somehow coupled to each other.

Basically, Cloud computing can be divided into two main parts:

1. Front End
2. Back End

**Front End:** The Front End revolves around the Client part. It refers to the client part of the cloud computing system and involves many interfaces and applications that are required in working on Cloud computing platforms.

**Back End:** It revolves mainly on the cloud itself. In the Back End process it consists of Huge data backing, data storage, virtual machines, servers, mechanisms and etc. It has basically all required resources in Cloud computing service.

## III. INTRODUCTION TO SALESFORCE

Salesforce.com (SFDC) is no.1 CRM software available in the world. It runs on force.com platform as well as it reduces development cost and also develop applications in short time. It was launched in 1999 by Mark Benioff and now its a modern cloud computing technology, that can be accessed on cloud services so we don't need to install any

softwares/hardwares on to your computer just a system and internet connection would help you get accessed to the salesforce. Now, you would think what we can do in salesforce..

### **3.1 Importance of Salesforce**

We can develop our own custom applications for both mobile and desktop use.

Also if you need any application on demand generally, Salesforce admin is the person which can help you get that also you can buy from app exchange.

App Exchange is a market place to sell out our custom applications as well as to buy out applications from app exchange easily.

Also, SFDC upgrades itself in the form of weather. Yes it upgrades itself three times per year. Each year it releases its upgrade in winters, summers and springs.

### **3.2 Reasons for Using SFDC**

1. It is most demanding and world's number 1 CRM.
2. It improves growth of businesses.
3. The cost of development is less as it uses its own Force.com.
4. We can sell out our custom application on app exchange and even purchase from their according to our requirement.
5. It also involves cloud services so you don't need to install any software/hardware in your computer.
6. Salesforce helps in improvement of management services in any organisation.
7. Salesforce also help in getting the analytics reports and dashboards to know which type of customer goes for which products.
8. Proper charts and dashboards could easily be created on the salesforce platform.
9. It also reduces cost related with Sales, Services and Marketing.

## **IV. SOQL**

For generating custom queries we use SOQL (Salesforce Object Query Language) to build those stings.

Its further used in Apex Statements, Visualforce and etc.

But there is not a lot of thing to worry, SOQL is very similar to SQL (Structured Query Language) that means it uses the same operators for the functions.

```
SELECT  
FROM  
WHERE
```

### **4.1 Force.Com IDE**

It is an application used to create, modify of salesforce applications. It is mainly used on Eclipse platform which allows us to code, compile, test, package and deploy all from within IDE. Force.com IDE also allows you to create a project on which multiple team members can create, develop and use the features against a shared source code.

### **4.2 CRM**

From the beginning I was mentioning about the CRM. As Salesforce mostly helps in developing and improving the CRM. Salesforce is very much demanding in IT industry right now and with CRM, we can easily store the data of our customers and could also look out for the loops holes. CRM generates Accounts, Leads and Sales opportunities in one central location, so that it can be accessed by other's too. CRM is a system for managing a company's relation with the current customers and the future ones.

CRM involves technology to organise, automate and sync all the basic components of sales, marketing and customer service. CRM is way easy to use for business professionals in the industry.

**V. CONCLUSION**

Salesforce is a very great platform in IT industry which is very easy to use and a powerful tool. This paper above written tells about the basics of salesforce which consists many items. After reading this research paper you can easily tell about the salesforce consists of an easy to use CRM software as a service using a dynamic scale free cloud computing approach. Future success of Salesforce is based on an excellent management, a clear company strategy as well as a business model, which uses cutting edge technology combined with a developer community and an easy to use platform, which is delivered in a very cost effective manner. Also, it is an excellent example for an Ecommerce company.

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