



## What is Salesforce Development?

Salesforce provides software solutions on the Cloud. They have a SaaS (Software as a Service) platform to provide various services as well as a PaaS (Platform as a Service) platform on which you can build your own applications.

## How to build applications using Salesforce?

The building of application on Salesforce PaaS platform is called Salesforce Development and the people who do that are called Salesforce Developers. There are 4 ways through which you could build your applications – Force.com, Lightning App Builder, Heroku Platform and Fuel Platform. Our courses will give you a complete walk down through all four.

## What are the advantages of becoming a Salesforce Developer?

- You'd find myriad job opportunities from good companies as many organizations are now beginning to see the benefits of the Salesforce Development platform and adopting the platform.
- It is transparent – the apps provide access to information such as user reviews, number of downloads etc. All this makes Salesforce more trustworthy, which further increases its popularity.
- It saves a lot of development time and money, thus increasing the productivity of the teams. One of the many reasons why companies want to invest in it!
- Chance to build a better career with excellent salary packages.

## Course Duration

- 60 Hours

## Salesforce Curriculum

### 1) Introduction to Cloud Computing

- What is Cloud
- What is Cloud Computing
- Types of Clouds
- Services of Cloud

- ✓ IaaS (Infrastructure as a Service)
- ✓ PaaS (Platform as a Service)
- ✓ SaaS (Software as a Service)
  
- Advantages of Cloud
- Service Provider
  - ✓ Salesforce.com
  - ✓ Microsoft-Dynamics
  - ✓ Amazon S3
  - ✓ Google-Azure etc
- Advantages of Salesforce.com over other Service Providers

## 2) Introduction to Salesforce.com & Force.com

- What is Salesforce.com
- Difference between Salesforce.com & Force.com
- Different Environment
- Types of Editions
  - ✓ Enterprise
  - ✓ Professional
  - ✓ Unlimited
  - ✓ Group etc
- Comparison of Editions
- Salesforce Releases
- Designing your Data Model
- Understanding the Sales Process
- Analyzing a real time functional requirement
- Converting functional requirement to technical specifications
- Building your Data model

## 3) CRM Overview

- What is CRM
  - ✓ How CRM can help?
  - ✓ Evolution of CRM
  
- Different Objects in CRM

- ✓ Campaign
- ✓ Lead
- ✓ Account
- ✓ Opportunity etc.
- Overview of CRM Functionality

## 4) Creation of Account

- SFDC Application - How to start
- Creation of Salesforce Account
- PROD VS TEST
- Components of Salesforce
  - ✓ App
  - ✓ Objects
  - ✓ Tabs
  - ✓ Fields
- Creation of
  - ✓ Custom Apps
  - ✓ Console App
  - ✓ Custom Application
- Custom Object
  - ✓ Custom Field
  - ✓ Custom Fields with different field types
  - ✓ Field Dependencies
  - ✓ Field History Tracking

## 5) Operators, Formulas, Rules & Functions

- Different Logical Operators, Formula Fields and Cross Object Formula.
- Validation Rules.
- Date & String Functions.

## 6) Salesforce View Setup

- Setting up User Interface
- Home Page Layouts and Home Page Components
- List Views
- Adding Snapshot to Home Page Layout
- Working With Chatters

## 7) Lead Cycle

- Creation of Campaign
- Creation and Conversion of Lead
- Web to Lead

## 8) Service & Support Management

- Cases
  - ✓ Email to Case
  - ✓ Web to Mail
- Queues
- Groups
- Assignment Rules
- Escalation Rules
- Auto Response Rules
- Work Flows and its Actions
  - ✓ Field Update
  - ✓ Email Alert
  - ✓ Assign a new task to User
  - ✓ Outbound Messages
- Approvals Process
  - ✓ One Level
  - ✓ Multi-Level
- Audit Trail
- Setting up Search Layouts

## 9) Security and Sharing

- Creation of
  - ✓ Profiles and Permission Set
  - ✓ Role Hierarchy
  - ✓ Users
- Delegated Administrator Setup
- Organization Wide Default
- Different Level of Security
  - ✓ Object – Level Security
  - ✓ Field – Level Security
  - ✓ Record – Level Security
  - ✓ Page – Level Security
- Profile & Role Level Security
- Difference between Profile & Role
- Sharing Rules
- Record Types and Assigning Page Layouts to Record Types
- Single Sign-On
- Public Groups

## 10) Tools and Data Migration Tools

EXPERIENCE BEYOND IT TRAINING

- Data Loader
  - ✓ Insert
  - ✓ Update
  - ✓ Upsert
  - ✓ Export
  - ✓ Export All
- DataLoader.io
- Force.com IDE
- Working With Workbench
- Working With Import Wizard
- Working With Process Builder

## 11) Reports & Dashboards

- Introducing Reports

- Build a Report
- Run and Then Read a Report
- Share a Report
- Report Limits etc.
- Working with Different Types of Report
- Summary Report, Tabular Report, Joined Report and Matrix Report, Custom Report Types
- Introducing Dashboards Component Types
- Chart
- Gauge
- Metric
- Table

## 12) APEX Programming Language

- Introduction to Apex
- Access Modifiers and OOP's concepts
- Data Types
- Collections
  - ✓ List
  - ✓ Set
  - ✓ Map
- Creating Apex Classes
- Sample Apex Classes
- Apex Data Manipulation Operations(DML)
  - ✓ Insert Statement
  - ✓ Update Statement
  - ✓ Upsert Statement
  - ✓ Delete Statement
  - ✓ Undelete Statement
  - ✓ Merge Statement
- Salesforce Object Query Language(SOQL)
- Salesforce Object Search Language(SOSL)
- Relationship Queries
  - ✓ Child-to-Parent Relationship
  - ✓ Parent-to-Child Relationship
  - ✓ Joins
  - ✓ Aggregate Functions
    - 1)GROUP BY()
    - 2) HAVING()...etc.

- Nested Queries
- Date Functions
- String Functions

## 13) Introduction of Triggers

- Trigger types
- Before Triggers
- After Triggers
- Trigger Events
- Trigger Context Variables
- Handling Trigger Exceptions
- Triggers and Callouts
- Execution order of Trigger
- Governor Limits
- Annotations
- Test Classes

## 14) Introduction of Test Classes

- Sample Test Class examples
- Understanding the Testing Apex and Code Coverage

## 15) VISUALFORCE

- Introduction of Visualforce
- Standard Components with Examples
- Standard Controller
- Standard Controller with a Visualforce Page
- Accessing Data with a Standard Controller
- Using Standard Controller Actions
- Standard List Controller
- Standard List Controller with a Visualforce Page
- Accessing Data with a List Controller
- Using Standard List Controller Actions



- Pagination with a List Controllers
- Custom Controllers and Controller Extensions
- Building a Custom Controller
- Building a Controller Extension
- Controller Methods
  - ✓ Action
  - ✓ Getter
  - ✓ Setter
- Order of Execution in Visualforce Page
- Overriding Buttons, Links and Tabs with Visualforce Page
- Create Static Resources and Using in Visualforce page

## 16) Introduction of Custom Components

- Creating Custom components
- Using Custom Components in Visualforce Page
- Custom Component Attributes and Controllers
- Dynamic Visualforce Binding
- Using Dynamic References with Standard and Custom objects
- Dynamic References to Global Variables
- Integrating Email with Visualforce

- ✚ Sending an Email with Visualforce

- a)Creating a Custom Controller with the Messaging class

- b)Creating an Email Attachments

- ✚ Email Templates

- a)Creating Visualforce Email Templates

- b)Custom Stylesheet in a Visualforce Email templates

- Using JavaScript in Visualforce Pages

- a) Using \$Component to Reference Components from JavaScript
- b) Using JavaScript Libraries with Visualforce
- c) Remoting JavaScript for Apex Controllers
- d) Visualforce Remote Objects

## 17) ADVANCED DEVELOPMENT:

- Apex Scheduling
  - a) Introduction of Scheduling
  - b) Types of Scheduling
    - 1) Salesforce User Interface
    - 2) Using Apex Code
  - c) Apex Jobs
  - d) Use of CronTrigger

- Batch Apex
  - a) Need of Batch Apex
  - b) Batch Apex Methods
  - c) Examples with Real time Scenarios
  - d) Difference b/w Batch Apex and Data Loader

- Email Services with examples
- Deployment Process

a) Introduction of SandBox and Types of Sandbox and Production

b) Different Types of Deployment process

- 1) Using ChangeSets
- 2) Using Eclipse IDE
- 3) Using Force.com IDE
- 4) Using Migration Tool

- Use of Workbench
- Use of Developer Console and Debug Logs