A BRIEF INTRODUCTION TO SALESFORCE TECHNOLOGY

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Abstract: **As on today date Salesforce is a trending and booming technology in IT Industry. There is a lot of career opportunity in Salesforce with less effort in comparison to other traditional technologies (like Java and .Net etc) available in the market. Every Tech professional is needed to know the importance of Salesforce and increasing demand of Salesforce professional in the market. This technology is highly adoptable in the market by every industry because it provide fastest path from Idea to App. Therefore it saves million dollars of cost and time and provides latest tools and technique by which customer demands get fulfilled in a completely new way.**

Keywords: **Multitenant, CRM, Cloud Computing, SaaS, PasS.**

I. INTRODUCTION

Salesforce is the world's No.1 customer relationship management (CRM) platform. All Salesforce products run entirely in the cloud so there's no expensive setup cost. Salesforce provides complete environment for development of any kind of application or software. It may be financial application, HR application, Customer Care management, ERP Solution, Corporate system, Legacy system, Mobile application etc., all these kind of application or software can be developed on Salesforce platform.

II. HISTORY OF SALESFORCE

Marc Russell Benioff is an American billionaire internet entrepreneur, author and philanthropist. He is the founder, chairman and co-CEO of Salesforce. Salesforce is an enterprise cloud computing company. It is founded in february 1999, and its headquarter at San Francisco California United States America.

III. WHAT IS CLOUD COMPUTING?

Salesforce is a cloud computing platform. Cloud computing refers to internet based computing. It involves shared resources, s/w and internet based computing. The term cloud is used to signify the internet.

Working of Cloud Computing involve:
1. Software app delivered on cloud (vendor)
2. Software app access via internet (client)

IV. FEATURES OF CLOUD COMPUTING

Although there are various features of cloud computing, due to these feature Salesforce employs cloud computing platform. Some of important features are:

1. Fast
2. Easy
3. Open
4. Flexible
5. Trusted
6. Economical

V. WHAT IS SALESFORCE?

Salesforce is the world's #1 CRM platform. Since all Salesforce products run entirely in the cloud there your employees can work from any device with an internet connection – smart phone, tablet or laptop. Salesforce makes easy to use cloud based applications.
• No infrastructure to buy, set up, or manage.
• New Lightning experience (User Interface).

Salesforce provide two types of user interface.
1. Classic Experience
2. Lightning Experience

Classic Experience is the old version user interface of Salesforce. While Lightning is new version of user interface which provides seamless user experience in terms of light volume of pages so that they can be easily redirected from one page to another.

Intially this company started with the concept of software as a service and platform as a service.

A. SaaS and Paas

Company offers software as a service called SaaS.
Company offers platform as a service is called Paas in which you can develop your application and software.
Salesforce is a great choice for two reasons
a. A browser and an internet connection is all you need.
b. No any special hardware or software installation and no any network infrastructure are needed.

VI. WHY SALESFORCE?

Salesforce provides one of the fastest path from Idea to Application in comparison to other traditional technology. Using Salesforce you can save your years of time and millions of dollars, which makes the difference. Due to this reason all companies are migrating towards Salesforce platform.

Salesforce is unique for three major reasons:

a. Fast – CRM software developed in any traditional technology can take more than a year to deploy, but to develop the same CRM it will take months or even weeks with Salesforce.
b. Easy – Salesforce platform wins in the easy to use category. Its consists of tab and simple interface just like in mobile phone.
c. Effective – Because it is easy to use and can be customized to meet business needs, customers find Salesforce very effective.

VII. WHAT IS CRM?

Since every company is selling products/services to manage the interactions with customer, so a company needs marketing team, sales team, service team. An application which helps in managing all these processes in a single window is called CRM.

Apart from this CRM provides:

1. Targeting your leads, contacts and opportunity management.
2. Product Planning, manufacturing and shipping of products.
3. CRM is a methodology that is followed to record organization interaction.
4. Meetings, Emails and Phone calls focused on reducing cost, increasing sales and better communication.
5. CRM is a strategy for managing a company's interactions with clients and sales prospects and ensuring the "connect" sustains throughout the relation.

Purpose:

1. Retain existing clients
2. Energies opportunities
3. Find new clients

A. Traditional vs Salesforce CRM
Traditional CRM:

1. High Cost.
2. Hosted on company own's server.
3. Difficult to understand and use.

Salesforce CRM:

1. Lower Cost.
2. Hosted on cloud so not to invest on infrastructure.
3. Easy to use and understand by improving it by taking feedback from customer.

VIII. WHAT MAKES SALESFORCE UNIQUE?

There are two reasons which make Salesforce unique. These are:

The benefits of our Multi-tenant Architecture Multitenancy means platform is scalable.

Fig 1: Multitenant Architecture of Salesforce

There is a single platform Salesforce in which we can develop all types of applications like HR system, financial system, Call Center & phone system, corporate system etc. as shown in the figure.

IX. CONCLUSION AND FUTURE SCOPE

Salesforce is a growing in demand technology. 4.2 Million jobs will be created in Salesforce ecosystem by 2024. All leading MNC are working on this technology. Some of popular IT company who are hiring Salesforce professionals are IBM, HCL,BIRLASOFT, ACCENTURE, DAZEWORKS, NAGARROW, MTX, ENCAPSULATION and many more. All leading MNC's are hiring Salesforce professional.

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