



Salesforce is the World's #1 CRM & Low Code Development Platform

Rapidly Build Applications
with Clicks, Not Code.
In the Cloud.





Brian Murphy

Master Solution Engineer,
Salesforce Public Sector



Today's **Agenda**

Salesforce Platform Overview

From Idea to Application in 80 Min

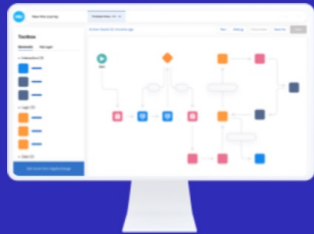
Free Training Resources





Salesforce Platform Overview

Rapidly Build Applications
with Clicks, Not Code. In the Cloud.



Build enterprise-quality apps fast to bring your ideas to life

- Build apps fast with drag and drop tools
- Customize your data model with clicks
- Go further with Apex code
- Integrate with anything using powerful APIs
- Stay protected with enterprise-grade security
- Customize UI with clicks or any leading-edge web framework

Sign up for a free Salesforce Platform Developer Edition Environment

<https://developer.salesforce.com/signup>



Sign up for your Salesforce Developer Edition

A full-featured copy of the Platform, for free

First Name*	Last Name*
<input type="text" value="Your first name"/>	<input type="text" value="Your last name"/>
Email*	
<input type="text" value="Your email address"/>	
Role*	
<input type="text" value="Your job role"/>	
Company*	
<input type="text" value="Company Name"/>	
Country*	
<input type="text" value="Select Country"/>	
Postal Code*	
<input type="text" value="Your postal code"/>	
Username*	
<input type="text" value="Ex. name@yourcompany.com"/>	

By registering, you confirm you have read and agree to the [Terms of Use](#) and the [Master Subscription Agreement](#) and to the storing and processing of your personal data by Salesforce as described in the [Privacy Statement](#).

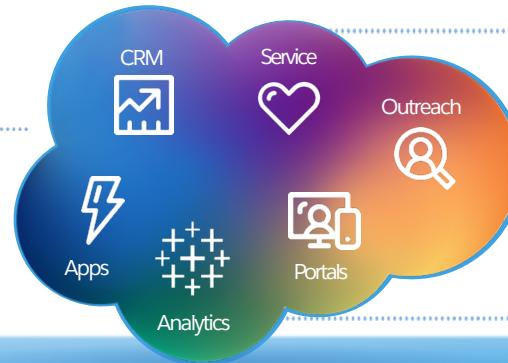
Blazing Your Trail | The Salesforce Customer 360 Platform

SaaS

Rapidly Build Custom Enterprise Applications

UI Claims & Appeals Case Mgmt.	Benefits Case Management	Adult Protective Services
Professional Licensing	Continuing Education & Training	Complaints Management

Recruitment
Grants Management
Economic Development



Sample Application Use Cases

Complex Case Management	Health Exchanges	Next-Generation 311
Email Management	Social Command Center	Correspondence Management
Employee Community	Web Self-Service	Knowledge Management
Mayor's Dashboard	Analyze Business Processes	Current, Historical & Big Data

PLATFORM CORE SERVICES

Identity & SSO Management	Role-Based Security	Field Audit Trail	Platform Encryption	Event Monitoring	Lightning Flow	Workflow Builder	Approvals Engine	Assignment Rules	Escalation Rules	Omni Channel	Einstein AI Services	Geolocation Services	Sandboxes
Open API's	Salesforce DX	Schema Builder	Global Search	Duplicate & Match Rules	Alerts & Notifications	Reports & Dashboards	Chatter Collaboration	Mobile Apps	Chat Bots	Live Chat	SMS Messaging	File Management	Task Management

SALESFORCE FedRAMP GLOBAL ENTERPRISE CLOUD INFRASTRUCTURE SERVICES

Global Data Centers	Multitenant Cloud Database	Metadata Architecture	Database Backup	Database Failover	Continuous Site Switching	Disaster Recovery	Global Network Fabric	Redundant Networks	Bulk Data Processing	Query Optimization	N+1 UPS & CPS Power	Fire Detection & Suppression	Intrusion Detection
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PaaS



From Idea to Application in 80 Minutes:

Hawaii Marine Animal Response
(HMAR) Sighting & Reporting App





Hawaii Marine Animal Response (HMAR) Sighting & Reporting App

The Goal

Enable the users to report marine wildlife sightings easily, efficiently and accurately. Present information to HMAR volunteers in a meaningful way.

Key Points

Easy to find and use reporting method

Beach impact on call quality/hotline

Increase information accuracy

Relate/correlate multiple reports for single animal sightings

Public currently calls hotline to report sightings





Similar Use Case: 311

Reporting on non-emergency city issues

San Diego 311

<https://www.sandiego.gov/get-it-done>

Chicago 311

https://311.chicago.gov/s/?language=en_US

The screenshot shows the 'Report a Problem: Graffiti' form on the San Diego 'Get It Done' website. The form is titled 'Report a Problem: Graffiti' and includes the instruction 'Complete steps 1 through 4 to report a problem. For emergencies, call 911.' The form is divided into four steps:

- Address:** A field for entering the location of the problem, with a red map marker below it. A map of San Diego is visible, showing various landmarks and a red pin.
- Report Category/Type:** A dropdown menu with 'Graffiti' selected. Below it are two more dropdown menus: 'Is it offensive?' and 'Where is it located?'. A link 'Click to Select Different Report Category/Type' is also present.
- Description:** A text area for describing the issue in detail.
- Upload Images:** A section for uploading photos of the problem.

Two User Personas



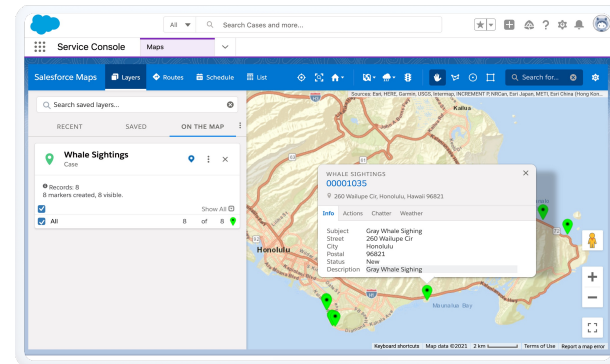
MOBILE WEB-RESPONSIVE PORTAL FOR REPORTING SIGHTINGS

Public-Facing Web Portal



ENTERPRISE CASE MANAGEMENT APPLICATION/HOTLINE FOR H-MAR

HMAR Staff-Facing Business Application

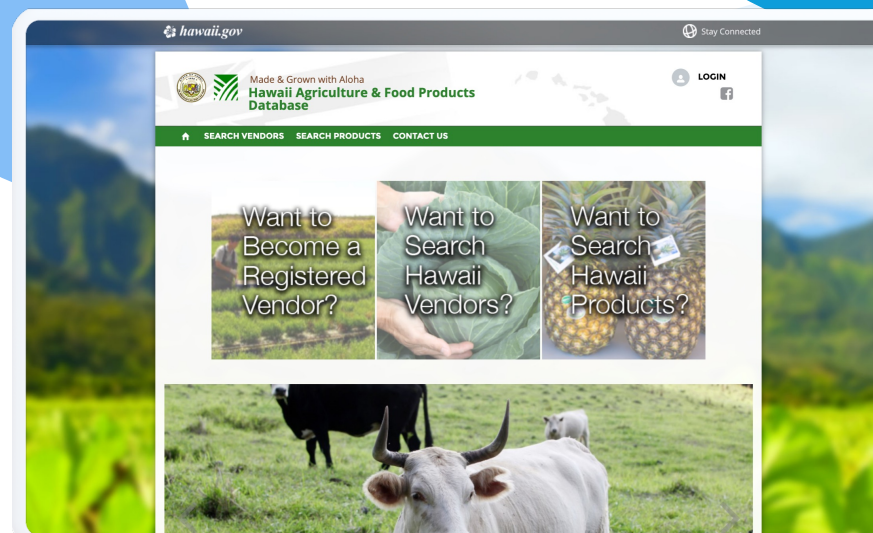




Hawaii Department of Agriculture

Food & Products Database

<https://hawaiiagrproducts.hawaii.gov/s/>





Training Resources

Learn the Salesforce Platform. For Free.

Learn Salesforce On Demand. For Free.

Build Skills & Get Certified!

Comprehensive Learning Platform

Free, gamified learning platform that empowers anyone to skill up for the future

Companion Mobile App: Trailhead Go

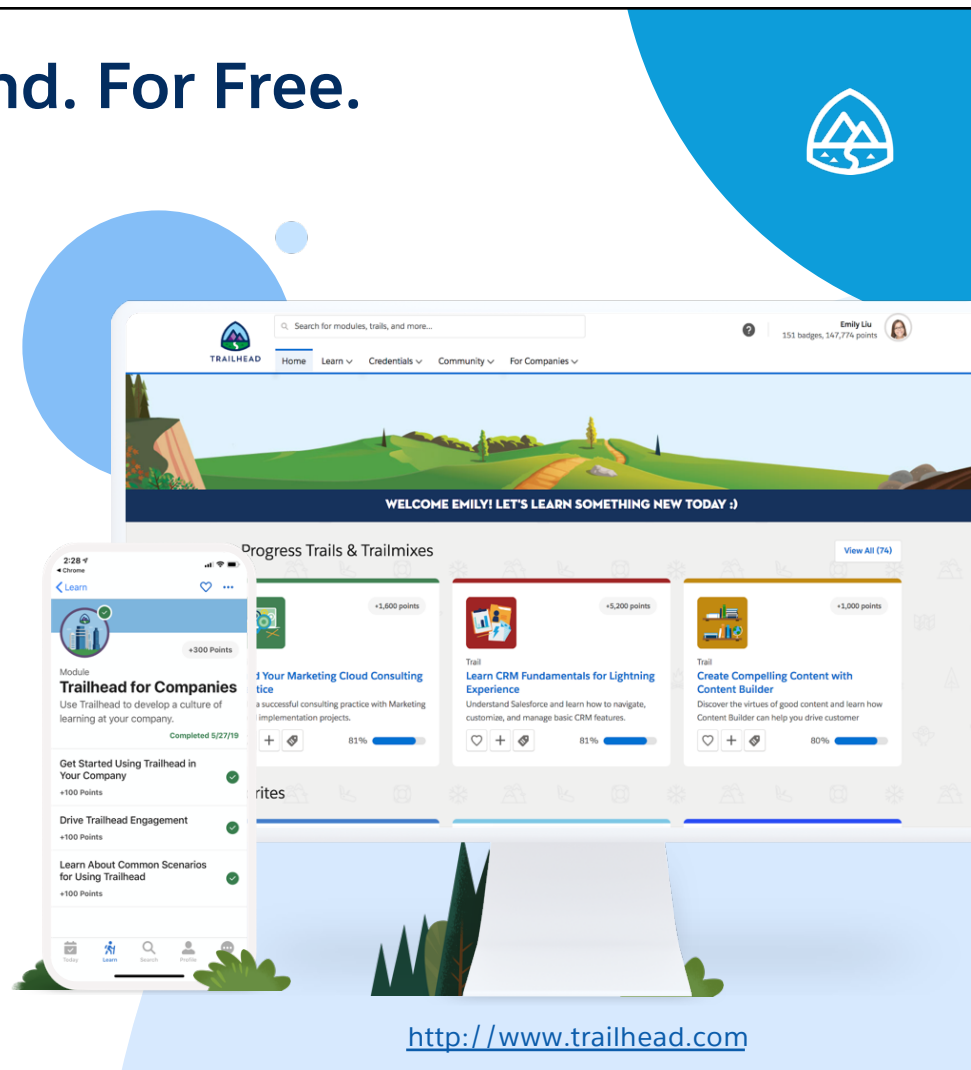
Learn marketable skills from anywhere on the Trailhead GO mobile app

Trailhead LIVE

Reinvented classroom experience with live-streamed expert-led classes on today's most in-demand skills

Earn Resume-worthy Skills and Credentials

Build and practice the in-demand skills that your company needs to go digital fast; Role-based certifications and superbadges to grow your resume



The image displays the Trailhead learning platform interface. At the top right, there is a blue circular logo featuring a mountain range. Below it, a search bar and navigation menu are visible. The main content area shows a welcome message: "WELCOME EMILY! LET'S LEARN SOMETHING NEW TODAY :)". Underneath, there's a section titled "Progress Trails & Trailmixes" with a "View All (74)" button. Three progress cards are shown, each with a title, description, and a progress bar. The first card is for "Trailhead for Companies" (+300 Points), the second for "Your Marketing Cloud Consulting Experience" (+5,000 points), and the third for "Learn CRM Fundamentals for Lightning Experience" (+1,000 points). A mobile app overlay is shown on the left, displaying a list of modules and their completion status. At the bottom right, the URL <http://www.trailhead.com> is displayed.

Purple Mai'a

Salesforce Certification Training

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<https://purplemaia.org/hiapo/>

