



From Idea to Application
Using **Clicks, not Code** on
the Salesforce Platform





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Master Solution Engineer,
Salesforce Public Sector





Today's **Agenda**

Salesforce Company Overview

Salesforce Platform Overview

From Idea to Application in ~80 Min

Free Training Resources

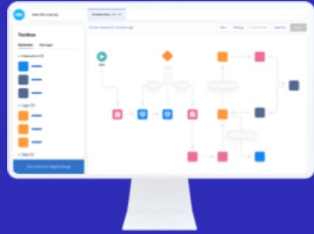




Register for a **FREE** Salesforce Development Environment (DE)

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

Terminology: Salesforce Organization ("Org") | Salesforce Instance | Salesforce Environment | Salesforce Account | Salesforce



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

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



Sign up for your Salesforce Developer Edition

A full-featured copy of the Platform, for free

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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](#).



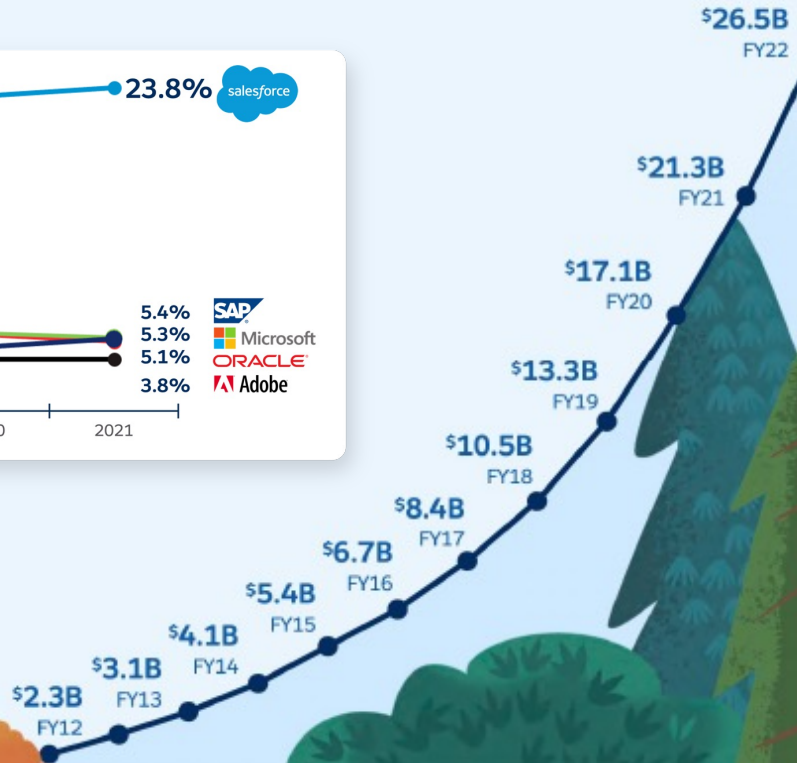
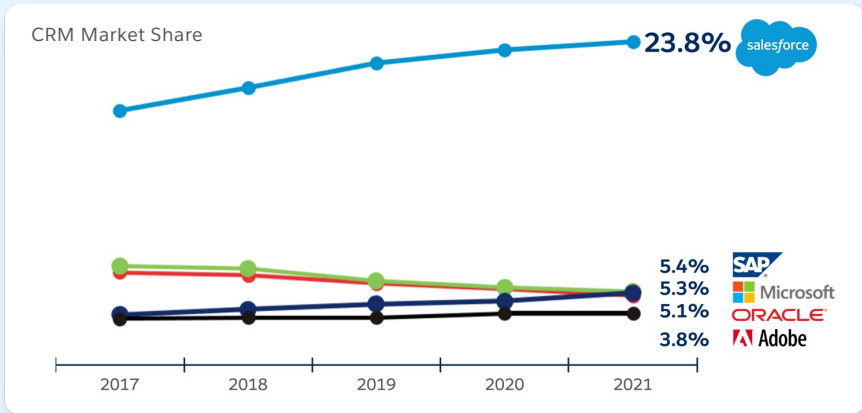
Salesforce **Company Overview**



World's Largest Enterprise Apps Company

salesforce

\$31B
FY23 Guidance*



*High end of FY23 revenue guide of \$30.9B to \$31.0B

Government is in the Customer Service Business

Salesforce CRM provides a 360 view of customer interactions across all programs & services



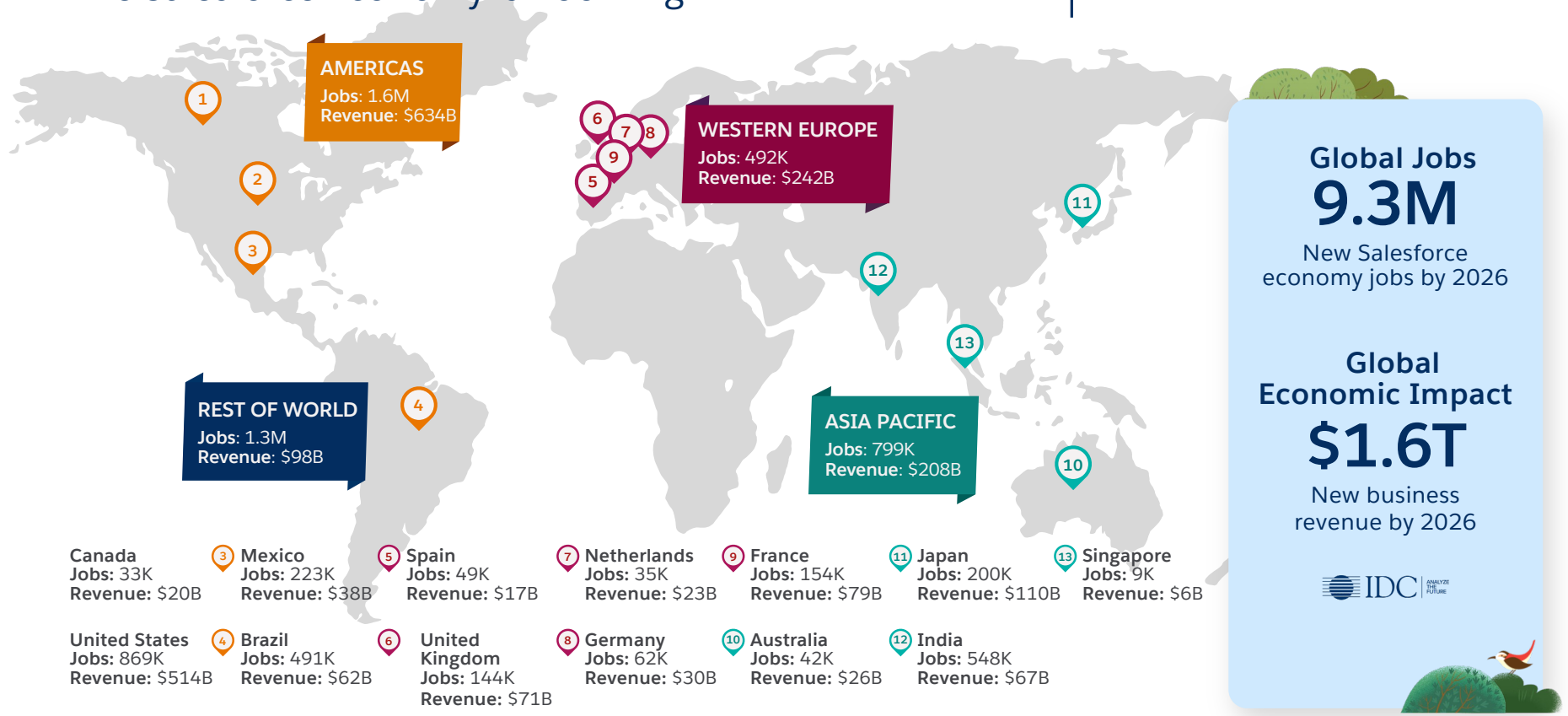
What is Salesforce?

<https://www.youtube.com/watch?v=xx2sK-QiBjw>

Get Connected To Your Dream Job

The Salesforce Economy is Booming

“For Salesforce, it’s not only about creating new technology and career opportunities; we have to pave pathways to these new jobs,”
 KRIS LANDE, SVP TRAILBLAZER ECOSYSTEM, SALESFORCE



Global Jobs
9.3M
 New Salesforce economy jobs by 2026

Global Economic Impact
\$1.6T
 New business revenue by 2026

IDC | ANALYZE THE FUTURE

*Source: IDC White Paper, sponsored by Salesforce, "The Salesforce Economic Impact," doc #US48214821, September 20, 2021.

Trailblazers, Together

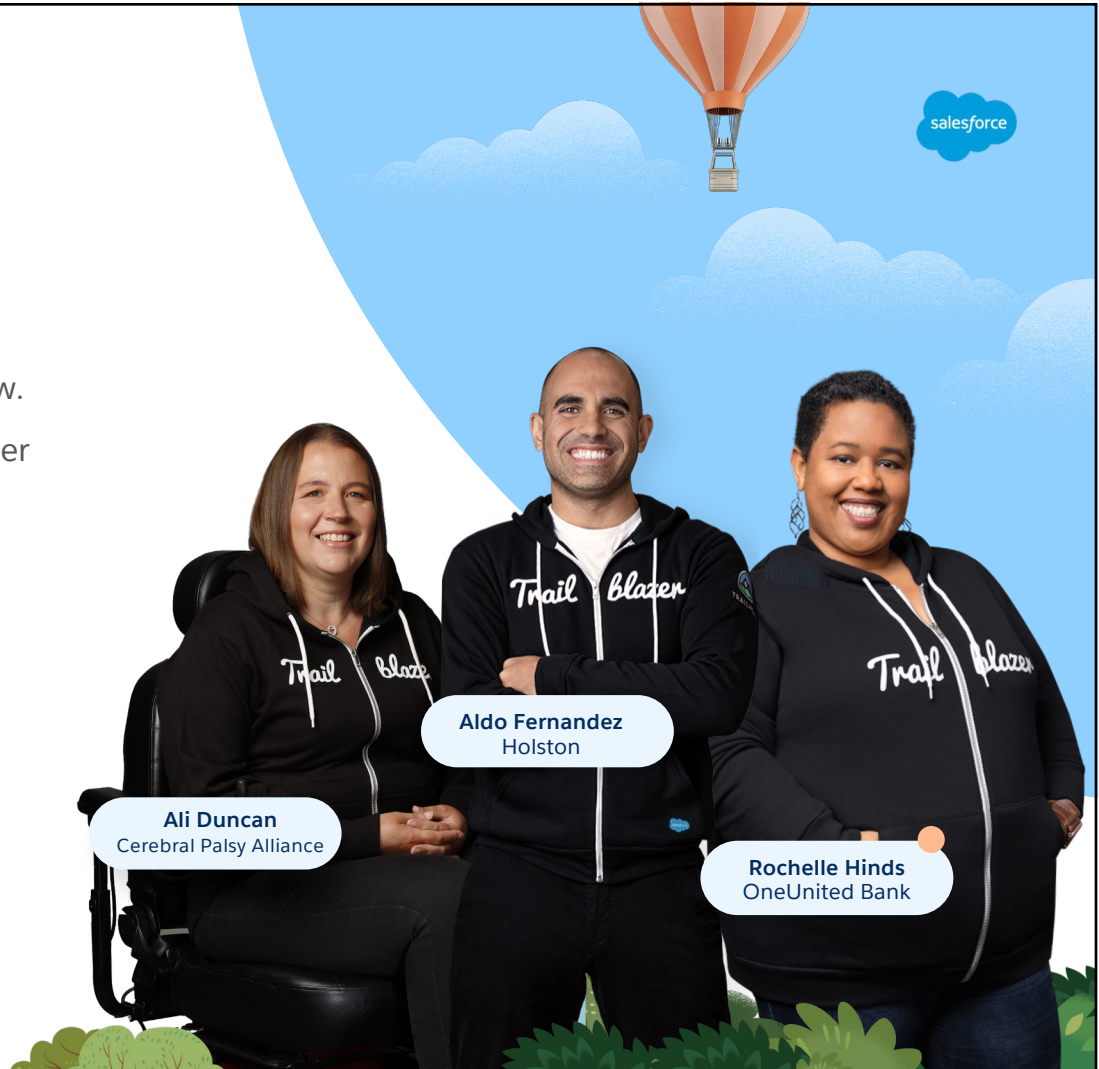
/treyl-bley-zer/ noun

- (1) a pioneer; an innovator; a lifelong learner; a mover and shaker.
- (2) a leader who leaves a path for others to follow.
- (3) most importantly, a person who builds a better world for others.

17M
Trailblazers

2100+
Community Groups

100+
Countries



Ali Duncan
Cerebral Palsy Alliance

Aldo Fernandez
Holston

Rochelle Hinds
OneUnited Bank



SALESFORCE ADMINISTRATOR

Admins know their Salesforce Org inside out. They spend time automating business processes, and support their users



\$122,000
\$97,000



£53,000
£38,000

SALESFORCE DEVELOPER

Developers come to the rescue when requirements go beyond declarative (point-and-click) configuration tools.



\$144,000
\$109,000



£77,000
£52,000



BUSINESS ANALYST

'The technical translator', forming the bridge between business stakeholders and the technical team. BAs need both business thinking & knowledge of Salesforce platform capabilities.



\$134,000
\$109,000



£68,400
£56,000



PROJECT MANAGER

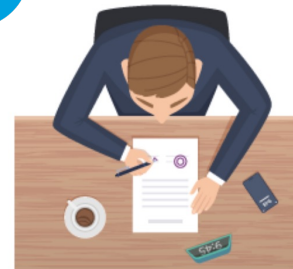
PMs will oversee every element of larger Salesforce projects, including functional/technical resource, timelines, and budget.



\$141,000
\$120,000



£87,000
£70,000



SALESFORCE CONSULTANT

Consultants are brought in to solve client problems with a fresh pair of eyes. They need to adapt to changing environments and have a broad knowledge of the platform.



\$145,000
\$123,000



£70,000
£54,000

TECHNICAL ARCHITECT

Referred to as the 'one percent', TAs need to construct superior Salesforce infrastructure, interwoven with related technologies.



\$167,250
n/a



£142,200
£110,700



<https://www.salesforceben.com/average-salesforce-salaries-infographic/>



Salesforce Customer 360 **Platform Overview**



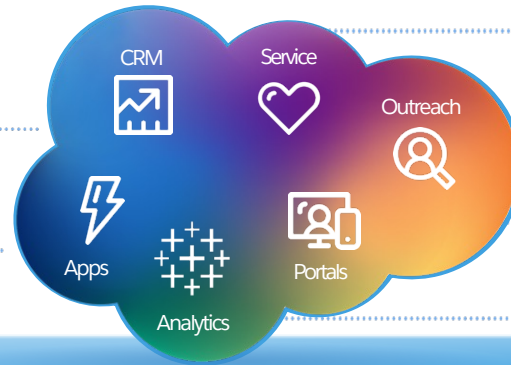
Blazing Your Trail | The Salesforce Customer 360 Platform

SaaS

Rapidly Build Custom Enterprise Applications

Marine Animal Reporting App	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

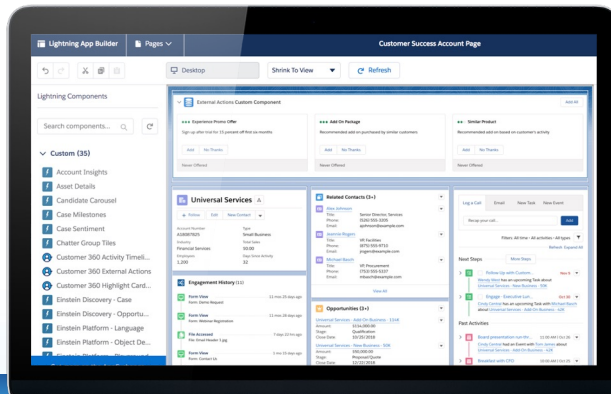


Move Freely Between the Worlds of No-Code & Code

Most Salesforce Development Accomplished with Clicks, Not Code

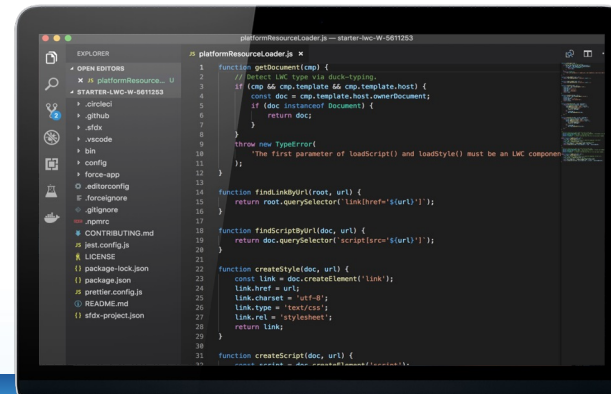
Low-Code Builders

Leverage standard, custom, or AppExchange components



IDEs

Create custom components and code using open web standards



Lightning Platform



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

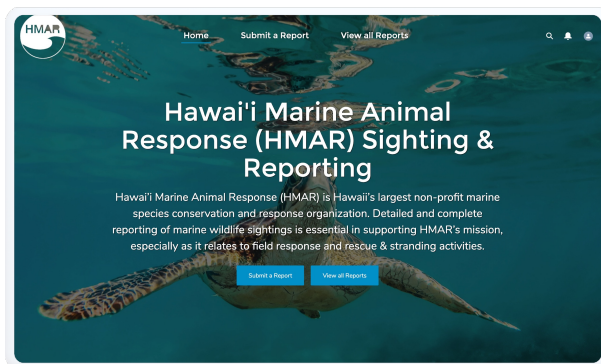




Two User Personas

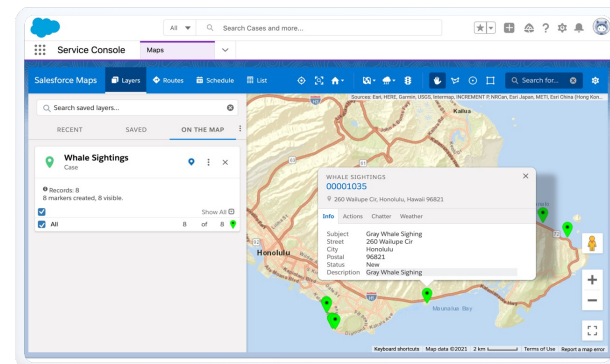
MOBILE WEB-RESPONSIVE PORTAL FOR REPORTING SIGHTNINGS

Public-Facing Web Portal



ENTERPRISE CASE MANAGEMENT APPLICATION/HOTLINE FOR H-MAR

HMAR Staff-Facing Business Application



<https://hihacc1demo-developer-edition.na163.force.com/HACC/s/>



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 displays 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 main sections:

- Address:** A section for entering the location of the problem, featuring a map of San Diego with a red marker and a search bar. The map shows various landmarks and streets.
- Report Category/Type:** A section for selecting the type of problem, with a dropdown menu currently set to 'Graffiti'. There is a link to 'Click to Select Different Report Category/Type'.
- Description:** A section for providing a detailed description of the issue, with a text area labeled 'Describe the issue in detail'.
- Upload Images:** A section for uploading photos of the problem.

The website header includes the 'SD Get It Done' logo, navigation links for 'NEW REPORT', 'VIEW REPORTS', and 'FAQ', and a 'LOG IN/REGISTER' button. The background of the website features a scenic image of a surfer riding a wave.



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Pre-built Apps and Solutions

Extend with 4,400+ apps, components, Flow solutions, and more built by partners and Salesforce Labs

Solutions Across Use Cases and Industries

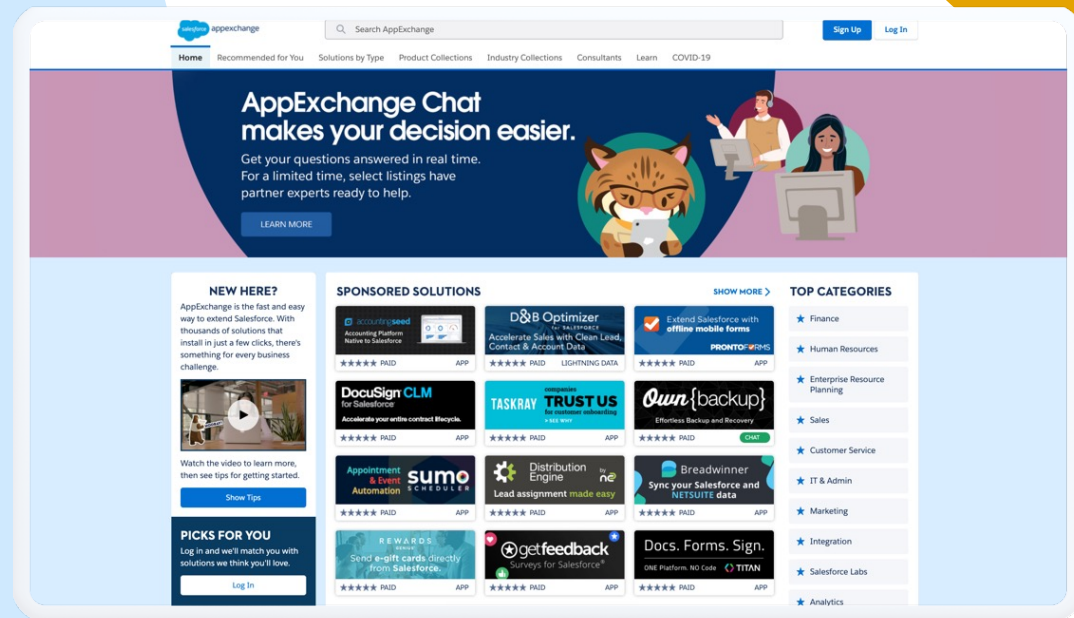
Respond to current business challenges for your customers, employees and communities

Intelligent Recommendations

Find solutions tailored to your needs on the "Recommended For You" page

Certified Expertise

Discover consultants with expertise for your business and industry needs





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

<http://www.trailhead.com>

Purple Mai'a

Salesforce Certification Training

PURPLE MAI'A



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

