

The Salesforce logo, consisting of the word "salesforce" in white lowercase letters inside a blue cloud shape.

salesforce

# Platform Cloud Academy

Build, Connect, Extend

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# Hand Outs

Please download handouts here, we're saving lots of trees!

## WIFI: <Radisson>

Open a new browser window,  
register and connect

## Link to Handson Guide:

<https://whizzky.github.io/Platform/>



# Forward-Looking Statements

Statement under the Private Securities Litigation Reform Act of 1995:

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# Today's Academy Agenda

Proposal (we are agile)

13:00 Introductions

Names, Organization, Role, Expectations

13:15 Introduction of Salesforce App Cloud

White boarding, presentation

13:45 Build Your App

14:45 BREAK

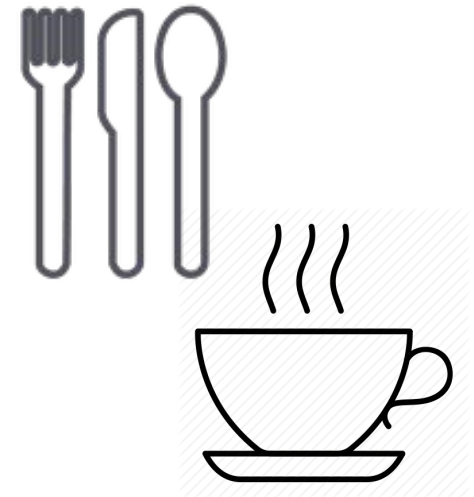
15:00 Connect Your App

15:30 Extend Your App

16:00 From Idea to App

16:30 Get Your (First) Badge!

17:00 Closing & Drinks





# Introductions

Jules Weijters

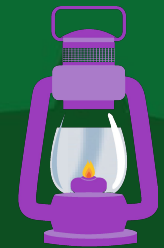


Platform Cloud Architect

Cheyenne Matos



Platform Cloud Specialist



# Introduce Yourself to Each Other

In 2 Minutes

Choose a person you don't know.

Have a **2 minute** conversation and try to note down:

1. Name
2. Organization
3. Role
4. Interesting/Fun Fact

We will pick 3 people to tell about the person they just got to know!



# *Customer Success* Platform

Video, White boarding & use cases

# App Cloud Advantage



Fast app development for everyone

Build apps with clicks AND code with modern tools



Connected experience across apps

Get a single view of the customer across every device



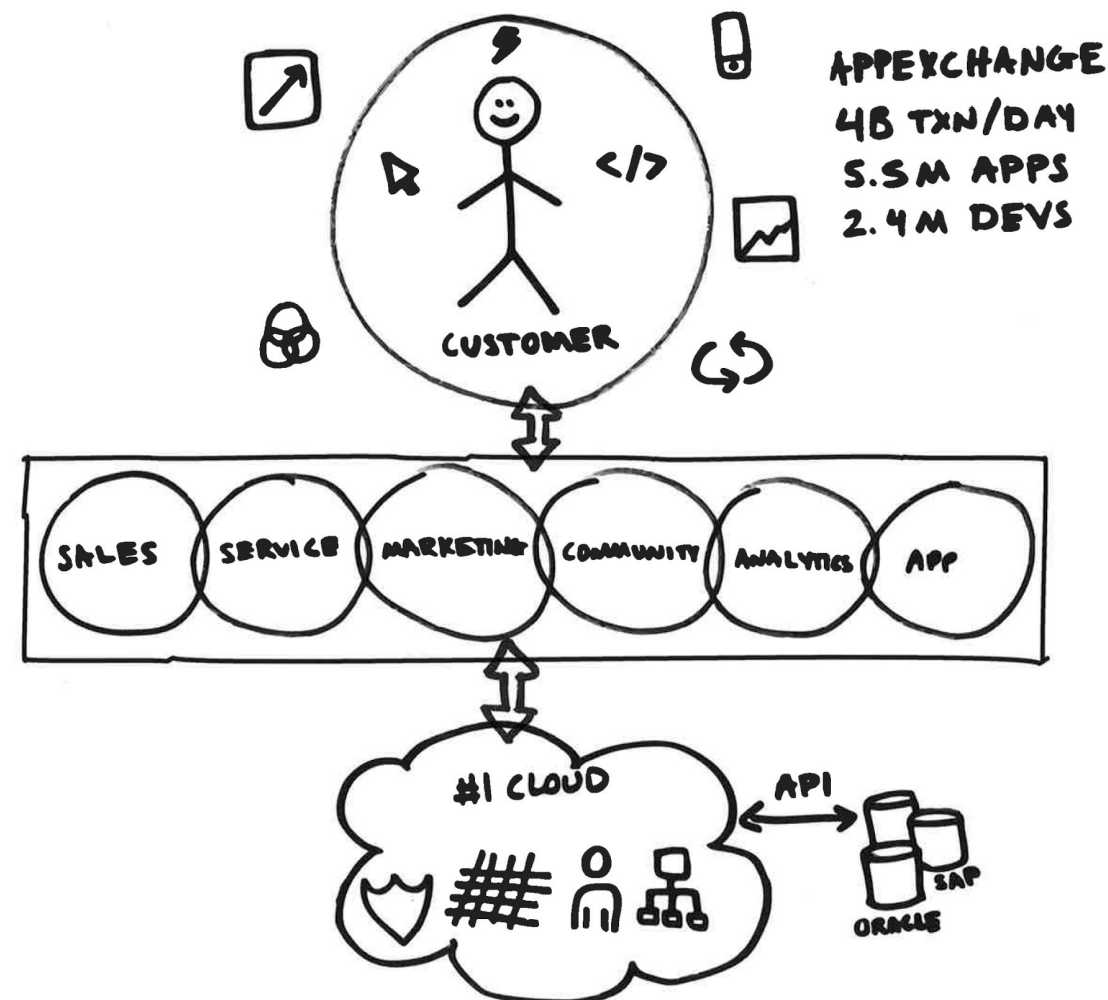
Trusted Enterprise Cloud

Get unparalleled security in the cloud



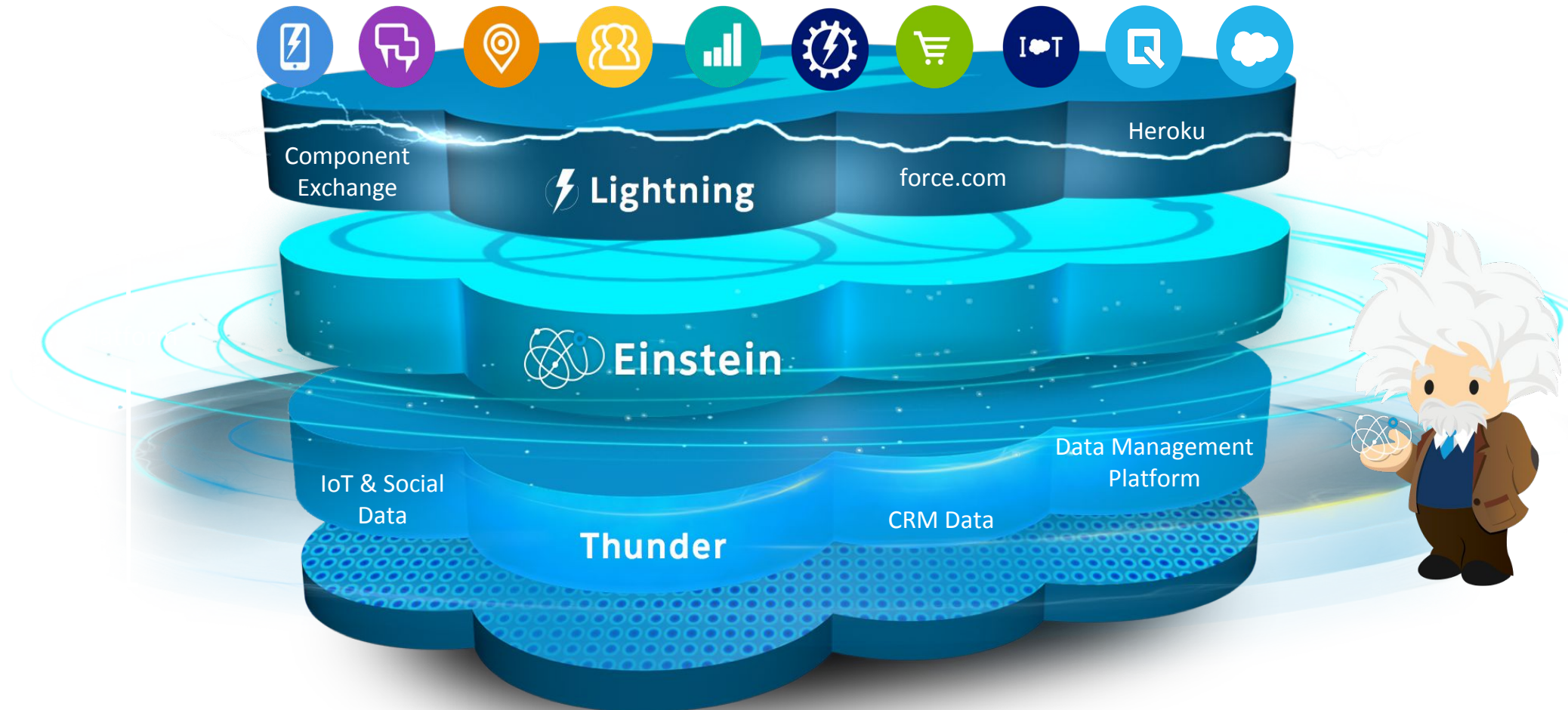
Proven Success, Scale, and Ecosystem

5.5m apps • 2.6m devs • 4b txns/day • AppExchange





# Customer Success Platform



# Salesforce App Cloud

The graphic illustrates six user segments, each represented by a circular image and a label:

- Connected Farmer:** A tractor in a field.
- Connected Executive:** A woman in a business suit looking at a smartphone.
- Connected Families:** A family of four (man, woman, and two children) standing together.
- Connected Patients:** A hand holding a smartphone displaying a medical app interface.
- Connected Driver:** A silver car driving on a road.
- Connected Fan:** A person with blue and yellow face paint, cheering with their mouth open.

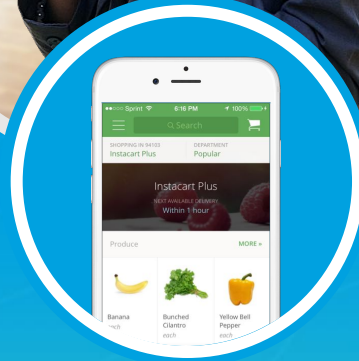
The background is white with a grid of small, faint icons representing various concepts like shopping, travel, and technology. The Salesforce logo is in the bottom right corner.



# Your Customers Expect Consistency Across Connections



**How they interact  
with your  
employees**



**How they interact  
with your apps**



**How they interact  
with your products**

# (Most) Companies Fail to Deliver Consistency Across Connections

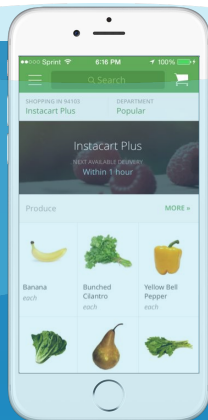
## Siloed Experiences

## Your Customer

Employee Experience



App Experience



Product Experience



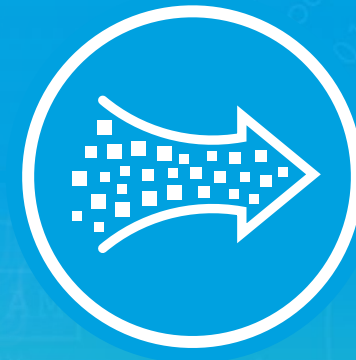
# Companies Need One Platform to Connect Everything



**Single View of the  
Customer**



**Engaging Customer  
Experiences**



**Complete  
Customer Data**

# App Cloud: A Whole New Way to Connect

Connect every customer, employee, and partner with apps

## Fast Development for Everyone

Build apps with clicks AND code with modern tools

## Connected Experience Across Apps

Unified user experience across every device

## Trusted Enterprise Cloud

Get unparalleled security in the cloud

## Proven Success and Scale

5.5M apps, 2.4M developers, 3.5B daily transactions,  
AppExchange





# Over 5.5 Million Apps Run on Salesforce App Cloud

## Fast App Development and Customization

Build scalable apps with clicks and code

## Connected Experience

Get a single view of the customer across all apps and devices

## Mobile First

Run your business from your phone



## World's Most Trusted Enterprise Cloud

Get unmatched security

## #1 Enterprise Ecosystem

Connect to our trusted ecosystem

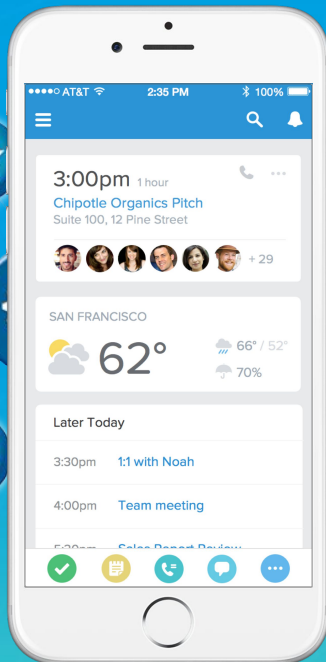
## Proven Success and Scale

Build, scale and manage all of your apps

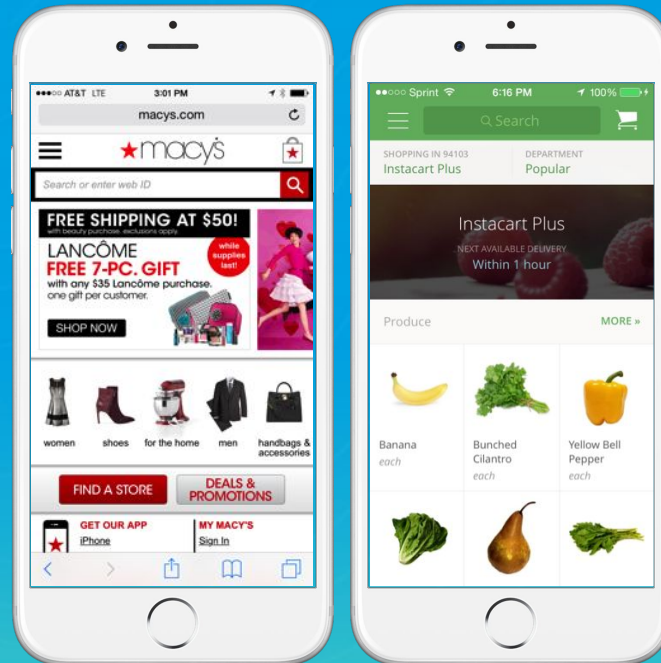
# Three Keys to the Connected Customer Experience



## Employee Productivity



## Customer Engagement



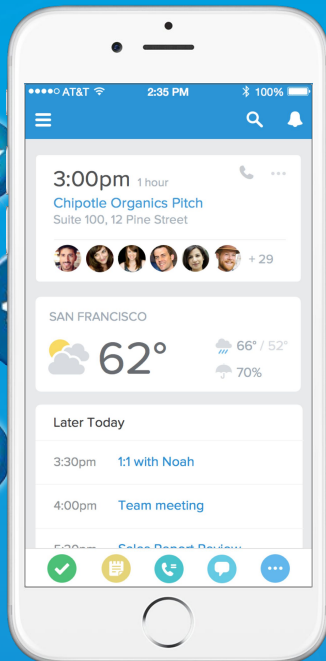
## Customer Data



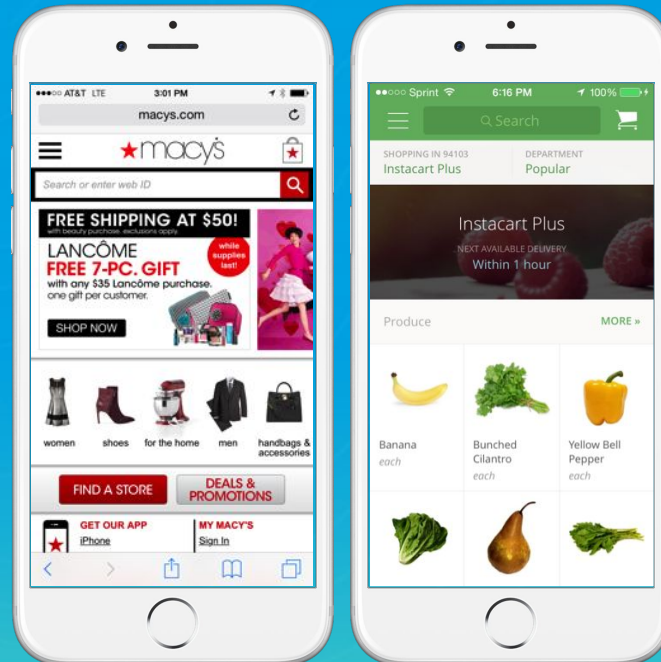
# Three Keys to the Connected Customer Experience



## Employee Productivity



## Customer Engagement



## Customer Data





# Every Company Needs to Be a Customer App Company

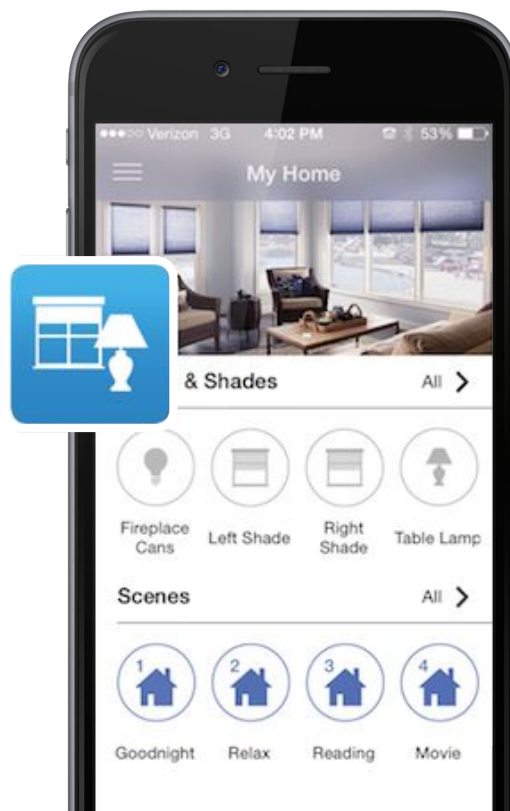
Customers engage with your brand via apps



Brick-and-Mortar Retailer  
**Apps Company**



Home Controls Manufacturer  
**Apps Company**



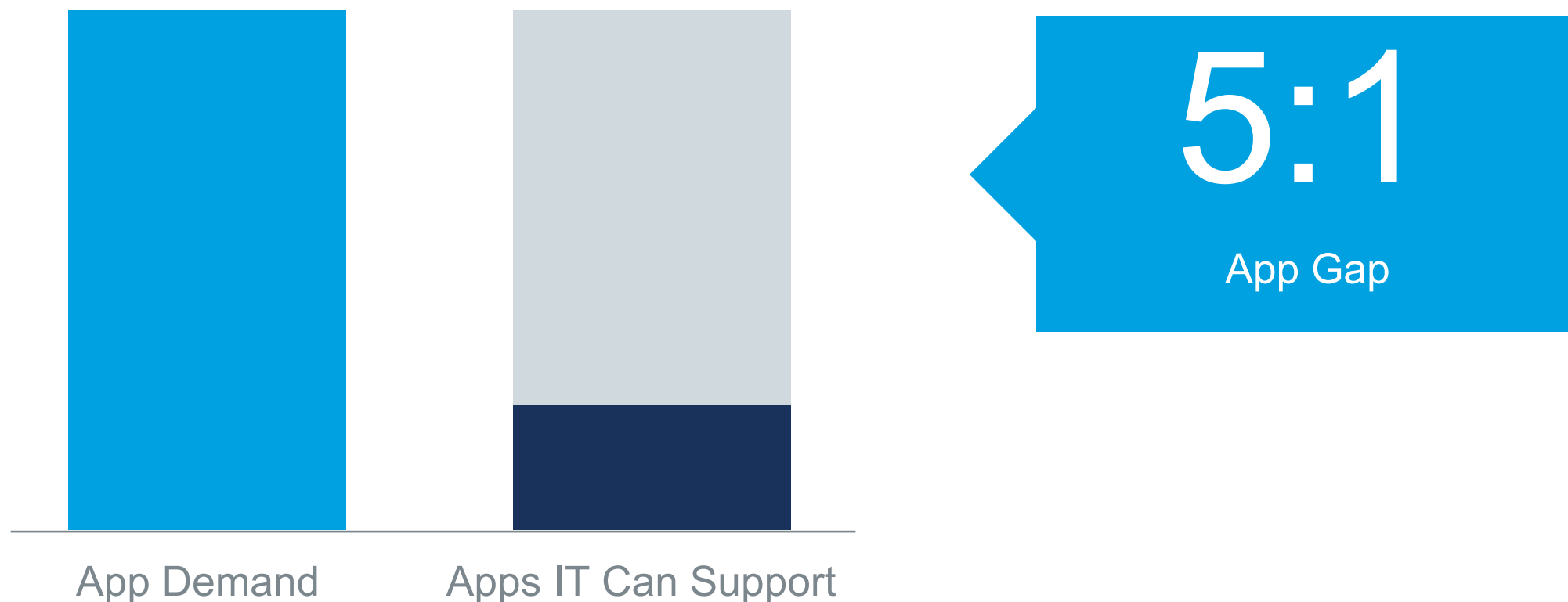
Shopping Center Operator  
**Apps Company**





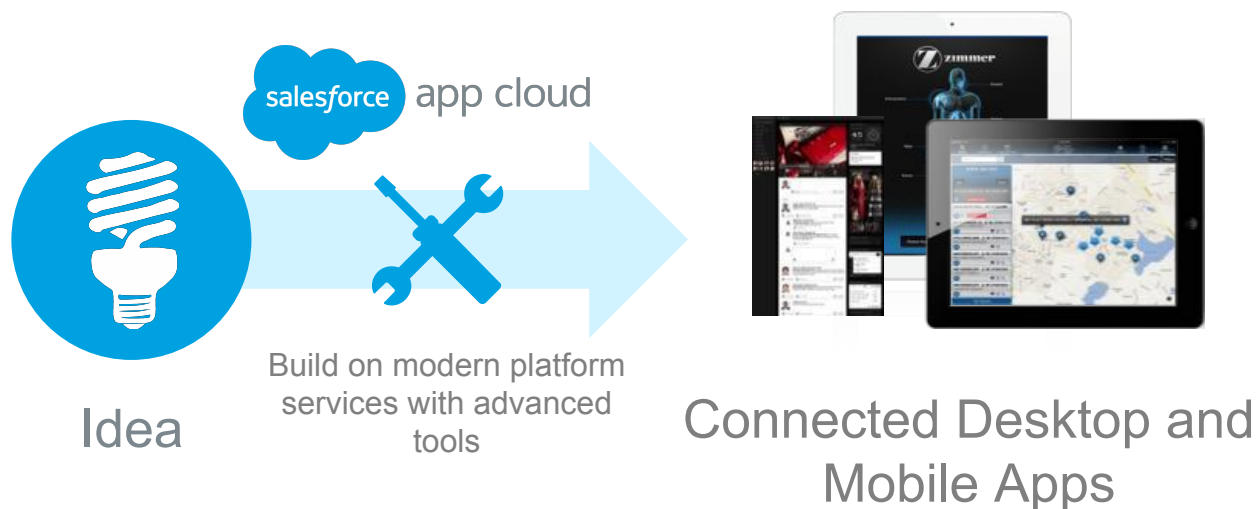
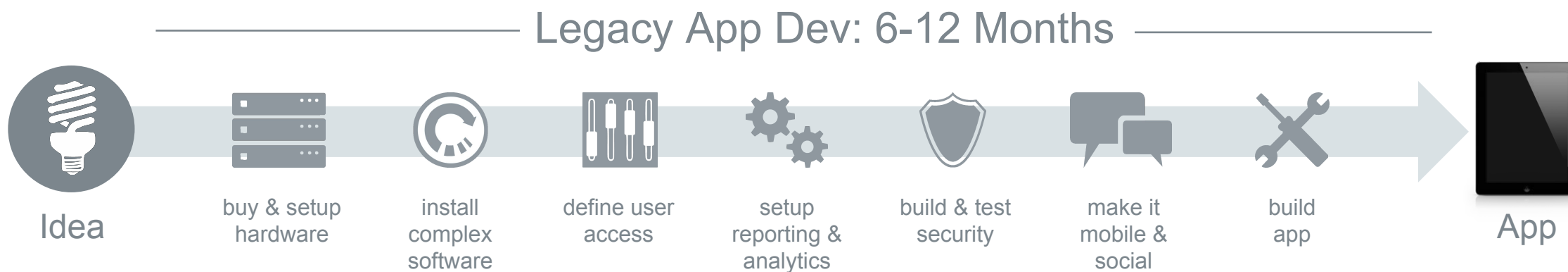
# Businesses Struggle to Build Enterprise Apps Fast Enough

Gartner says demand for enterprise mobile apps will outstrip available development capacity five to one



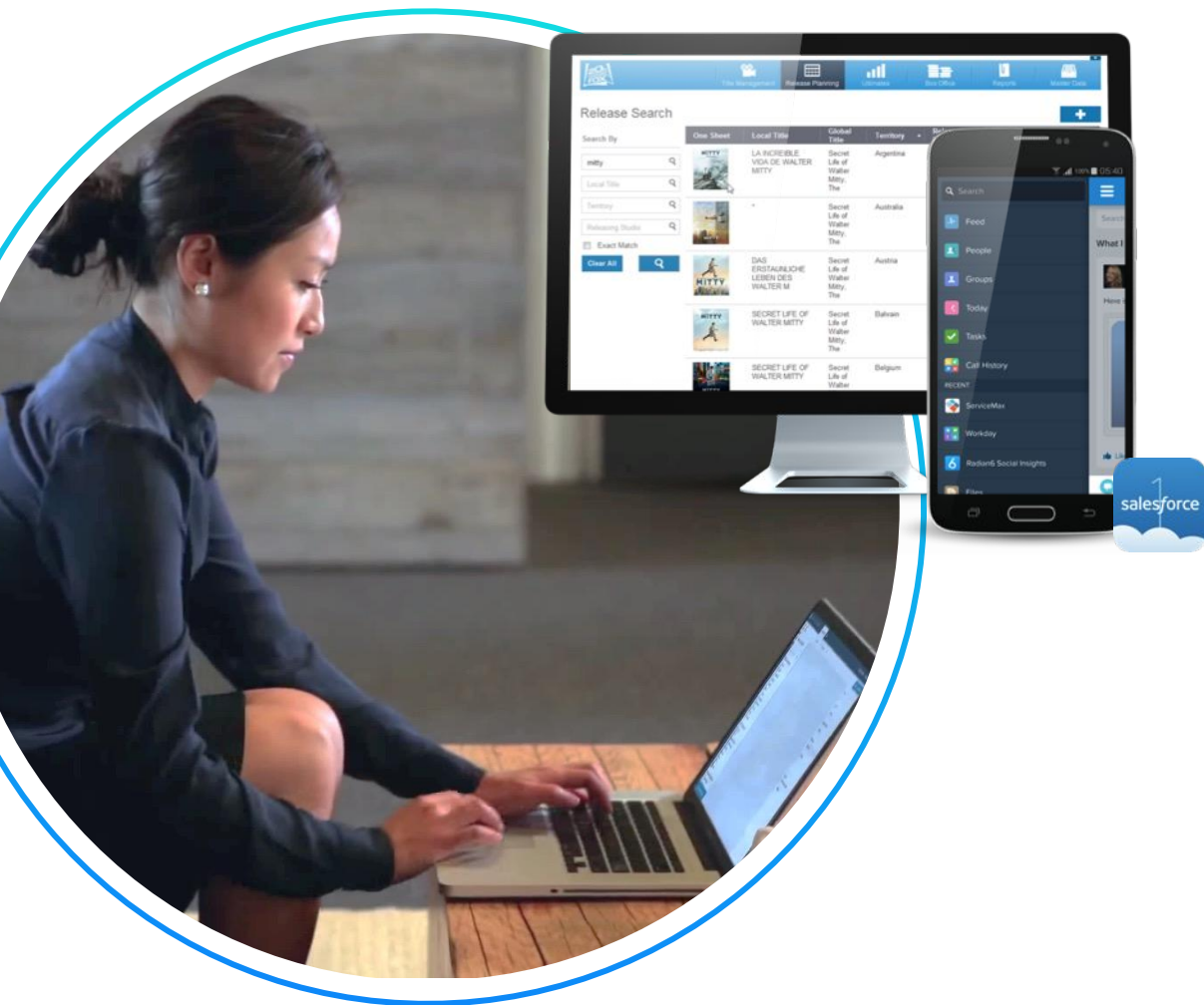
# App Cloud Makes Building Apps 70% Faster

The fastest path from idea to App



# Increase Productivity with Apps that Automate Processes

Build with drag and drop components, then deploy instantly on any device



## Fast to build, easy to change

App Cloud's component-based architecture makes it easy to build an app with drag and drop tools

## Instantly mobile and more

All of your applications are instantly available on mobile, desktop, and tablet

## Connected to your data

Building apps, reports, and dashboards is easy because your data already live in Salesforce



# Go Faster with Pre-Built Apps from AppExchange

The world's leading business apps marketplace

2,800<sup>+</sup>

Apps

Pre-Integrated

With App Cloud &  
Salesforce

Trusted

Developers

Reviewed

By Customers



# The Customer Success Platform Connects Everything

Share data and take action across all apps

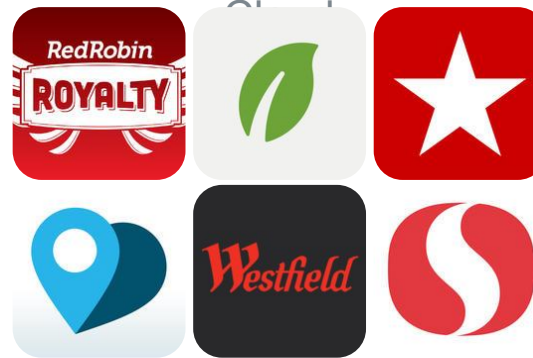
## Salesforce Apps

Apps we build and maintain



## Your Apps

Apps you build on App



## AppExchange Apps

Pre-built apps that run on App

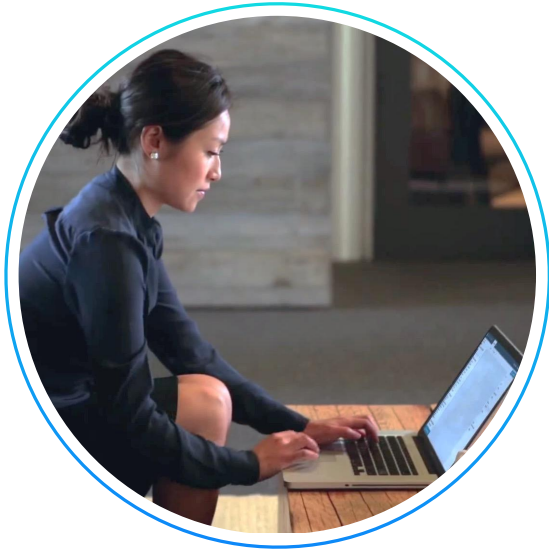


Shared Identity, Network, and Data



# App Cloud Empowers Business and IT to Work Together

Drag, Drop, and Configure  
for Rapid Deployment



Business Admins build apps with pre-built components, adding fields, workflows, data sources, and layouts with clicks, not code.

Program for Advanced  
Functionality



Developers build apps in their favorite languages, accessing rich frameworks and APIs, then deploying instantly from the command line.



# App Cloud Includes Everything Our Customers Need

Build apps, get apps, and connect apps

LIGHTNING



T H U N D E R

## Services

Services enable our customers to build any type of application, for any audience, on any device



## Ecosystem

Our ecosystem ensures that customers can share data, networks, and identity across services



## Resources

Resources help our customers take advantage of everything that App Cloud offers



“If we didn’t have App Cloud,  
I can’t even fathom the effort it would take to  
build it ourselves.”

Evan Eakin, Vice President Information Technology,  
Red Robin International, Inc.



## Builds a Next-Generation Loyalty Platform on Heroku

Red Robin Royalty outpaced its legacy system and needed a next-generation solution that would consolidate all customer data into one 360-degree view of the customer

They use Service Cloud on the backend and App Cloud for their customer-facing apps, letting them focus on what matters most—growing and evolving the Royalty program





# Build Your (First) App

# Trailhead: Unleash Your Team's Productivity



Free online interactive training  
for everyone! Bring developers,  
IT, and business together.



[www.trailhead.salesforce.com](http://www.trailhead.salesforce.com)



A stylized topographic map graphic is positioned on the left side of the slide. It features green and teal geometric shapes representing mountain peaks, with white contour lines and small square markers containing letters like 'E', 'P', 'F', and 'U' overlaid on the map.

# Handson-Lab

With Jules Weijters

## Salesforce Platform Handson 2017

### Resources

Trailblazer's Guide to Apps, <https://www.salesforce.com/form/conf/app-cloud/trailblazer-guide-to-apps.jsp>  
Platform App Idea Guide, <https://www.salesforce.com/form/conf/platform-dept-appideaguide.jsp>

### Building a small Business App in Salesforce

To get an introduction in the possibilities of the salesforce Platform for building custom functionality we'll go through building a simple app to manage a lemonade stand business. No code required.

The project is taken from our intractive learning environment called [Trailhead](#).

#### GETTING READY

We will be doing all our work in the browser and for compatibility using **Firefox or Chrome is mandatory**.

Before starting with the project be sure to [Login](#) (<https://trailhead.salesforce.com>) to Trailhead or [Sign Up](#) if you don't already have a Salesforce account. Sign with



<https://whizzky.github.io/Platform/>

# Deploy An Heroku App

## Quick Start with Heroku Connect



### Deploy an Application

Applications are usually deployed to Heroku using either Git, GitHub, Dropbox, or some continuous integration framework.

In this section, you'll kick-start your app development by deploying an app using Heroku Button, which automates much of the application deployment and setup.

1. Navigate to <https://signup.heroku.com> and create a Heroku account.
2. Deploy the sample Phone Change App by following the instructions after clicking this Heroku Button:

<https://trailhead.salesforce.com/en/project/quickstart-heroku-connect/qs-heroku-connect-1>




# Extend, Strengthen Your Org


From Idea to Solution – What problem do I solve?



# Extend

## Salesforce Connect


 Business\_Partner  
**1000000**

[Customize Page](#) | [Edit Layout](#) | [Help for this Page](#) 


[Accounts \[1\]](#) | [Sales\\_Orders \[2\]](#)

**Business\_Partner Detail**

Business_Partner_ID	1,000,000
City	Munich
Company_Name	EcoTech
Country	Germany
Currency_Code	EUR
Email_Address	<a href="mailto:robert.stamps@trainingorg-echotech-germany.com">robert.stamps@trainingorg-echotech-germany.com</a>
Fax	49-00-88766-0
Website	<a href="http://www.Ecotech.net">http://www.Ecotech.net</a>

 **Accounts** **1** [New Account](#)

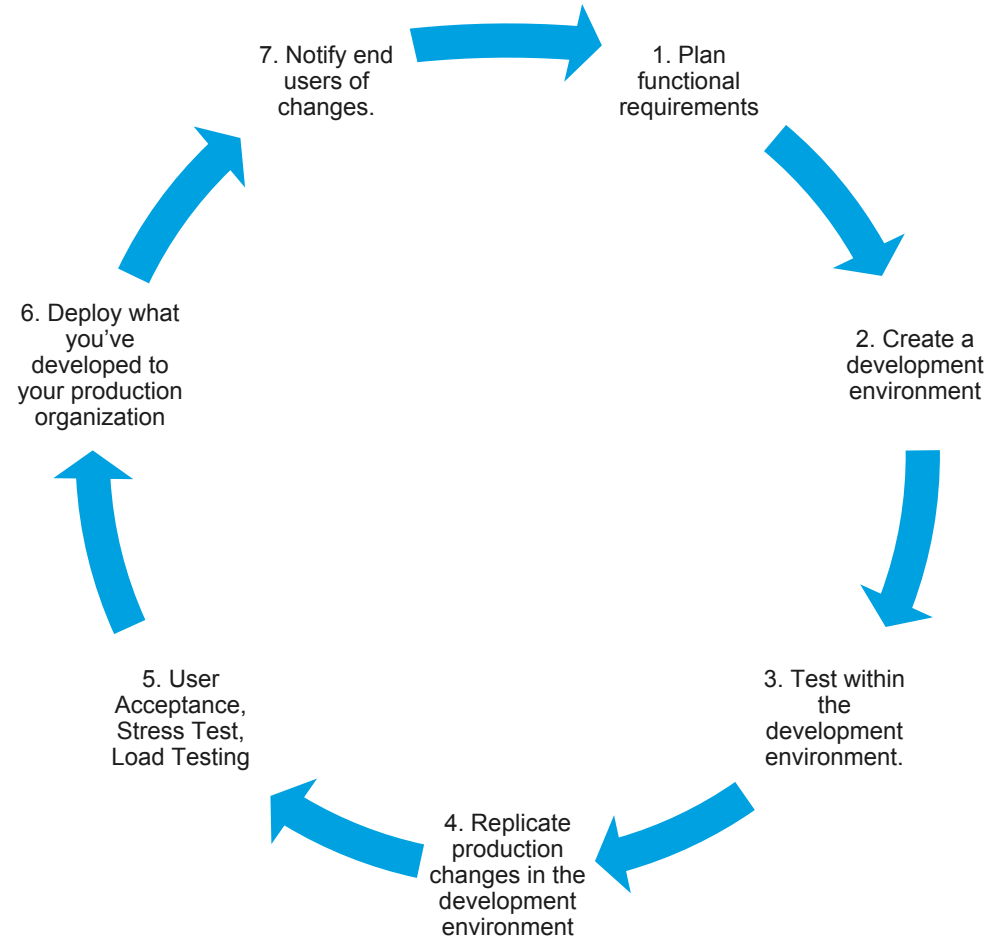
Action	Account Name	Billing City	Phone
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Acme</a>	New York	(212) 555-5555

 **Sales\_Orders** **2**

Action	External ID	Sales_Order_ID	Customer_Name	Total_Sum	Currency
	<a href="#">500000</a>	50000000	EcoTech	26,581.03	EUR
	<a href="#">500009</a>	50000009	EcoTech	3,972.22	EUR

# Application Development Lifecycle

## Using Sandboxes



### Typical development projects:

- New custom objects, tabs, and applications
- Integrations with other systems
- Apps involving Apex, Visualforce, workflow, or new validation rules

[https://resources.docs.salesforce.com/sfdc/pdf/salesforce\\_development\\_lifecycle.pdf](https://resources.docs.salesforce.com/sfdc/pdf/salesforce_development_lifecycle.pdf)



# Salesforce Shield

New services to help you build trusted apps fast



## Monitor



Event Monitoring

## Audit



Field Audit Trail

## Encrypt



Platform Encryption



# Salesforce Shield

## Event Monitoring

### Monitor User Activity

Know who is accessing data from where

### Optimize Performance

Troubleshoot application performance to improve end user experience

### Track Application Usage

Understand application usage to increase adoption

## Audit Trail

Ensure data is accurate, complete and reliable

Answers the who, what, when of data changes

### Establish Data Retention Policies

Comply with internal and industry regulations

### Track and Access Data at Scale

Big data back-end for more fields for longer retention

## Platform Encryption

Seamlessly protect data at rest

Encrypt standard & custom fields, files & attachments

Natively integrated with key Salesforce features

E.g., Search, Chatter, Lookups work with encrypted data

Customer managed keys

Customer-driven encryption key lifecycle management



# The Challenge

From Idea to Solution – What problem do I solve?

# App Ideas

What processes can we improve?



## Deliveries App

Turn drivers into sales, service, and operations heroes with a mobile app that ends the need for paper and connects field employees to each other and headquarters.



## Project Management App

Get projects done on time by connecting every employee with a social network—ensuring deadlines are met and resources are aligned.



## Supply Chain App

Streamline supplier relationships, see current inventory levels, and collaborate on orders from anywhere.



## Inspection App

Log, verify, and report on inspect device for everything from office



## Warranty App

Track and manage warranty exposures across every product line and catch product defects faster.



## Inventory App

Reduce costs and maximize profits by managing the day's stock on hand and giving everyone in the company visibility into all of the inventory, wherever it is.



# Your Organization/BU Goals (Example)

Who are your stakeholders? What are their goals?

Develop new services fast!

25%

More customers

11% increase  
retention of  
clients

33%

Upsell with existing  
customers

47%  
Minimize failure  
or disruption

# Resources to help you...

- Sell Your Idea on Trailhead

## Customer Centric Innovation

Describe the profile of someone who enjoys customer-centric innovation methods.

Describe three characteristics of the Salesforce culture of innovation.

Understand the phases of our customer-centric innovation process.

## Business Plan Go-To-Market

Describe key aspects of a business plan.

Describe the components of a go-to-market plan.

Build a go-to-market plan.



## Balanced Score Card

Describe why broadly measuring organizational performance is critical to success.

Explain how a balanced approach to performance is important for your organization.

Use the Balanced Scorecard.

Describe how deeply interrelated business performance is across the four pillars.





# Keep On Learning

Salesforce ongoing learning capabilities

# Salesforce Events



## Webinars

- [How to build a mobile app in 20 min?](#)
- [How to transfer an Excel Sheet in an App in 5 Steps](#)
- <http://www.salesforce.com/eu/events/webinars/>



## Events

- <https://www.salesforce.com/eu/events>
- <https://www.salesforce.com/fi/blog/>

Thank You