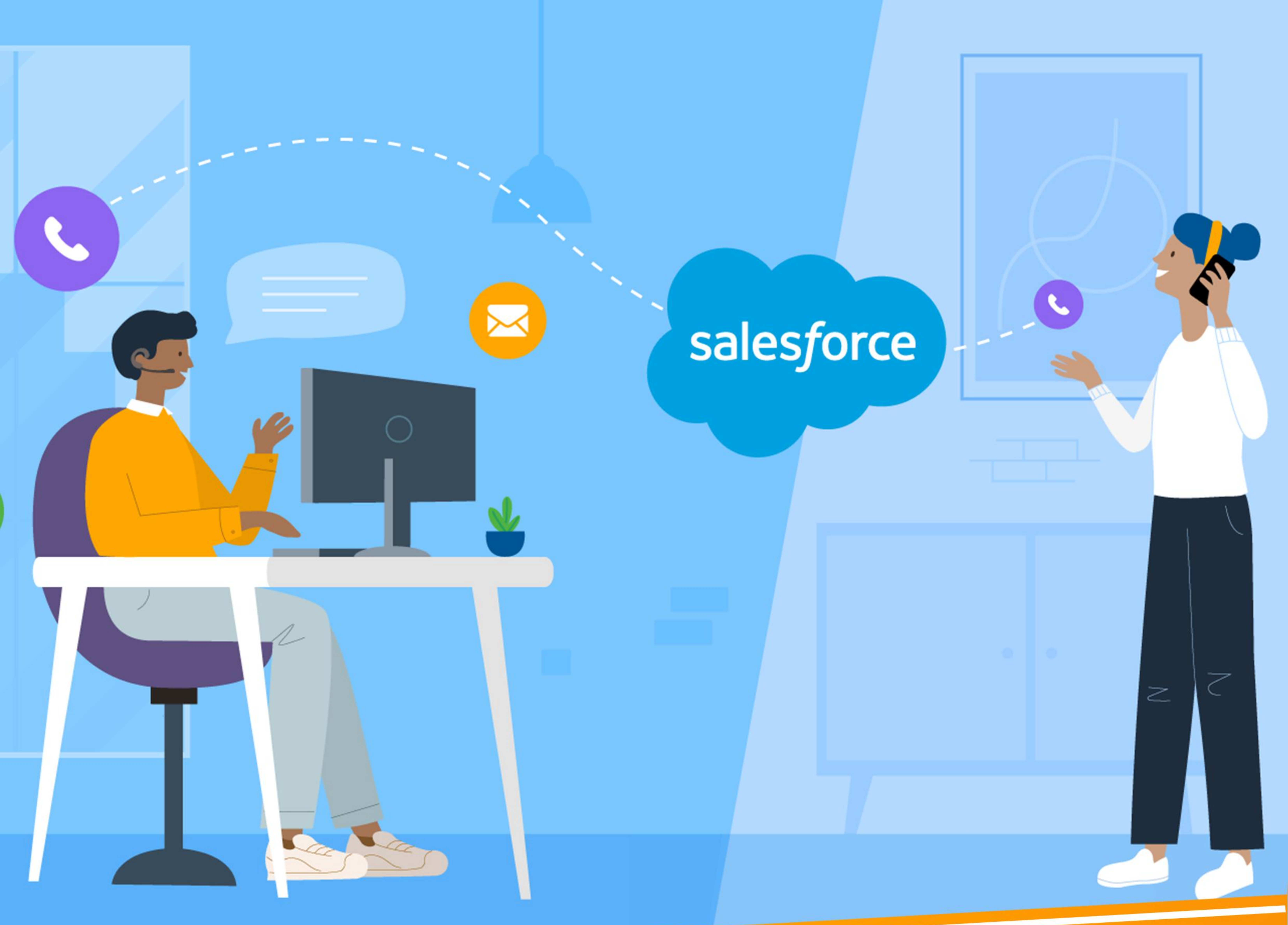


salesforce



About Course

Salesforce is a revolutionary platform built around customer relationship management. It integrates and connects customers and businesses through specialized practices and techniques that drive sales. This platform is not just limited to marketing. It also extends to the IT sector, e-commerce, and sales. As technological needs see an exponential rise, salesforce proves to be the key to a fast-paced and continually growing business space.

SALESFORCE DEVELOPMENT

CURRICULUM

① Introduction to Force.com Code

Overview, including Force.com code in the salesforce.com stack, environment requirements, usage scenarios, the development lifecycle, execution methods, and salesforce.com objects and fields

An introduction to object-oriented programming, classes, and objects Installation and development

② Force.com Building Blocks

Classes, variables and methods, and data objects

Data objects and relationships between objects

Force.com code variables, data types, and expressions

Best practices for formatting, commenting, and naming Conventions

③ Force.com Code Class Construction

Classes and objects

Including passing and returning variables

Encapsulation

Conditions and logic flow control

Loops and exception handling

4 Force.com Triggers and Data

Introduction to Force.com triggers, including when to use a trigger, order of execution, creation and development considerations, and governors and limitations

An introduction to querying data with SOQL and SOSL
Data Manipulation Language (DML)

5 Testing, Debugging, and Deployment

Debugging scenarios, methods, and tools

Test classes, unit testing, testing requirements and strategies, and considerations

IDE testing and an overview of Salesforce CRM UI testing

Deployment checklist and preparation steps

Force.com IDE deployment

6 Introduction to Visualforce & Controllers

Understand the Visualforce framework, including its advantages and capabilities.

Use expressions to bind data and actions on a page to a controller.

Understand the concepts behind controllers, including their functionality and capabilities.

Create custom controllers and standard controller extensions to incorporate new data and actions into a page

Understand the security implications of using custom vs. standard controllers.

Implement wizards using custom controllers to handle the state and operations.

Create custom components that use custom controllers. Test, debug, and deploy controllers

7 Integrations Overview

- Key Characteristics of an Integration
- Salesforce Integration Mechanisms

8 Working with Salesforce Data

- Retrieving Data: sObjects, SOQL and SOSL

9 SOAP API

- Working with SOAP API
- Working with the Partner WSDL
- Debugging and Testing
- Advanced API Techniques

10 Force.com REST APIs

- The Basics of REST
- The REST API
- The Chatter API

11 Force.com Bulk API

- An Overview of the Bulk API
- Using the Bulk API to Modify Data
- Querying with the Bulk API

12 Force.com Streaming API

The Architecture

Working with the Streaming API

Key Streaming API Facts

13 Data Loader in Architecture

Data Loader Overview

Including Data Loader in Architecture

14 Apex, Data Loader and Integrations

Custom Apex Web Services

Apex Callouts

Email Services

15 Declarative Integration Features

Outbound Messaging

Salesforce to Salesforce

16 Visualforce, Portals, Sites, Site.com, and Ideas Integration

Mashups and Visualforce

Portals Integration

17

Design Workshop

Review

Architecting a Solution

Building Applications with Force.com

18

Designing Applications on Force.com

Data Model and Navigation

Help & Training

Learn about factors to consider when building a data model.

Develop custom objects and fields, encrypted fields, field help, and field history tracking.

Use master-detail, lookup, and many-to-many relationships.

Create a user interface for custom applications using the custom object tab, page layout, and customization options.

Set field attributes on the page layout.

Use custom object queues and event-based workflow rules with field update actions.

Develop custom formulas and validation rules.

19 Designing Applications for Multiple Users

Learn about factors to consider when designing applications for multiple users.

Create profiles, understand what a profile controls (including data access), and customize profiles to manage the user experience.

Create and customize permission sets to manage the user experience.

Customize the user experience with record types and page layouts

Control access to records.

Employ organization-wide defaults (OWDs), sharing rules and levels, roles, public groups, and manual share.

Apply profiles, OWDs, role hierarchy, and sharing to restrict access to sensitive data.

Apply OWDs, public groups, and manual sharing to create conditional access to data.

Analyze suitability of field-level security, page layouts, and record types to satisfy business requirements.

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Implementing Business Processes

- Use the VLOOKUP, REGEX, ISCHANGED, ISNEW, and PRIORVALUE functions to build business processes.
- Use validation rules to enforce conditional required behaviour.
- Use functions to enforce data format and data consistency.
- Implement multi-step approval workflows and escalations to automate business processes.
- Create parallel approval processes and approval processes with dynamic approval routing.
- Use outbound messages as part of an approval process.
- Establish approval process criteria with cross-object formulas.
- Set up field history tracking to audit processes.
- Learn techniques to prevent or record data changes.

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Managing Data

- Learn when and how to use upsert.
- Use data management tools and the capabilities of API-based tools.
- Use the Force.com data loader to create mapping files and to upsert data.

22 Force.com Pages

Learn about the capabilities of Force.com pages.
Incorporate Force.com pages into Salesforce CRM.
Construct expression bindings and incorporate Salesforce CRM into Force.com pages with components.
Use Force.com pages components to create page layouts, input forms, output tables, custom components, and more.
Create partial page refreshes on JavaScript events.
Learn about the functionality that comes with Force.com pages standard controllers.
Find out when Force.com code is required for creating custom controllers or extensions.

23 Projects

Modular Assignments
Mini Projects

24 Domains / Industry

Retail Industry
Banking & Finance
Service

E-Commerce
Manufacturing & Production
Web Application Development
Research & Analytics
HR & Consultancy
FMCG
Consumer Electronics
Event Management Industry
Telecom



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