

Salesforce Visualforce Page Developer Guide

A handy guide that covers the most essential topics for Salesforce Platform App Builder Certification in an easy-to-understand format About This Book Get to grips with the fundamentals of Force.com to pass the certification exam with flying colors Create Force.com applications, automate business processes, and manage data operations to be a successful Salesforce.com Certified Force.com app builder A step-by-step guide that covers the most essential topics for the Platform App Builder Certification in an easy-to-understand format Who This Book Is For Salesforce beginners who need to prepare for the Salesforce Platform App Builder Certification exam will benefit from this book. This book is ideal for developers and admins who are new to Salesforce CRM and the Force.com platform. It is recommended that users have some basic programming knowledge and are familiar with salesforce. By the end of the book, you will be ready to appear for the exam and develop various applications on the cloud platform. What You Will Learn Learn the basics of the force.com cloud platform Learn to build objects that align with your business Understand the process of building an application on force.com platform Kick-start your certification journey in basic- easy-to-follow guide Focus on important topics that help you accomplish your certification goals Learn to secure your application with the Salesforce security model Manipulate and process large amount of data using the data tools Prepare for the exam with sample mock questions In Detail The Salesforce Certified Platform App Builder exam is for individuals who want to demonstrate their skills and knowledge in designing, building, and implementing custom applications using the declarative customization capabilities of Force.com. This book will build a strong foundation in Force.com to prepare you for the platform app builder certification exam. It will guide you through designing the interface while introducing the Lightning Process Builder. Next, we will implement business logic using various point and click features of Force.com. We will learn to manage data and create reports and dashboards. We will then learn to administer the force.com application by configuring the object-level, field-level, and record-level security. By the end of this book, you will be completely equipped to take the Platform App Builder certification exam. Style and approach Simple and to-the-point examples that can be tried out in your developer org. A practical book for professionals who want to take the Salesforce Platform App Builder Certification exam. Sample questions for every topic in an exam pattern to help you prepare better, and tips to get things started. Full of screen-shots, diagrams, and clear step-by-step instructions that cover the entire syllabus for the exam. Refer to this invaluable how-to guide for basic training on Salesforce Lightning. Salespeople and technical users and consultants will no longer have to resort to learning the interface on their own, which is very time consuming. Learn Salesforce Lightning is a step-by-step visual guide that offers immediate and valuable solutions to the new set of UI tools included in Lightning. With chapters broken down into easily absorbed topics, you walk through the entire process of managing your daily activities within Salesforce, as well as basic customizations and system management. The book explains the primary use cases for Lighting, and simplifies some of the more complex features, such as opportunity stage management and the new dashboard builder. Topics covered include: Sales and service management Lightning Apps on the AppExchange Lightning dashboards and reports Lightning security Lightning Process Builder and more What You'll Learn Navigate the Salesforce Lightning interface Know where to go in the setup area to make customizations Create dynamic reports and dashboards View Lightning on a mobile device Train other users on common day-to-day activities within Lightning Who This Book Is for Salespeople, managers, and executives who are currently evaluating Salesforce.com, who recently purchased a license with Salesforce.com, or recently upgraded to the Lightning user interface. This book is also for Salesforce administrators, consultants, project managers, and technical users looking for basic training on Salesforce Lightning.

This book introduces concepts to integrate with marketing cloud using API and build custom components in a platform agnostic way, including the following aspects: Marketing Cloud Package Custom Journey Builder Activity API Integration (Server to Server & Web App) Custom Marketing Cloud App Server Side JavaScript These concepts will be applicable to any programming language and platform. After introducing the concepts, we will implement these concepts using APEX programming language within Salesforce sale cloud. Tips, patterns and special considerations will be introduced when using APEX in sales cloud to implement these concepts, for example: how to serve custom activity configuration file; how to expose less REST service and write less APEX class and at the same time achieve right level of encapsulation; how to decode JWT passing from marketing cloud Journey Builder; how to build user interface and allow marketing cloud users without sales cloud account to access; how to display visualforce page inside marketing cloud iframes how to set up the right architecture.

Harness the power of Apex design patterns to build robust and scalable code architectures on the Force.com platform About This Book- Apply Creational, Structural and behavioural patterns in Apex to fix governor limit issues.- Have a grasp of the anti patterns to be taken care in Apex which could have adverse effect on the application.- The authors, Jitendra Zaa is a salesforce MVP and Anshul Verma has 12+ years of experience in the area of application development. Who This Book Is For If you are a competent developer with working knowledge of Apex, and now want to deep dive into the world of Apex design patterns to optimize the application performance, then this book is for you. Prior knowledge of Salesforce and Force.com platform is recommended. What You Will Learn- Apply OOPs principal in Apex to design a robust and efficient solution to address various facets to a business problem- Get to grips with the benefits and applicability of using different design patterns in Apex- Solve problems while instantiating, structuring and giving dynamic behavior to Apex classes- Understand the implementation of creational, structural, behavioral, concurrency and anti-patterns in your application- Follow the Apex best practices to resolve governor limit issues- Get clued up about the Inheritance, abstract classes, polymorphism in Apex to deal with the object mechanism- Master various design patterns and determine the best out of them- Explore the anti patterns that could not be applied to Apex and their appropriate

solutionsIn DetailApex is an on-demand programming language providing a complete set of features for building business applications - including data models and objects to manage data. Apex being a proprietor programming language from Salesforce to be worked with multi tenant environment is a lot different than traditional OOPs languages like Java and C#. It acts as a workflow engine for managing collaboration of the data between users, a user interface model to handle forms and other interactions, and a SOAP API for programmatic access and integration.Apex Design Patterns gives you an insight to several problematic situations that can arise while developing on Force.com platform and the usage of Design patterns to solve them. Packed with real life examples, it gives you a walkthrough from learning design patterns that Apex can offer us, to implementing the appropriate ones in your own application. Furthermore, we learn about the creational patterns that deal with object creation mechanism and structural patterns that helps to identify the relationship between entities. Also, the behavioural and concurrency patterns are put forward explaining the communication between objects and multi-threaded programming paradigm respectively. We later on, deal with the issues regarding structuring of classes, instantiating or how to give a dynamic behaviour at a runtime, with the help of anti-patterns. We learn the basic OOPs principal in polymorphic and modular way to enhance its capability. Also, best practices of writing Apex code are explained to differentiate between the implementation of appropriate patterns. This book will also explain some unique patterns that could be applied to get around governor limits.By the end of this book, you will be a maestro in developing your applications on Force.com for SalesforceStyle and approachThis book is a step-by-step guide, complete with well-tested programs and real world situations to solve your common occurring problems in Apex design by using the anti-patterns. It gets crackling from exploring every appropriate solution to comparing the best one as per OOps principal.

Salesforce Advanced Administrator Certification Guide is a complete resource that will help you gain the knowledge and master the skills required to earn the advanced administrator credentials. With plenty of questions and answers along with best practices, you will learn all the concepts asked in exams specially designed with this guide.

Learn how to build logic into your apps by configuring Salesforce.com Lightning Process Builder and Visual Workflow software tools to meet the needs of your organization without the use of code. You will be able to build workflow diagrams on the Salesforce.com platform and perform complex logic. Individuals who have created workflow diagrams in other applications (e.g., Microsoft Visio) will feel very comfortable using these two tools from Salesforce. If you find yourself in a situation where a standard Salesforce configuration does not meet your needs, you can always rely on a developer to extend the functionality through Visualforce and Apex code. What if you could take back that control and not rely on a developer or consultant? With two new technologies—Process Builder and Visual Workflow—introduced onto the Salesforce.com platform, you can accomplish much of what was normally handled with Apex code. Lightning Process Builder and Visual workflow both allow for advanced logic that standard configuration such as Salesforce.com Workflow cannot do. Salesforce.com Lightning Process Builder and Visual Workflow details how these technologies can be used to: Create a call center application that guides operators through a call with screens that change based on the caller's responses. Automatically submit approvals to speed up and streamline your business. Update related records for any object being modified, including standard and custom objects.

If you are a developer who wants to learn how to develop and deploy applications from the Salesforce.com platform, then this book is for you. No prior knowledge of Salesforce is necessary.

Learn how to successfully administer, build, and manage Salesforce CRM and Salesforce mobile solutions using real-world and best practice techniques About This Book See the latest best practice Salesforce administration principles, gain real-world advice, and understand critical design considerations to set up and customize Salesforce CRM This is a pragmatic guide to the key functions of customizing and setting up the application for enterprise security, user and data management, process automation, analytics, and mobile features Step-by-step navigation and descriptions of the features of Salesforce CRM platform and clear guidance on the customization and administration of the application Identify what is covered to create your own improved study guide for the certified administrator examination Who This Book Is For This book is for administrators who want to develop and strengthen their Salesforce CRM skills in the areas of configuration and system management. Whether you are a new administrator or a more experienced professional, this book will enhance your knowledge and understanding of the features of Salesforce CRM. What You Will Learn Manage and administer user records and password policies Configure and control the various organization-wide user interface features in Salesforce CRM Set up and maintain users, profiles, and permission sets and administer appropriate security and login access mechanisms Apply organization security Understand the capabilities of the Salesforce CRM sharing model Create, delete, and customize fields, page layout, and list views for custom and standard objects Find out how Apex and Visualforce coding can be used in Salesforce CRM Implement the mechanisms for data management Discover the tools to import, update, transfer, and mass delete data In Detail Salesforce CRM's Winter '17 release offers a host of new features for CRM designed to transform your sales and marketing requirements. With this comprehensive guide to implementing Salesforce CRM, administrators of all levels can easily acquire deep knowledge of the platform. The book begins by guiding you through setting up users and the security settings and then progresses to configuration, data management, and data analytics. We swiftly move on to the setting up of organization wide features that affect the look and feel of the application. Process automation and approval mechanisms are covered next, along with the functional areas of Sales Cloud, Service Cloud, Marketing Cloud, and Salesforce Chatter. This book details Salesforce CRM system administration in a practical way and is an invaluable reference for both new administrators and experienced professionals. At the end of the book, techniques to further enhance the system and improve the return on investment Salesforce mobile apps and mobile administration are covered, along with Salesforce Adoption Manager. Every chapter is complete with a section containing example questions of the type that you might encounter in the certification examination. Style and approach This book takes a straightforward, no-nonsense approach to working with the Salesforce CRM platform. Filled with examples and use cases, the book presents the facts along with seasoned advice and real-world examples to ensure you have all the resources you need to become a more informed Salesforce Administrator.

Get a 360-degree view of the Salesforce platform and learn how to use it for sales, service, marketing, and automating business processes. Key Features Understand how to use core Salesforce objects for maximum efficiency Build various dashboards and reports to analyze results and improve visibility in your business processes Learn the basics of Salesforce administration and mobile app set up Book Description Salesforce is the world's leading Customer Relationship Management (CRM) software, helping businesses connect with their constituents and partners. This book will give you a comprehensive introduction to managing sales, marketing, customer relationships, and overall administration for your organization. You'll learn how to configure and use Salesforce for maximum efficiency and return on investment. You'll start by learning how to create activities, manage leads, and develop your prospects and sales pipeline using opportunities and accounts, and then understand how you can enhance marketing activities using campaigns. Packed with real-world business use cases, this Salesforce book will show you how to analyze your business information accurately to make productive decisions. As you advance, you'll get to grips with building various reports and dashboards in Salesforce to derive valuable business insights. Finally, you'll explore tools such as process

building three of the world's top ten Force.com applications, Jason Ouellette walks you through the entire project lifecycle, from identifying potential applications to prototyping, coding, and deployment. Throughout, he offers practical insights you won't find in Salesforce.com's documentation--or anywhere else. This edition thoroughly covers Force.com's most powerful new improvements, including Batch Apex, Chatter, Adobe Flex and XML support, and the Force.com Free Edition. Throughout, Ouellette covers all you need to know about user interfaces, database design, workflow, analytics, security, and much more. All his code samples can be run and adapted using a no-cost Force.com Developer Edition account. Learn how Force.com provides customizable business application infrastructure and what makes it unique Master the Force.com database and configure its built-in security features Use advanced business logic, including Batch Apex, managed sharing, and metadata queries Build intuitive user interfaces with Visualforce and extend them with JavaScript, Adobe Flex, or Force.com Sites Master Force.com's options for seamlessly integrating existing systems and choose the right alternative for your project Create flexible reports and display them in dashboards Deliver applications in multiple languages and support multiple currencies Add social media features with Force.com's new Chatter collaboration tools

Click your way to automating various business processes using Salesforce Visual Workflow About This Book* Develop an application using Point and Click with the help of Flow* Get to grips with various ways to launch a Flow* Capture data from an external user without using the Visualforce page* Save user input into the database, and learn how to query and manipulate the data* Discover various ways to debug and deploy Flow and Process Builder* Understand the concepts of Subflow and Login Flow* Handle complex business processes using Process builder and keep them clean* Use existing or new Flows to work with Salesforce Lightning Experience. Who This Book Is For This book is intended for those who want to use Flows to automate their business requirements by clicking, not coding. No previous experience in computer coding or programming is required. What You Will Learn* Develop an application using point and click with the help of Flow* Get to grips with various ways to launch a Flow* Capture data from an external user without using the Visualforce page* Save user input into the database, and learn how to query and manipulate the data* Discover various ways to debug and deploy Flow and Process Builder* Understand the concepts of Subflow and Login Flow* Handle complex business processes using Process builder and keep them clean* Use existing or new Flows to work with Salesforce Lightning Experience. In Detail Salesforce Management System is an information system used in CRM to automate the business processes like sales and marketing. To implement this, Force.com developed a powerful tool called Visual Workflow to automate business processes by creating applications also called Flows. Learning Salesforce Visual Workflow, Second Edition is a practical guide on Flows that will enable you to develop custom applications in Salesforce with minimized code usage. The book starts with an introduction to Visual Workflows that teaches all the building blocks of creating Flows and use it efficiently. You will learn how to easily automate business processes and tackle complex business scenarios using Flows. The book explains the working of the Process Builder so you can create reusable processes. The book also covers how you can integrate existing or newly created Flows with the Salesforce Lightning Experience. By the end of the book, you will get a clear understanding on how to use Flows and Process Builder in your organization to optimize code usage. Style and approach Step by step approach to use Process Builder to solve complex business requirements with the help of Flow

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Build and deploy scalable applications on the Salesforce Lightning Platform using the latest features of Spring '19 Key Features An end-to-end-guide with practice tests to help you achieve the Salesforce Platform Developer certification Design data models, user interfaces, and business logic for your custom applications Understand the complete development life cycle from designing to testing Book Description Salesforce Lightning Platform, used to build enterprise apps, is being increasingly adopted by admins, business analysts, consultants, architects, and especially developers. With this Salesforce certification, you'll be able to enhance your development skills and become a valuable member of your organization. This certification guide is designed to be completely aligned with the official exam study guide for the latest Salesforce Certified Platform Developer I release and includes updates from Spring '19. Starting with Salesforce fundamentals and performing data modeling and management, you'll progress to automating logic and processes and working on user interfaces with Salesforce components. Finally, you'll learn how to work with testing frameworks, perform debugging, and deploy metadata, and get to grips with useful tips and tricks. Each chapter concludes with sample questions that are commonly found in the exam, and the book wraps up with mock tests to help you prepare for the DEV501 certification exam. By the end of the book, you'll be ready to take the exam and earn your Salesforce Certified Platform Developer I certification. What you will learn Solve sample questions and mock tests and work with exam patterns Gain an understanding of declarative Salesforce tools such as Process Builder, flows, and many more Code in Salesforce using the Developer Console and IDEs Grasp the basics of object-oriented programming Write Apex classes, Visualforce pages, and Apex test classes with easy-to-follow steps Explore the different deployment tools that you can use to push metadata to different environments Build custom declarative apps and programs on Force.com platforms Who this book is for The Salesforce Platform Developer I Certification Guide is for you if you want to learn how to develop and deploy business logic and user interfaces using the capabilities of the Lightning Platform. No prior knowledge of Apex programming is required.

Get started developing on the Force.com platform in no time. With step-by-step guidance, starting with setting up your developer environment and progressing through to deploying to production, you will learn industry best practices to release robust custom applications with tangible benefits to your company or your client. Geared specifically toward beginning developers, Beginning Salesforce Developer establishes a strong understanding of basic code constructs through examples. Rather than simply explaining how to use the platform, you will receive a comprehensive understanding of why, allowing you to address platform quirks and "gotchas" that might occur. The book also serves to lay the foundation for continuing on to Salesforce Developer Pro. What You'll Learn Configure your Salesforce development environment Understand the Salesforce data model and query languages Create basic Apex triggers Use standard controllers with basic Visualforce pages Utilize Visualforce with custom-built Apex controllers Write test coverage Who This Book Is For Salesforce administrators who wish to transition into developing on the Force.com platform. The book also serves as a quick immersion into the world of development for complete beginners through proprietary Salesforce development languages on the Force.com platform.

Learn about the Advanced Administration Certification Examination and build a successful career in Salesforce administration About This Book Build your skills and knowledge to crack the Advanced Admin Certification Examination Leverage the advanced administration capabilities of Salesforce and Salesforce1 Optimize and extend Sales Cloud and Service Cloud applications Who This Book Is For This book is written for Salesforce admins who are looking to gain an in-depth knowledge of the Salesforce platform and grow their value in their organization. It will teach them to implement and design advanced business process automation for the benefit of their organization. What You Will Learn Adopt Lightning Experience to improve the productivity of your organization's sales team Create and maintain service entitlements and entitlement processes Process Builder basic and advanced concepts Different ways to deploy applications between environments Best practices for improving and enriching data quality In Detail The book starts by refreshing your knowledge of common admin tasks. You will go over Lightning Experience and various security aspects. You will be shown how to implement territory management

in your organization and make use of custom objects. From here, the book progresses to advanced configuration, data management, and data analytics before swiftly moving on to setting up advanced organization-wide features that affect the look and feel of the application. Extend the capabilities of your organization's Salesforce implementation by optimizing and extending Sales Cloud, Salesforce1, and Service Cloud applications. This guide will equip you with the tools you need to build a successful career in Salesforce. Style and approach The book takes a straightforward, no-nonsense approach to working with the Salesforce CRM platform. It is filled with examples, advanced use cases, and all the resources you need to be a Salesforce Jedi.

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If you're a Salesforce developer, Mastering Apex Programming will help you to get to grips with the Apex language, its advanced features, and best practices for building robust cloud-based applications that scale. Explore asynchronous programming, debugging and performance, and much more to master the Apex language.

Whether you are brand new to the world of Salesforce communities or you are looking to take your Community Cloud knowledge to the next level, this detailed guide will help you to build and manage a Salesforce community by leveraging the declarative power of the platform with clicks, not code. Each Salesforce community is a part of a widespread ecosystem, with thousands of communities and millions of users active today on Community Cloud. Through valuable social and business tools, this online platform enables companies to empower and equip their customers, partners, and employees in new, powerful ways. In this book, Philip Weinmeister, a Salesforce MVP and the first-ever recipient of the "Community Cloud MVP" Trailblazer award, leads you through the ins and outs of Salesforce communities and provides you with an array of best practices to deliver top-notch business portals on the Salesforce platform. Practical Guide to Salesforce Communities is the first book to comprehensively cover this next-generation offering from Salesforce, providing real, actionable guidance to help individuals build effective and engaging online communities. The book takes you through the entire process: from planning and designing a community to configuration/build, setup, and administration, all the way to deployment. Detailed explanations are provided of key components, templates, and features such as Community Builder, Audience Targeting, Lightning Bolts, and much more. Additionally, considerations and best practices are covered, including valuable tips and insights. What You'll Learn Plan and design a community Conceptualize how employees, partners, and customers use and benefit from communities Assess available templates and make an informed selection decision Use Community Builder and Lightning components within a Lightning community template Apply topics and knowledge articles to a community to increase value and adoption Inject process automation into a community using Workflow, Flow, and Process Builder Create dynamic and personalized user experiences with audience targeting Build, export, and import unique templates with the Lightning Bolt solution framework Provide community data for members or community managers Who This Book Is For Salesforce administrators, Salesforce developers, Salesforce functional architects, Salesforce business analysts, and Salesforce community managers

Click your way to automating various business processes using Salesforce Visual Workflow About This Book Develop an application using Point and Click with the help of Flow Get to grips with various ways to launch a Flow Capture data from an external user without using the Visualforce page Save user input into the database, and learn how to query and manipulate the data Discover various ways to debug and deploy Flow and Process Builder Understand the concepts of Subflow and Login Flow Handle complex business processes using Process builder and keep them clean Use existing or new Flows to work with Salesforce Lightning Experience. Who This Book Is For This book is intended for those who want to use Flows to automate their business requirements by clicking, not coding. No previous experience in computer coding or programming is required What You Will Learn Develop an application using point and click with the help of Flow Get to grips with various ways to launch a Flow Capture data from an external user without using the Visualforce page Save user input into the database, and learn how to query and manipulate the data Discover various ways to debug and deploy Flow and Process Builder Understand the concepts of Subflow and Login Flow Handle complex business processes using Process builder and keep them clean Use existing or new Flows to work with Salesforce Lightning Experience. In Detail Salesforce Management System is an information system used in CRM to automate the business processes like sales and marketing. To implement this, Force.com developed a powerful tool called Visual Workflow to automate business processes by creating applications also called Flows. Learning Salesforce Visual Workflow, Second Edition is a practical guide on Flows that will enable you to develop custom applications in Salesforce with minimized code usage. The book starts with an introduction to Visual Workflows that teaches all the building blocks of creating Flows and use it efficiently. You will learn how to easily automate business processes and tackle complex business scenarios using Flows. The book explains the working of the Process Builder so you can create reusable processes. The book also covers how you can integrate existing or newly created Flows with the Salesforce Lightening Experience. By the end of the book, you will get a clear understanding on how to use Flows and Process Builder in your organization to optimize code usage. Style and approach Step by step approach to use Process Builder to solve complex business requirements with the help of Flow

"The promise of cloud computing is here. These pages provide the 'eyes wide open' insights you need to transform your business." --Christopher Crowhurst, Vice President, Strategic Technology, Thomson Reuters A Down-to-Earth Guide to Cloud Computing Cloud Computing: A Practical Approach provides a comprehensive look at the emerging paradigm of Internet-based enterprise applications and services. This accessible book offers a broad introduction to cloud computing, reviews a wide variety of currently available solutions, and discusses the cost savings and organizational and operational benefits. You'll find details on essential topics, such as hardware, platforms, standards, migration, security, and storage. You'll also learn what other organizations are doing and where they're headed with cloud computing. If your company is considering the move from a traditional network infrastructure to a cutting-edge cloud solution, you need this strategic guide. Cloud Computing: A Practical Approach covers: Costs, benefits, security issues, regulatory concerns, and limitations Service providers, including Google, Microsoft, Amazon, Yahoo, IBM, EMC/VMware, Salesforce.com, and others Hardware, infrastructure, clients, platforms, applications, services, and storage Standards, including HTTP, HTML, DHTML, XMPP, SSL, and OpenID Web services, such as REST, SOAP, and JSON Platform as a Service (PaaS), Software as a Service (SaaS), and Software plus Services (S+S) Custom application development environments, frameworks, strategies, and solutions Local clouds, thin clients, and virtualization Migration, best practices, and emerging standards

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