

SESSION - 1

What is CLOUD COMPUTING?

Cloud computing is nothing but supplying of resources such as application, network, servers, storage etc., remotely using internet connection

You will access the resources mentioned remotely from another company data centre who is providing those service such as resources.

Before the cloud If you wanted to start a company (enterprise),

- ✓ You would invest time to find the right softwares and hardwares
- ✓ Would invest huge cost in hardware, software, power, administrative staff etc.,
- ✓ More cost is needed to start

"[Cloud computing](#) is using the Internet to deliver hardware and software services instead of keeping physical hardware and software at your office."

So we can access get below services remotely

1. Equipments (Infra Structures) like computers (as virtual machines)
2. Development Environment (tools to develop new application, execute programs)
3. Developer Applications (inbuilt applications)

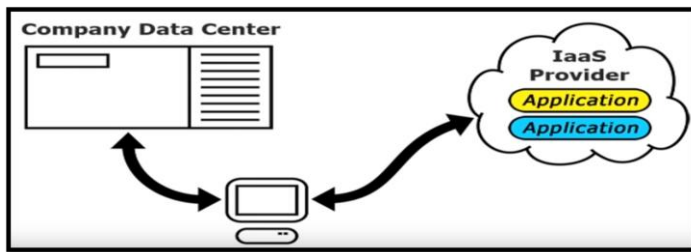
The above services are called Cloud Computing Services. Hence

The most **cloud computing services** fall into three broad categories:



What is Infrastructure as a Service (IaaS)

- Allows existing application to be run on cloud's suppliers
- You have the choice of virtual computer, where you can select a configuration of CPU, memory & storage that is required for your application.
- The whole cloud infrastructure such as servers, routers, hardware based load-balancing, firewalls, storage & other network equipments are provided by the IaaS provider.



What is Platform as a Service (PaaS)

- Cloud offers a development platform (environment and tools) to create new online applications.
- This includes operating system, programming language execution environment, database, and web server.



Advantage

- Rapid development – Saving Time & Cost

Disadvantages

- Limitation with tools and languages (specific to vendor)
- Cannot be migrated!

What is Software as a Service (SaaS)

- Applications are accessed over the internet.
- Access applications on a subscription basis.



Advantages

- Free or Paid Subscription
- Access from any where
- Better Collaborations

Disadvantage

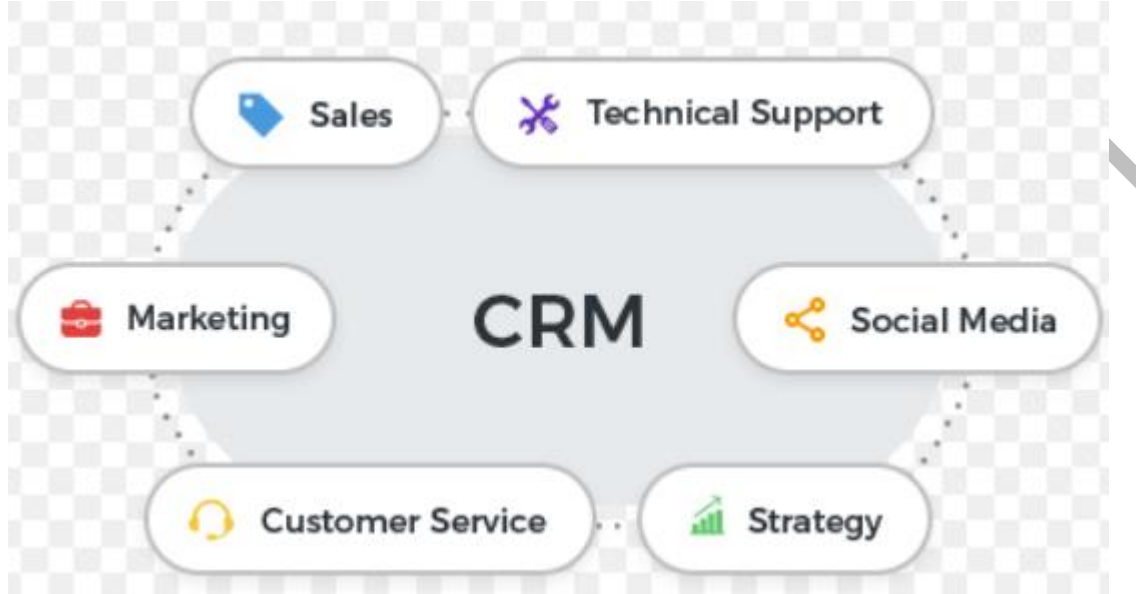
- May not suit for all business need

CRM = Customer Relationship Management

CRM stands for “customer relationship management” and it’s software that stores customer contact information like names, addresses, and phone numbers, as well as keeps track of customer activity like website visits, phone calls, email, and more.

In other words, A CRM system is a business tool that allows you to manage all your customers, partners and prospects information all in one place. It allows all departments to refer one database to get data about your customer, sales, issues etc.,

We need not depend on person. Whereas we are going to depend on system any time we need.



Let’s see what is Salesforce?

Salesforce is a nothing but Platform as a Service provided by company named ‘Salesforce.com’.

The platform provides development environment in two forms

1. Declarative Tools
2. Program languages

Hence the applications can be built using either or both of the below two approaches:

Declarative Approach:

- Using point and click wizards in a browser.
- Requires complete understanding of force.com concepts and tool kits

Programmatic approach:

- with code and some design techniques.
- Requires coding skills and allows developers to extend beyond the declarative approach capabilities.

Other possibilities of the Salesforce Platform.

- The Salesforce platform provides pre-developed applications that were built in the platform itself. It provides data storage to store the data. So an organization could use that applications as it is to store and manage the customer data.
 - We can track customer activities
 - We can interact with other users within platform using tool called ‘CHATTER’
 - We can capture inquiries from company web site to Salesforce Database automatically etc.,
- So salesforce platform is a web based CRM Platform.

What is Salesforce CRM?

- ✓ Web based CRM application where user can login using internet connection and user id.
- ✓ It helps to manage an organization's interaction with customers.
- ✓ It provides platform to develop new application using tools and programming languages.
- ✓ It also helps to integrate with other systems.

It is categorized into different tools such as platform, sales cloud, service cloud, chatter, marketing cloud.



What is Sales Cloud?

This is a developed application (**SaaS**) existing in the salesforce platform. This is a CRM platform and hence will have common database and other automation features to track and manage the customer data related to sales activities such as lead follow-up, meetings, lead to customer conversion etc.,.

This helps to:

- Sell products
- Manage Connections
- Close Deals

What is Service Cloud?

This is a developed application (**SaaS**) existing in the salesforce platform. This is a CRM platform and hence will have common database and other automation features to track and manage the customer data related to support activities such as issues, fix etc.,.

- Helps Customers to find solution for their issues
- Increase Productivity
- Reduce Costs
- Gain Visibility into Service

The common use-cases for Salesforce include:

- Develop new applications
- Modify existing (developed) applications
- Tracking business development activities of salespeople
- Reporting on customer interactions through case management
- Reporting on the effectiveness of marketing initiatives
- Collaborating between employees, partners, and customers
- Integrate with other applications

Few CRM Software in the market....

- ✓ Salesforce CRM
- ✓ Zoho CRM
- ✓ Dynamics CRM
- ✓ Sage CRM
- ✓ SugarCRM

About Salesforce Architecture

- Multi-tenant
- Automatic upgrades

All of your applications are automatically upgraded to the latest version of Salesforce three times a year, without any rollout effort on your part.

- Subscription

Salesforce.com pricing is largely based on the per user per month subscription model. The Salesforce pricing model is relatively straight-forward, although can get more complex when considering add-on products and options such as the logon-based pricing for the customer portal.

- No large capital/start up fee
- Fixed and predictable cost
- You can upgrade the product with your business (by buying more licenses)

Advantageous of Salesforce CRM

- Automatic Upgrade - 3 times a year
- Sustained Growth
- Strategic Acquisition
- Community - Ideas - Voting - New Releases
- Lightning
- API to integrate with other applications easily
- AppExchange to deploy and download salesforce prebuilt applications

How to learn/use the salesforce platform?

Salesforce has provided different types of versions for each product such as sales cloud, service cloud etc.,. We can register with pay version or free version. These versions are referred as Edition.

The pay editions are only available for temporary duration. Whereas the free edition called as Developer Edition does not have any expiry date. Refer at the other document to know how to register into developer edition yourself.

What is Edition

One of several bundles of Salesforce products and services, each geared toward a different set of business needs.

All Salesforce editions share the same look and feel, but they vary by feature, functionality, and pricing.

Sales Cloud Pricing

Sell faster and smarter with any of our fully configurable CRM editions.

Lightning Essentials	Lightning Professional	Lightning Enterprise	Lightning Unlimited
Out-of-the-box CRM for up to 5 users	Complete CRM for any size team	Most Popular Deeply customisable sales CRM for your business	Unlimited CRM power and support
\$25	\$75	\$150	\$300
USD/user/month* (billed annually)	USD/user/month* (billed annually)	USD/user/month* (billed annually)	USD/user/month* (billed annually)
TRY FOR FREE	TRY FOR FREE	TRY FOR FREE	TRY FOR FREE

Some of the other Salesforce Products

- ❑ Marketing Cloud – to manage marketing process
- ❑ Commerce Cloud - With Commerce Cloud, retailers and brands can cater to their customers' individual needs whether that's online or in person. Commerce Cloud sites can be used across different devices and can personalize each shopper's experience with dynamic content on web and mobile sites and smart product recommendations.
- ❑ Einstein Analytics - Salesforce Einstein Analytics (formerly known as Wave) is a cloud-based platform for connecting data from multiple sources, creating interactive views of that data, and sharing those views in apps. It's a better way to distribute insight to business users so they can understand and take action on changing information.
- ❑ Heroku - Heroku is a cloud platform as a service (PaaS) supporting several programming languages.

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