

Salesforce CRM

<p>CRM CONCEPTS</p> <ul style="list-style-type: none"> ➤ What is CRM? ➤ Common business issues faced by companies today ➤ How CRM can help? ➤ What CRM brings to business? ➤ Evolution of CRM ➤ Business value of CRM ➤ What CRM means to you as a user? ➤ Customers benefiting from CRM ➤ A view of available of CRM products from IT industry ➤ Compare Salesforce.com CRM with other CRM products <p>Sales Cloud Concepts</p> <ul style="list-style-type: none"> ➤ Home page, Tabs, Apps, Tab Home Pages, Record, Detail Page, Related lists and Side bar ➤ Understanding Leads and Opportunities ➤ Adding A Lead ➤ Adding An Account ➤ Edit An Account Record ➤ Adding A Product To An Opportunity ➤ Sales ID ➤ Adding A Task ➤ Connect To Microsoft Outlook ➤ Send And Add An Email ➤ Logging A Call ➤ Document Tab ➤ Web to lead ➤ Web to case ➤ Assignment Rules ➤ Auto response Rules ➤ Sales automation ➤ Converting A Lead ➤ Team Contacts ➤ Adding An Opportunity ➤ Adding A Contact ➤ Creating A View ➤ Activity History ➤ Submitting A Case ➤ Campaigns ➤ Partner Roles ➤ Portals ➤ Communities 	<p>Standard SFDC Applications</p> <ul style="list-style-type: none"> ➤ Salesforce CRM Content ➤ Chatter ➤ Salesforce Knowledge ➤ Entitlements & Service Contracts ➤ Salesforce Answers ➤ Salesforce Mobile ➤ Customer Portal Partner Portal <p>Salesforce to Salesforce</p> <ul style="list-style-type: none"> ➤ Force.com Sites <p>Sales force.com Overview</p> <ul style="list-style-type: none"> ➤ Overview of products ➤ Sales Sales cloud and jigsaw ➤ Service service cloud and Remedyforce ➤ Social Chatter and Radian6 ➤ Custom Force.com, Database.com, Heroku ➤ Appexchange ➤ Editions and pricing <p>Service Cloud Concepts</p> <ul style="list-style-type: none"> ➤ Create Case ➤ Researching and Resolving Cases ➤ Communicating the Outcome ➤ Automate case management ➤ Capturing and associating cases efficiently ➤ Helping customers helping themselves ➤ Improving productivity ➤ Manage Cases <p>Security</p> <ul style="list-style-type: none"> ➤ User Security and Authentication ➤ Session Security ➤ Network Security ➤ Security Tokens ➤ Data Security <p>Standard Objects</p> <ul style="list-style-type: none"> ➤ Account ➤ Person Account ➤ Contact ➤ Lead ➤ Campaign ➤ Opportunity ➤ Quote ➤ Product and Price Bank ➤ Case ➤ CRON Trigger 	<p>Managing Users</p> <ul style="list-style-type: none"> ➤ Profiles ➤ Roles ➤ Groups ➤ Queues ➤ Permission Sets <p>Securing and Sharing Data</p> <ul style="list-style-type: none"> ➤ Object-Level Security ➤ Field- Level Security ➤ Record-Level Security ➤ Field Accessibility ➤ Record Types <p>Automate Business Process with Workflow Developing Approval Processes Formulas</p> <ul style="list-style-type: none"> ➤ Syntax ➤ Object Formulas ➤ Where Do I Use Them? ➤ Workflows & Business Rules ➤ Visualforce ➤ Limitations ➤ Best Practices ➤ Predefined Function and experiment <p>Going Global</p> <ul style="list-style-type: none"> ➤ Divisions ➤ Locale ➤ Currencies ➤ Advanced currency Management ➤ Translating the User Interface ➤ Import ➤ Export <p>Using Analytics</p> <ul style="list-style-type: none"> ➤ Running Dynamic Reports ➤ Custom Report Types ➤ Dashboards ➤ Analytic Snapshots <p>Overriding Link, Tabs and Label Sending Mass Email Importing Data</p> <ul style="list-style-type: none"> ➤ Import Data wizard ➤ APEX Data Loader ➤ From Command Prompt
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<p>Monitoring your Org</p> <ul style="list-style-type: none"> ➤ Debug Logs ➤ Email Logs ➤ Login History ➤ View Setup Audit Trail ➤ Time-Based Workflow Queue ➤ Scheduled Job ➤ Outbound messages ➤ Apex Job queue ➤ Import Queue ➤ Mass Email Queue ➤ Case Escalation Rule Queue ➤ Entitlement Process Queue ➤ Bulk Data Load jobs <p>Apex</p> <p>World's First Cloud Computing Language</p> <ul style="list-style-type: none"> ➤ Introduction to Apex Code ➤ Language Constructs ➤ Invoking Apex ➤ Classes, Objects and interfaces ➤ Apex Design Patterns ➤ Dynamic Apex ➤ Debugging Apex ➤ Developing Apex in managed packages ➤ Exposing Apex Methods as web services ➤ Invoking call outs using Apex ➤ Testing Apex ➤ Batch Apex ➤ Deploying Apex ➤ Plugins ➤ Flows ➤ Schema Programing ➤ Meta Data API ➤ Bluk API ➤ Rest API ➤ JSON ➤ XML Parsing ➤ Refreshing Token ➤ Salesforce to Salesforce Integrator <p>Visualforce custom user Interfaces</p> <ul style="list-style-type: none"> ➤ Introduction and Tools ➤ Styling VF pages ➤ Standard Controllers and ➤ Standard List Controllers ➤ Custom Controllers and Controller Extensions 	<ul style="list-style-type: none"> ➤ Advanced examples ➤ Overriding button, links and tabs with VF ➤ Using static resources and custom components ➤ Navigating between page ➤ Pagination using VF ➤ JQuery using VF ➤ Dynamic VF Binding and Components ➤ Intergrading e-mail with VF ➤ Rendering Flows with VF ➤ Templating With VF ➤ Developing for Mobile Devices ➤ Adding VF to force.com AppExchanges App ➤ Using java Script in VF Pages ➤ Best Practices ➤ JavaScript Validations ➤ Paginations <p>Custom Components</p> <ul style="list-style-type: none"> ➤ Visual Force Charts ➤ Email Templates using VisualForce ➤ Dash boards using Visual Force <p>Types of Orgs</p> <ul style="list-style-type: none"> ➤ Production Org ➤ Sandbox Org ➤ Developer Org ➤ Partner Developer Org ➤ Pre-release Org ➤ Where Should you Develop? <p>Deploying Code to Production Force.com IDE</p> <ul style="list-style-type: none"> ➤ Force.com Migration Tool ➤ Unmanaged Packages ➤ Change Sets <p>Integrations</p> <ul style="list-style-type: none"> ➤ Single signon ➤ OKTA Integration ➤ Informatica ➤ CTI Integrator ➤ JERA Integration ➤ Marketo Integration ➤ Magento Integration ➤ Oracle Integration ➤ Java Integration ➤ Heroku Integration
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