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# Access Free Salesforce Com Certified Technical Architect Study Guide

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## KEY=GUIDE - MICHAEL ARTHUR

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### BECOMING A SALESFORCE CERTIFIED TECHNICAL ARCHITECT

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#### PREPARE FOR THE REVIEW BOARD BY PRACTICING EXAMPLE-LED ARCHITECTURAL STRATEGIES AND BEST PRACTICES

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*Design and build high-performance, secure, and scalable Salesforce solutions to meet business demands and gain practical experience using real-world scenarios by creating engaging end-to-end solution presentations* **Key Features:** *Design scalable technical solutions on the Salesforce Lightning platform Learn common integration, data migration, and security patterns for designing reliable architectures Build an end-to-end delivery framework pipeline for delivering successful projects within specified timelines* **Book Description:** *Salesforce Certified Technical Architect (CTA) is the ultimate certification to validate your knowledge and skills when it comes to designing and building high-performance technical solutions on the Salesforce platform. The CTA certificate is granted after successfully passing the CTA review board exam, which tests your platform expertise and soft skills for communicating your solutions and vision. You'll start with the core concepts that every architect should master, including the data lifecycle, integration, and security, and build your aptitude for creating high-level technical solutions. You'll then explore specific knowledge domains that are tested in the review board. With the help of real-world examples, this book provides insights into essential topics such as selecting systems or components for your solutions, designing scalable and secure Salesforce architecture, and planning the development lifecycle and deployments. Finally, you'll work on two full mock scenarios that simulate the review board exam, helping you learn how to identify requirements, create a draft solution, and combine all the elements together to create an engaging story to present in front of the board or to a client in real life. By the end of this Salesforce book, you'll have gained the knowledge and skills required to pass the review board exam and implement architectural best practices and strategies in your day-to-day work. What You Will Learn: Explore data lifecycle management and apply it effectively in the Salesforce ecosystem Design appropriate enterprise integration interfaces to build your connected solution Understand the essential concepts of identity and access management Develop scalable Salesforce data and system architecture Design the project environment and release strategy for your solution Articulate the benefits, limitations, considerations, and design choices relating to your solution Discover tips, tricks, and strategies to prepare for the Salesforce CTA review board exam Who this book is for: This book is for Salesforce architects who want to become certified technical architects by learning how to design secure and scalable technical solutions for their organizations. A solid understanding of the Salesforce platform is required, ideally combined with 3 to 5 years of practical experience as an application architect, system architect, enterprise architect, or solution architect.*

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### SALESFORCE ARCHITECT'S HANDBOOK

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#### A COMPREHENSIVE END-TO-END SOLUTIONS GUIDE

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**Apress** *Take a deep dive into the architectural approach, best practices, and key considerations needed to comprehend, evaluate, and design an efficient, scalable, and sustainable Salesforce-based solution. This book takes a comprehensive look at the seven architectural domains that must be considered when architecting a Salesforce-based solution and equips you to develop the artifacts needed for an end-to-end enterprise architecture blueprint for Salesforce implementation and DevOps. This must-have handbook helps Salesforce professionals implement and manage Salesforce in their organization. You will learn Salesforce architecture: solution architecture, data architecture, security architecture, integration architecture, identity and access management architecture, and strategies that can be used for Salesforce-based mobile applications. In addition to the main architecture concepts, the book also offers industry best practices and the recommended framework for approaching, managing, delivering, and continuously improving a Salesforce solution using its Salesforce Development & Deployment Lifecycle. What You Will Learn* *Get a detailed overview of the Salesforce multi-tenant, metadata-driven architectural framework and the under-the-hood technology stack that supports Salesforce Know the seven architecture domains, their intricacies, and the considerations needed within each when designing a Salesforce solution Have an architectural mindset and the artifacts needed to architect an end-to-end enterprise-level implementation of Salesforce Be familiar with the most common Salesforce products, licenses, AppExchange products, and the key considerations of using out-of-the-box declarative capabilities vs custom programmatic capabilities of Salesforce Understand data architecture design considerations that include data modeling in Salesforce, identifying and mitigating large data volume concerns, and the key considerations for data migration and data archiving strategies Understand security architecture considerations related to securing data within Salesforce and the various approaches to allow or restrict sharing and visibility from within Salesforce Understand integration architecture considerations that provide an overview of the integration patterns and the integrations solutions that can be used with Salesforce to connect Salesforce with a remote system hosted on-premises, on the cloud, or by third-party solution providers Understand identity and access management architectural considerations across the 9 stages of an identity and access management lifecycle Be aware of the strategies available to design mobile solutions with Salesforce and the options available for Salesforce mobile architecture Employ the principles of the DevOps & Development Lifecycle needed for an ideal state Salesforce implementation Who This Book Is For* *Professionals interested in implementing, optimizing, and architecting Salesforce solutions enterprise-wide; Salesforce implementation (SI) partners needing a detailed playbook for architecting and delivering successful Salesforce solutions; Salesforce admins, developers, and architects looking for a one-stop educational resource to mastering the Salesforce architect domains or those pursuing the Salesforce architecture domain certification exams, including the Salesforce Certified Technical Architect (CTA) board exam*

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### SALESFORCE B2C SOLUTION ARCHITECT'S HANDBOOK

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#### DESIGN SCALABLE AND COHESIVE BUSINESS-TO-CONSUMER EXPERIENCES WITH SALESFORCE CUSTOMER 360

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**Packt Publishing Ltd** *The ultimate handbook for new and seasoned Salesforce B2C Solution Architects who want to design seamless B2C solutions across the Salesforce Customer 360 ecosystem - including B2C Commerce, Service Cloud, and Marketing Cloud* **Key Features***Give your customers a frictionless experience by creating a unified view of all their interactionsGet your architectural design right the first time and avoid costly reworksPrepare for the B2C Solution Architect exam and Salesforce certification with practical scenarios following Salesforce best practices***Book Description** *There's a huge demand on the market for Salesforce professionals who can create a single view of the customer across the Salesforce Customer 360 platform and leverage data into actionable insights. With Salesforce B2C Solution Architect's Handbook, you'll gain a deeper understanding of the integration options and products that help you deliver value for organizations. While this book will help you prepare for the B2C Solution Architect exam, its true value lies in setting you up for success afterwards. The first few chapters will help you develop a solid understanding of the capabilities of each component in the Customer 360 ecosystem, their data models, and governance. As you progress, you'll explore the role of a B2C solution architect in planning critical requirements and implementation sequences to avoid costly reworks and unnecessary delays. You'll learn about the available options for integrating products with the Salesforce ecosystem and demonstrate best practices for data modeling across Salesforce products and beyond. Once you've mastered the core knowledge, you'll also learn about tools, techniques, and certification scenarios in preparation for the B2C Solution Architect exam. By the end of this book, you'll have the skills to design scalable, secure, and future-proof solutions supporting critical business demands. What you will learn***Explore key Customer 360 products and their integration options***Choose the optimum integration architecture to unify data and experiences***Architect a single view of the customer to support service, marketing, and commerce***Plan for critical requirements, design decisions, and implementation sequences to avoid sub-optimal solutions***Integrate Customer 360 solutions into a single-source-of-truth solution such as a master data model***Support business needs that require functionality from more than one component by orchestrating data and user flows***Who this book is for** *This book is for professionals in high-level job roles that heavily rely on Salesforce proficiency. It's primarily written for B2C commerce architects, application architects, integration architects, as well as system architects, enterprise architects, Salesforce architects, and CTO teams looking to benefit from a deeper understanding of this platform. Before you get started, you'll need a solid understanding of data integration, APIs, and connected systems, along with knowledge of the fundamentals of business-to-consumer (B2C) customer experiences.*

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### SALESFORCE ADVANCED ADMINISTRATOR CERTIFICATION GUIDE

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## BECOME A CERTIFIED ADVANCED SALESFORCE ADMINISTRATOR WITH THIS EXAM GUIDE

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**Packt Publishing Ltd** *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.

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## SALESFORCE DATA ARCHITECTURE AND MANAGEMENT

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### A PRAGMATIC GUIDE FOR ASPIRING SALESFORCE ARCHITECTS AND DEVELOPERS TO MANAGE, GOVERN, AND SECURE THEIR DATA EFFECTIVELY

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**Packt Publishing Ltd** *Learn everything you need to become a successful data architect on the Salesforce platform* Key Features Adopt best practices relating to data governance and learn how to implement them Learn how to work with data in Salesforce while maintaining scalability and security of an instance Gain insights into managing large data volumes in Salesforce Book Description As Salesforce orgs mature over time, data management and integrations are becoming more challenging than ever. *Salesforce Data Architecture and Management* follows a hands-on approach to managing data and tracking the performance of your Salesforce org. You'll start by understanding the role and skills required to become a successful data architect. The book focuses on data modeling concepts, how to apply them in Salesforce, and how they relate to objects and fields in Salesforce. You'll learn the intricacies of managing data in Salesforce, starting from understanding why Salesforce has chosen to optimize for read rather than write operations. After developing a solid foundation, you'll explore examples and best practices for managing your data. You'll understand how to manage your master data and discover what the Golden Record is and why it is important for organizations. Next, you'll learn how to align your MDM and CRM strategy with a discussion on Salesforce's Customer 360 and its key components. You'll also cover data governance, its multiple facets, and how GDPR compliance can be achieved with Salesforce. Finally, you'll discover Large Data Volumes (LDVs) and best practices for migrating data using APIs. By the end of this book, you'll be well-versed with data management, data backup, storage, and archiving in Salesforce. What you will learn Understand the Salesforce data architecture Explore various data backup and archival strategies Understand how the Salesforce platform is designed and how it is different from other relational databases Uncover tools that can help in data management that minimize data trust issues in your Salesforce org Focus on the Salesforce Customer 360 platform, its key components, and how it can help organizations in connecting with customers Discover how Salesforce can be used for GDPR compliance Measure and monitor the performance of your Salesforce org Who this book is for This book is for aspiring architects, Salesforce admins, and developers. You will also find the book useful if you're preparing for the Salesforce Data Architecture and Management exam. A basic understanding of Salesforce is assumed.

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## SALESFORCE PLATFORM DEVELOPER I CERTIFICATION GUIDE

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### EXPERT TIPS, TECHNIQUES, AND MOCK TESTS FOR THE PLATFORM DEVELOPER I (DEV501) CERTIFICATION EXAM

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**Packt Publishing Ltd** *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.

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## MASTERING SALESFORCE DEVOPS

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### A PRACTICAL GUIDE TO BUILDING TRUST WHILE DELIVERING INNOVATION

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**Apress** *This practical guide brings DevOps principles to Salesforce development. It fits together two major movements within the IT world: the movement to Software/Platform as a Service (SaaS/PaaS), and the DevOps movement. While SaaS and PaaS allow companies to invest in their core competencies rather than maintain their own infrastructure, the goal of DevOps is to optimize the process of delivering software innovation and value. The release of Salesforce DX in late 2017 unlocks the possibility of a true DevOps workflow on Salesforce. But DevOps is new to the Salesforce world and there is not a widespread understanding of its goals and methods, and so adoption of Salesforce DX is still in the early stages. Mastering Salesforce DevOps explains how to build a powerful and comprehensive DevOps workflow for Salesforce—allowing you to finally deploy the world's most innovative platform using the world's most effective and efficient techniques. It addresses the need for a comprehensive guide to DevOps for Salesforce, allowing teams to bring proven practices from the IT world to resolve the hardest problems facing Salesforce developers today. What You Will Learn Improve company performance and software delivery performance using Salesforce DX Translate DevOps concepts into the unique language and practices of Salesforce Understand why and how you can implement Salesforce DX to achieve greater productivity and innovation Enable continuous delivery on Salesforce Build packages and architect code so it can be deployed easily Allow admins to participate in what has traditionally been a developer workflow Know the techniques for reducing the stress and risk of deployment Apply the full range of automated tests that can be used on Salesforce Who This Book Is for Salesforce developers, release managers, and those managing Salesforce development teams who need a guide to DevOps, and DevOps specialists who need to apply familiar concepts to Salesforce*

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## FORCE.COM ENTERPRISE ARCHITECTURE

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**Packt Publishing Ltd** *Architect and deliver packaged Force.com applications that cater to enterprise business needs* About This Book Explore the lightning framework, advanced application life cycle processes, and testing Use the Force.com platform to build truly integrated, scalable, and robustly engineered applications focused on enterprise-level customer demands Using the Lightning technology to deliver modern and responsive user experiences targeting multiple devices through Lightning Experience and Salesforce1 Mobile. Step-by-step, work on examples to get you building your own ready-to-install packaged application Who This Book Is For This book is for advanced Force.com developers and architects who need to understand the Salesforce platform from the perspective of enterprise-level requirements. A prior understanding of Apex and Visualforce is a must. Those familiar with other enterprise software ecosystems will also find this book ideal as they adopt Force.com. What You Will Learn Package, install, test, and upgrade an application Define architecture-aligning data storage and functional requirements Develop Apex code that is easy to navigate, self-documenting, testable, robust, and organic Leverage your application's clientagnostic Service layer backbone to support numerous platform areas Get the most from hosting your application within the Lightning Experience and Salesforce1 Mobile clients Apply querying, indexing, and asynchronous best practices Leverage mocking and dependency injection in your Apex tests Explore tips for developing advanced applications In Detail Companies of all sizes have seen the need for Force.com's architectural strategy focused on enabling their business objectives. Successful enterprise applications require planning, commitment, and investment in the best tools, processes, and features available. This book will teach you how to architect and support enduring applications for enterprise clients with Salesforce by exploring how to identify architecture needs and design solutions based on industry standard patterns. There are several ways to build solutions on Force.com, and this book will guide you through a logical path and show you the steps and considerations required to build packaged solutions from start to finish. It covers all aspects, from engineering to getting your application into the hands of your customers, and ensuring that they get the best value possible from your Force.com application. You will get acquainted with extending tools such as Lightning App Builder, Process Builder, and Flow with your own application logic. In addition to building your own application API, you will learn the techniques required to leverage the latest Lightning technologies on desktop and mobile platforms. Style and approach The book takes a straightforward approach, taking apart the Force.com architecture for you to gain a deep understanding of how you can implement the Salesforce platform based on enterprise-level requirements.

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## ARCHITECTING AI SOLUTIONS ON SALESFORCE

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## DESIGN POWERFUL AND ACCURATE AI-DRIVEN STATE-OF-THE-ART SOLUTIONS TAILOR-MADE FOR MODERN BUSINESS DEMANDS

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**Packt Publishing Ltd** Use Salesforce's out-of-the-box and advanced integration-based AI capabilities to architect modern enterprise solutions on sales, service, marketing, and commerce clouds to drive digital innovation for your clients Key Features Get up to speed with Salesforce's AI features and capabilities to meet ever-evolving client needs Get expert advice on key architectural decisions and trade-offs when designing AI-driven Salesforce solutions Integrate third-party AI services into applications that modernize your solutions Book Description The ever-increasing need for designing state-of-the-art solutions using AI features requires a sound understanding of a vast array of AI capabilities that help you to architect modern solutions. Salesforce Einstein is a set of services that allows seamless implementation of advanced artificial intelligence (AI) features while retaining the ability to cater to custom requirements for the business. This book will help you understand the business and technical benefits of building AI solutions and components available in Salesforce. As you work through a case study of a fictional company beginning to adopt AI in its Salesforce ecosystem, you'll learn how to configure and extend the out-of-the-box features on various Salesforce clouds, their pros, cons, and limitations. You'll also discover how to extend these features using on- and off-platform choices and how to make the best architectural choices when designing custom solutions. Later, you'll advance to integrating third-party AI services such as the Google Translation API, Microsoft Cognitive Services, and Amazon SageMaker on top of your existing solutions. This Salesforce book concludes by taking you through key architectural decisions and trade-offs that may impact the design choices you make. By the end of this book, you'll be able to architect Salesforce AI solutions to meet various customer requirements confidently. What you will learn Explore the AI components available in Salesforce and the architectural model for Salesforce Einstein Extend the out-of-the-box features using Einstein Services on major Salesforce clouds Use Einstein declarative features to create your custom solutions with the right approach Architect AI solutions on marketing, commerce, and industry clouds Use Salesforce Einstein Platform Services APIs to create custom AI solutions Integrate third-party AI services such as Microsoft Cognitive Services and Amazon SageMaker into Salesforce Who this book is for This book is for existing and aspiring technical and functional architects, technical decision-makers working on the Salesforce ecosystem, and those responsible for designing AI solutions in their Salesforce ecosystem. Lead and senior Salesforce developers who want to start their Salesforce architecture journey will also find this book helpful. Working knowledge of the Salesforce platform is necessary to get the most out of this book.

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## SALESFORCE PLATFORM APP BUILDER CERTIFICATION

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### A PRACTICAL STUDY GUIDE

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**Apress** New or intermediate developers will want to use this hands-on guide to prepare for the Salesforce Certified Platform App Builder credential, awarded for designing, building, and implementing applications using the declarative customization capabilities of the Salesforce Platform. This is the first book available covering this content, and Salesforce training is very costly. This book is filled with real-world examples and hands-on exercises, enabling you to prepare for the certification exam in a short span of time. Multiple-choice study questions and exercises are included to help you apply what you learn in each chapter. Author Rakesh Gupta explains Salesforce Platform fundamentals, including knowledge about the limitations of the declarative platform and when to use programmatic development versus the AppExchange. Data management and data analytics are covered. And you will learn how to set up organization-wide features that affect the look and feel of your application. Sandbox design patterns and process automation tools available in Salesforce are discussed and you will know when to use them. You will become familiar with a wide array of topics, including designing a mobile app and reporting in Salesforce. What You Will Learn Know when to use declarative development versus programmatic development versus the AppExchange Understand the Salesforce data model, field type (when to use which fields), and how and when to use an external object in Salesforce Be familiar with security and settings in Salesforce See how easily users can migrate to the Lightning experience from the classic platform Implement business process automation using declarative features Apply the automation process in Salesforce Utilize Process Builder and manage its power to automate business processes Use sandboxes and deployment tools Who This Book Is For New or intermediate Salesforce developers or anyone in the Salesforce development arena who wants to learn or explore the platform

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## BECOMING A SALESFORCE CERTIFIED TECHNICAL ARCHITECT

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### PREPARE FOR THE REVIEW BOARD BY PRACTICING EXAMPLE-LED ARCHITECTURAL STRATEGIES AND BEST PRACTICES

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**Packt Publishing Ltd** Design and build high-performance, secure, and scalable Salesforce solutions to meet business demands and gain practical experience using real-world scenarios by creating engaging end-to-end solution presentations Key Features • Learn common integration, data migration, and security patterns for designing scalable and reliable solutions on the Salesforce Lightning platform • Build an end-to-end delivery framework pipeline for delivering successful projects within specified timelines • Gain access to an exclusive book club of skilled Salesforce professionals, to discuss ideas, best practices, and share experiences of designing modern solutions using Salesforce Book Description Salesforce Certified Technical Architect (CTA) is the ultimate certification to validate your knowledge and skills when it comes to designing and building high-performance technical solutions on the Salesforce platform. The CTA certificate is granted after successfully passing the CTA review board exam, which tests your platform expertise and soft skills for communicating your solutions and vision. You'll start with the core concepts that every architect should master, including data lifecycle, integration, and security, and build your aptitude for creating high-level technical solutions. Using real-world examples, you'll explore essential topics such as selecting systems or components for your solutions, designing scalable and secure Salesforce architecture, and planning the development lifecycle and deployments. Finally, you'll work on two full mock scenarios that simulate the review board exam, helping you learn how to identify requirements, create a draft solution, and combine all the elements together to create an engaging story to present in front of the board or to a client in real life. By the end of this Salesforce book, you'll have gained the knowledge and skills required to pass the review board exam and implement architectural best practices and strategies in your day-to-day work. What you will learn • Explore data lifecycle management and apply it effectively in the Salesforce ecosystem • Design appropriate enterprise integration interfaces to build your connected solution • Understand the essential concepts of identity and access management • Develop scalable Salesforce data and system architecture • Design the project environment and release strategy for your solution • Articulate the benefits, limitations, and design considerations relating to your solution • Discover tips, tricks, and strategies to prepare for the Salesforce CTA review board exam Who this book is for This book is for Salesforce architects who want to become certified technical architects by learning how to design secure and scalable technical solutions for their organizations. A solid understanding of the Salesforce platform is required, ideally combined with 3 to 5 years of practical experience as an application architect, system architect, enterprise architect, or solution architect. Table of Contents • Starting Your Journey as a CTA • Core Architectural Concepts - Data • Core Architectural Concepts - Integration and Cryptography • Core Architectural Concepts - Identity and Access Management • Developing a Scalable System Architecture • Formulating a Secure Architecture in Salesforce • Designing a Scalable Salesforce Data Architecture • Creating a Lean Solution Architecture • Forging an Integrated Solution • Development Life Cycle and Deployment Planning • Communicating and Socialising Your Solution • Practice the Review Board - First Mock (N.B. Please use the Look Inside option to see further chapters)

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## SALESFORCE LIGHTNING PLATFORM ENTERPRISE ARCHITECTURE

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### ARCHITECT AND DELIVER PACKAGED APPLICATIONS THAT CATER TO ENTERPRISE BUSINESS NEEDS, 3RD EDITION

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**Packt Publishing Ltd** A comprehensive guide filled with best practices and tailor-made examples - a must-read for all Lightning Platform architects! Key Features Use the Lightning Platform to build integrated, scalable, and robust apps focused on enterprise-level customer demands Use the Lightning Component framework to deliver modern and responsive user experiences targeting multiple devices through Lightning Experience and Salesforce Mobile Extend your application with access to external services and AI Book Description Salesforce Lightning provides a secure and scalable platform to build, deploy, customize, and upgrade applications. This book will take you through the architecture of building an application on the Lightning platform to help you understand its features and best practices, and ensure that your app keeps up with your customers' increasing needs as well as the innovations on the platform. This book guides you in working with the popular aPaaS offering from Salesforce, the Lightning Platform. You'll see how to build and ship enterprise-grade apps that not only leverage the platform's many productivity features, but also prepare your app to harness its extensibility and customization capabilities. You'll even get to grips with advanced application architectural design patterns such as Separation of Concerns, Unit Testing and Dependency Integration. You will learn to use Apex and JavaScript with Lightning Web Components, Platform Events, among others, with the help of a sample app illustrating patterns that will ensure your own applications endure and evolve with the platform. Finally, you will become familiar with using Salesforce DX to develop, publish, and monitor a sample app and experience standard application life cycle processes along with tools such as Jenkins to implement CI/CD. By the end of this book, you will have learned how to develop effective business apps and be ready to explore innovative ways to meet customer demands. What you will learn Create and deploy AppExchange packages and manage upgrades Understand Enterprise Application Architecture patterns Customize mobile and desktop user experience with Lightning Web Components Manage large data volumes with asynchronous processing and big data strategies Implement Source Control and Continuous Integration Add AI to your application with Einstein Use Lightning External Services to integrate external code and data with your Lightning Application Who this book is for This book is for Lightning platform developers who want to discover the true potential of the platform to develop complex scalable applications for use in enterprise businesses.

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## SALESFORCE HANDBOOK

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**Lulu.com** This book is not intended to be a deep-dive on security, programming, reporting, configuration, etc. but more of a high-level overview on salesforce.com, Force.com development, tools, methodology and other resources. We will not cover all aspects of salesforce.com. We wrote this book to (hopefully) become an invaluable resource for anyone new or inexperienced with the Force.com platform. For new administrators and developers coming on to the platform, we see a gaping hole in existing reference books. This book is not intended for end users or advanced developers. This book is for people somewhere in the middle; let's say a business analyst or a new Java or .NET developer. We would like this to be the first book you pick up after your boss walks in and says, "Let's take a look at salesforce.com and see if we can build some applications in the cloud." This book contains the

information that we wish we had when we started developing applications on Force.com.

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## THE ARCHITECT MINDSET

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### SIX SKILLS TO MAKE YOU A STRONGER SALESFORCE PROFESSIONAL

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One of my favorite parts of working in the Salesforce ecosystem is the opportunity to work with many incredibly talented admins, analysts, consultants, developers, project managers, and architects. As I grew in my Salesforce consulting career, I started to see a pattern. There were specific individuals that consistently delivered successful projects. Some were project managers, others were architects, and others were consultants or developers. And their success didn't really depend on the project size, industry, or team. These "Rockstar" team members each possessed their own unique mix of skills. I surveyed colleagues and clients to help identify the skills that help someone succeed. The survey identified six specific skills that were found in top performers. Each one provides benefits to any Salesforce role. But the combination of multiple skills shapes the way one approaches problems. I call this combination of skills "The Architect Mindset". It provides a framework to tackle problems, work with stakeholders and achieve successful Salesforce projects. In this book, we'll be diving deep into each of the six skills outlined by the survey. Where appropriate, I'll share real-world examples and scenarios that I've encountered. First, we'll discuss the process of setting expectations. In my opinion, this is the most critical factor in the success or failure of a Salesforce project. If expectations aren't set and maintained, projects are at great risk. Next, we'll dive into database architecture. Knowing how databases are constructed, and how that translates to Salesforce provides crucial context for design decisions. This foundational knowledge informs the logic behind Salesforce best practices and limits. With that background, we will talk about balancing technical debt in chapter 4. Every customization in Salesforce carries some debt, so it is crucial to understand the impacts. You'll learn how to merge processes and systems in the best way possible. Understanding the impact of debt will often require you to deny requests. So, in chapter 5, we'll discuss the importance of saying "no, but...". You need to protect the org, but present alternatives to keep things moving forward. In chapter 6, we'll talk about the importance of designing for your end users. Adoption is a key metric in any Salesforce project. An incredible solution that goes unused is just wasted effort. So, go directly to the source when you try to solve a problem. Finally, we'll talk about the importance of documentation. From project documents, to internal Salesforce documentation, making things accessible and useful for your audience will reduce rework and issues.

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### DEVELOPING DATA MIGRATIONS AND INTEGRATIONS WITH SALESFORCE

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#### PATTERNS AND BEST PRACTICES

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**Apress** Migrate your data to Salesforce and build low-maintenance and high-performing data integrations to get the most out of Salesforce and make it a "go-to" place for all your organization's customer information. When companies choose to roll out Salesforce, users expect it to be the place to find any and all information related to a customer—the coveted Client 360° view. On the day you go live, users expect to see all their accounts, contacts, and historical data in the system. They also expect that data entered in other systems will be exposed in Salesforce automatically and in a timely manner. This book shows you how to migrate all your legacy data to Salesforce and then design integrations to your organization's mission-critical systems. As the Salesforce platform grows more powerful, it also grows in complexity. Whether you are migrating data to Salesforce, or integrating with Salesforce, it is important to understand how these complexities need to be reflected in your design. *Developing Data Migrations and Integrations with Salesforce* covers everything you need to know to migrate your data to Salesforce the right way, and how to design low-maintenance, high-performing data integrations with Salesforce. This book is written by a practicing Salesforce integration architect with dozens of Salesforce projects under his belt. The patterns and practices covered in this book are the results of the lessons learned during those projects. **What You'll Learn** Know how Salesforce's data engine is architected and why Use the Salesforce Data APIs to load and extract data Plan and execute your data migration to Salesforce Design low-maintenance, high-performing data integrations with Salesforce Understand common data integration patterns and the pros and cons of each Know real-time integration options for Salesforce Be aware of common pitfalls Build reusable transformation code covering commonly needed Salesforce transformation patterns Who This Book Is For Those tasked with migrating data to Salesforce or building ongoing data integrations with Salesforce, regardless of the ETL tool or middleware chosen; project sponsors or managers nervous about data tracks putting their projects at risk; aspiring Salesforce integration and/or migration specialists; Salesforce developers or architects looking to expand their skills and take on new challenges

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### MASTERING SALESFORCE CRM ADMINISTRATION

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**Packt Publishing Ltd** 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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### AWS CERTIFIED SOLUTIONS ARCHITECT OFFICIAL STUDY GUIDE

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#### ASSOCIATE EXAM

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**John Wiley & Sons** Validate your AWS skills. This is your opportunity to take the next step in your career by expanding and validating your skills on the AWS cloud. AWS has been the frontrunner in cloud computing products and services, and the AWS Certified Solutions Architect Official Study Guide for the Associate exam will get you fully prepared through expert content, and real-world knowledge, key exam essentials, chapter review questions, access to Sybex's interactive online learning environment, and much more. This official study guide, written by AWS experts, covers exam concepts, and provides key review on exam topics, including: Mapping Multi-Tier Architectures to AWS Services, such as web/app servers, firewalls, caches and load balancers Understanding managed RDBMS through AWS RDS (MySQL, Oracle, SQL Server, Postgres, Aurora) Understanding Loose Coupling and Stateless Systems Comparing Different Consistency Models in AWS Services Understanding how AWS CloudFront can make your application more cost efficient, faster and secure Implementing Route tables, Access Control Lists, Firewalls, NAT, and DNS Applying AWS Security Features along with traditional Information and Application Security Using Compute, Networking, Storage, and Database AWS services Architecting Large Scale Distributed Systems Understanding of Elasticity and Scalability Concepts Understanding of Network Technologies Relating to AWS Deploying and Managing Services with tools such as CloudFormation, OpsWorks and Elastic Beanstalk. Learn from the AWS subject-matter experts, review with proven study tools, and apply real-world scenarios. If you are looking to take the AWS Certified Solutions Architect Associate exam, this guide is what you need for comprehensive content and robust study tools that will help you gain the edge on exam day and throughout your career.

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### SALESFORCE FOR BEGINNERS

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#### A STEP-BY-STEP GUIDE TO CREATING, MANAGING, AND AUTOMATING SALES AND MARKETING PROCESSES

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**Packt Publishing Ltd** 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 builder, approval processes, and assignment rules to achieve business process automation and set out on the path to becoming a successful Salesforce Administrator. By the end of the book, you'll have learned how to use Salesforce effectively to achieve your business goals. **What you will learn** Understand the difference between Salesforce Lightning and Salesforce Classic Create and manage leads in Salesforce Explore business development with accounts and contacts in Salesforce Find out how stages and sales processes help you manage your opportunity pipeline Achieve marketing goals using Salesforce campaigns Perform business analysis using reports and dashboards Gain a high-level overview of the items in the administration section Grasp the different aspects needed to build an effective and flexible Salesforce security model **Who this book is for** If you're new to Salesforce and want to learn it from scratch, this book is for you. No prior knowledge of Salesforce is required to get

started with this book.

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## THE SALESFORCE CAREER PLAYBOOK

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### A PRACTICAL GUIDE FOR STARTING AND ADVANCING YOUR CAREER ON THE WORLD'S FRIENDLIEST AND FASTEST-GROWING TECH PLATFORM

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"This book is the missing link ... and should be required reading for anyone looking to launch or grow a career within the Salesforce ecosystem." -Selina Suarez, Executive director/founder, PepUp Tech In the next two years, an estimated 3.3 million jobs in the Salesforce ecosystem will open, and one of them could be yours. But how can you sort through all these jobs-administrators, architects, analysts, developers, consultants-and find the one that is right for you? And how do you package yourself to win the job position?Martin Gessner, author of The Salesforce Career Playbook, is known in the Salesforce community for his highly regarded Salesforce credentials training. He has helped thousands of Salesforce professionals learn Salesforce, develop their careers, and prepare for certifications.Now, he has written the definitive guide to starting your Salesforce career, and moving up the ladder. From the Back Cover Packed with case studies and advice from people in the trenches of a Salesforce career, The Salesforce Career Playbook will help you: Find job opportunities and showcase your skills so that you land a job...and not just any old job, but the right job that is best suited to your personality, skills, and lifestyle preferences. Sort through the different careers available, and see a day-in-the-life of real Salesforce professionals working in these jobs.Learn insider tips and strategies for developing and growing your career once you have joined the Salesforce ecosystem.Regardless of whether you have a master's degree in information technology or no formal education beyond eighth grade, you can earn a more-than-competitive wage and move up the ladder in a Salesforce-related career, and jobs are available for techies and not-techies alike. Editorial Reviews "I wish I had read The Salesforce Career Playbook six years ago when I did my transition into the Salesforce ecosystem."-Sergey Erlikh, MVP and solution architect "People don't put in enough time thinking about their careers. You can't just work hard and hope everything works out okay. You have to proactively plan your short- and long-term career, which is why I recommend studying Martin's Salesforce Career Playbook!"-David Liu, Salesforce technical architect, Salesforce MVP "I love the advice from all the people already working in Salesforce, from the nuts and bolts of landing the first job to the high-level advice for finding the right trajectory."-Christine Marshall, MVP and Salesforce administrator"Whether you are a newbie, a career-changer, or advancing in your career, this book will help you find and take the next step."-Ben Duncombe, Director and Salesforce recruitment specialist at Talent Hub, a Salesforce recruitment firm "There's much more to being a successful Salesforce professional than simply accumulating Trailhead badges and Salesforce certifications. This book sheds light on some of the other critical elements (and skills) needed for career success."-David Giller, Salesforce Consultant & Trainer, CEO at Brainiate" This book is about finding your home in Salesforce-and not just any home, but the right home. It's about figuring out who you are as a person and making sure you align your career with what you want out of life." -Anna Loughnan, CRM product lead, community group leader, Salesforce MVP "An excellent read for those navigating their Salesforce careers! Packed with tips for positioning yourself and getting hired." -Stuart Smith, Co-founder and director of SaaSpeople, a Salesforce recruitment firm "This book should be required reading for anyone interested in starting or advancing their career in Salesforce." -Vickie Jeffery, Salesforce MVP, technology manager, Ausure, one of Australia's largest insurance broking companies

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### OFFICIAL GOOGLE CLOUD CERTIFIED PROFESSIONAL CLOUD ARCHITECT STUDY GUIDE

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**John Wiley & Sons** Sybex's proven Study Guide format teaches Google Cloud Architect job skills and prepares you for this important new Cloud exam. The Google Cloud Certified Professional Cloud Architect Study Guide is the essential resource for anyone preparing for this highly sought-after, professional-level certification. Clear and accurate chapters cover 100% of exam objectives—helping you gain the knowledge and confidence to succeed on exam day. A pre-book assessment quiz helps you evaluate your skills, while chapter review questions emphasize critical points of learning. Detailed explanations of crucial topics include analyzing and defining technical and business processes, migration planning, and designing storage systems, networks, and compute resources. Written by Dan Sullivan—a well-known author and software architect specializing in analytics, machine learning, and cloud computing—this invaluable study guide includes access to the Sybex interactive online learning environment, which includes complete practice tests, electronic flash cards, a searchable glossary, and more. Providing services suitable for a wide range of applications, particularly in high-growth areas of analytics and machine learning, Google Cloud is rapidly gaining market share in the cloud computing world. Organizations are seeking certified IT professionals with the ability to deploy and operate infrastructure, services, and networks in the Google Cloud. Take your career to the next level by validating your skills and earning certification. Design and plan cloud solution architecture Manage and provision cloud infrastructure Ensure legal compliance and security standards Understand options for implementing hybrid clouds Develop solutions that meet reliability, business, and technical requirements The Google Cloud Certified Professional Cloud Architect Study Guide is a must-have for IT professionals preparing for certification to deploy and manage Google cloud services.

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### GOOGLE CLOUD CERTIFIED PROFESSIONAL CLOUD ARCHITECT ALL-IN-ONE EXAM GUIDE

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**McGraw Hill Professional** Everything you need to succeed on the Google Cloud Certified Professional Cloud Architect exam in one accessible study guide Take the challenging Google Cloud Certified Professional Cloud Architect exam with confidence using the comprehensive information contained in this invaluable self-study guide. The book provides a thorough overview of cloud architecture and Google Cloud Platform (GCP) and shows you how to pass the test. Beyond exam preparation, the guide also serves as a valuable on-the-job reference. Written by a recognized expert in the field, Google Cloud Certified Professional Cloud Architect All-In-One Exam Guide is based on proven pedagogy and features special elements that teach and reinforce practical skills. The book contains accurate practice questions and in-depth explanations. You will discover how to design, develop, and manage robust, secure, scalable, and highly available solutions to drive business objectives. Offers 100% coverage of every objective for the Google Cloud Certified Professional Cloud Architect exam Online content includes 100 additional practice questions in the TotalTester customizable exam engine Written by a Google Cloud Certified Professional Cloud Architect

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### PRACTICAL SALESFORCE.COM DEVELOPMENT WITHOUT CODE

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### CUSTOMIZING SALESFORCE ON THE FORCE.COM PLATFORM

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**Apress** Are you facing a challenging Salesforce.com problem--say, relating to automation, configuration, formulation, or reporting--that you can't quite crack? Or maybe you are hoping to infuse some creativity into your solution design strategy to solve problems faster or make solutions more efficient? Practical Salesforce.com Development Without Code shows you how to unlock the power of the Force.com platform to solve real business problems--and all without writing a line of code. Adhering to Salesforce.com's "clicks, not code" mantra, Salesforce.com expert Phil Weinmeister walks you through different business problems and identifies effective, creative--and proven--approaches to solutions using the platform's declarative framework. If you are a Salesforce.com administrator, analyst, consultant, or developer, you can attest to the insatiable appetite of users for new functionality. Your clients expect solutions--and now. By adopting Practical Salesforce.com Development Without Code as your guide, you will learn how to deliver business solutions within Salesforce.com by combining analysis, creativity, and logic with some of its core elements, including validation rules, workflow rules, and formula fields. In addition, Weinmeister dissects and explains the most useful functions and features for developers, and shows you how to use them. Among other things, you will learn how to: Build objects, fields, and relationships to establish a sensible data model Automate business processes by using workflow rules and flows (Visual Workflow) Utilize functions and develop formulas effectively for a variety of business needs Develop intricate approval processes to handle exception scenarios Employ publisher actions to drive additional functionality from the Chatter feed Manage your data using Data Loader Best of all, Weinmeister uses real-life business scenarios and visuals to keep you engaged and learning something new with every page you read. Practical Salesforce.com Development Without Code will help you absorb the principles behind dozens of creative and thoughtful ways to solve your business problems. Applying the lessons learned from this how-to guide will ultimately save you time and ensure that your clients or internal customers are well satisfied and productive.

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### SALESFORCE PLATFORM APP BUILDER CERTIFICATION GUIDE

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### A BEGINNER'S GUIDE TO BUILDING APPS ON THE SALESFORCE PLATFORM AND PASSING THE SALESFORCE PLATFORM APP BUILDER EXAM

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**Packt Publishing Ltd** Get up to speed with the essential concepts and techniques necessary to prepare for the Salesforce Platform App Builder certification exam Key FeaturesPrepare for the Salesforce Platform App Builder certification exam by exploring important concepts and expert tips and techniquesDesign the data model, user interface, business logic, and security for custom appsUnderstand the key milestones and considerations when managing an application lifecycleBook Description Do you want to be able to confidently design and build apps that support business processes within the Lightning Platform? Salesforce Platform App Builder Certification Guide not only helps you to do this, but also prepares you for the certification exam. The book starts by describing the core capabilities of the Lightning Platform. You'll learn techniques for data modeling to design, build, and deploy apps without writing code and achieve rapid results with the declarative capabilities that the Lightning Platform provides. Next, you'll explore utilities for importing and exporting data and the features available in the Lightning Platform to restrict and extend access to objects, fields, and records. You'll also be able to customize the Salesforce Lightning Experience user interface (UI) and build functionality for custom buttons, links, and actions. Later, this certification study guide will take you through reporting and the social and mobile features of the Lightning Platform. Finally, you'll get to grips with Salesforce build environments and deployment options. By the end of this Salesforce book, you'll not only have learned how to build data models, enforce data security, and implement business logic and process automation, but also have gained the confidence to pass the Platform App Builder exam and achieve Salesforce certification. What you will learnExplore the core features of the Lightning PlatformDesign and build an appropriate data model for a given scenarioIdentify the Lightning Platform's features and capabilitiesCustomize the Salesforce Lightning Experience UIImplement business logic and process automationIdentify the capabilities of declarative customizationWho this book is for This book is for beginners and aspiring developers who want to learn how to build apps on the Salesforce Platform or pass the Salesforce Platform App Builder certification exam. Salesforce administrators

and existing Salesforce Lightning Platform developers looking to learn more about the declarative, non-programmatic app building capabilities of the Salesforce Lightning Platform will also find this book useful.

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## SALESFORCE B2C SOLUTION ARCHITECT'S HANDBOOK

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### DESIGN SCALABLE AND COHESIVE BUSINESS-TO-CONSUMER EXPERIENCES WITH SALESFORCE CUSTOMER 360

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**Packt Publishing** Master the skills you need as a Salesforce B2C Solution Architect to design an optimized business-to-consumer (B2C) solution across the Salesforce Customer 360 ecosystem, including B2C Commerce, Service Cloud, and Marketing Cloud Key Features: Create a unified view of the customer across Salesforce products and beyond Avoid inefficiencies and costly rework caused by poor architectural designs Prepare for the B2C Solution Architect exam and Salesforce certification with practical scenarios following Salesforce best practices Book Description: A carefully designed Customer 360 solution spanning B2C Commerce, Marketing Cloud, and Service Cloud provides the foundation for a single view of the customer, unique insights, and transformational capabilities. There is currently a huge demand in the marketplace for professionals who understand how to leverage these components together. Salesforce B2C Solution Architect's Handbook will help you understand the integration options and products that help you deliver value for organizations. You'll start by developing a solid understanding of the capabilities of each component in the Customer 360 ecosystem, their data models, and governance. As you progress, you'll explore the role of a B2C solution architect in planning critical requirements and implementation sequences to avoid costly rework. The book will also guide you through the options for integrating products with the Salesforce ecosystem and demonstrate best practices for data modeling across Salesforce products and beyond. Once you have the core knowledge required to be a successful solution architect, you'll learn about tools, techniques, and certification scenarios in preparation for the B2C Solution Architect exam. By the end of this book, you'll have the skills to design scalable, secure, and future-proof solutions supporting your customers' critical business demands. What You Will Learn: Explore key Customer 360 products and their integration options Choose the optimum integration architecture to unify data and experiences Architect a single view of the customer to support service, marketing, and commerce Plan for critical requirements, design decisions, and implementation sequences to avoid sub-optimal solutions Integrate Customer 360 solutions into a single-source-of-truth solution such as a master data model Support business needs that require functionality from more than one component by orchestrating data and user flows Who this book is for: This book is for B2C commerce architects, application architects, integration architects, and system architects familiar with one or more products within the Customer 360 suite who want to master B2C solutions. Enterprise architects, Salesforce architects, and CTO teams at Salesforce customer organizations looking to benefit from a unified solution will also find this book helpful. A general understanding of data integration, APIs, and connected systems, along with knowledge of the fundamentals of business-to-consumer (B2C) customer experiences is necessary to get the most out of this book.

### NEGOTIATING FOR SUCCESS: ESSENTIAL STRATEGIES AND SKILLS

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**Van Rye Publishing, LLC** We all negotiate on a daily basis. We negotiate with our spouses, children, parents, and friends. We negotiate when we rent an apartment, buy a car, purchase a house, and apply for a job. Your ability to negotiate might even be the most important factor in your career advancement. Negotiation is also the key to business success. No organization can survive without contracts that produce profits. At a strategic level, businesses are concerned with value creation and achieving competitive advantage. But the success of high-level business strategies depends on contracts made with suppliers, customers, and other stakeholders. Contracting capability—the ability to negotiate and perform successful contracts—is the most important function in any organization. This book is designed to help you achieve success in your personal negotiations and in your business transactions. The book is unique in two ways. First, the book not only covers negotiation concepts, but also provides practical actions you can take in future negotiations. This includes a Negotiation Planning Checklist and a completed example of the checklist for your use in future negotiations. The book also includes (1) a tool you can use to assess your negotiation style; (2) examples of “decision trees,” which are useful in calculating your alternatives if your negotiation is unsuccessful; (3) a three-part strategy for increasing your power during negotiations; (4) a practical plan for analyzing your negotiations based on your reservation price, stretch goal, most-likely target, and zone of potential agreement; (5) clear guidelines on ethical standards that apply to negotiations; (6) factors to consider when deciding whether you should negotiate through an agent; (7) psychological tools you can use in negotiations—and traps to avoid when the other side uses them; (8) key elements of contract law that arise during negotiations; and (9) a checklist of factors to use when you evaluate your performance as a negotiator. Second, the book is unique in its holistic approach to the negotiation process. Other books often focus narrowly either on negotiation or on contract law. Furthermore, the books on negotiation tend to focus on what happens at the bargaining table without addressing the performance of an agreement. These books make the mistaken assumption that success is determined by evaluating the negotiation rather than evaluating performance of the agreement. Similarly, the books on contract law tend to focus on the legal requirements for a contract to be valid, thus giving short shrift to the negotiation process that precedes the contract and to the performance that follows. In the real world, the contracting process is not divided into independent phases. What happens during a negotiation has a profound impact on the contract and on the performance that follows. The contract’s legal content should reflect the realities of what happened at the bargaining table and the performance that is to follow. This book, in contrast to others, covers the entire negotiation process in chronological order beginning with your decision to negotiate and continuing through the evaluation of your performance as a negotiator. A business executive in one of the negotiation seminars the author teaches as a University of Michigan professor summarized negotiation as follows: “Life is negotiation!” No one ever stated it better. As a mother with young children and as a company leader, the executive realized that negotiations are pervasive in our personal and business lives. With its emphasis on practical action, and with its chronological, holistic approach, this book provides a roadmap you can use when navigating through your life as a negotiator.

### TRAILBLAZER

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### THE POWER OF BUSINESS AS THE GREATEST PLATFORM FOR CHANGE

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**Currency** NEW YORK TIMES BESTSELLER • The founder and co-CEO of Salesforce delivers an inspiring vision for successful companies of the future—in which changing the world is everyone’s business. “The gold standard on how to use business as a platform for change at this urgent time.”—Ray Dalio, founder of Bridgewater Associates and author of Principles: Life and Work What’s the secret to business growth and innovation and a purpose-driven career in a world that is becoming vastly more complicated by the day? According to Marc Benioff, the answer is embracing a culture in which your values permeate everything you do. In Trailblazer, Benioff gives readers a rare behind-the-scenes look at the inner workings of one of the world’s most admired companies. He reveals how Salesforce’s core values—trust, customer success, innovation, and equality—and commitment to giving back have become the company’s greatest competitive advantage and the most powerful engine of its success. Because no matter what business you’re in, Benioff says, values are the bedrock of a resilient company culture that inspires all employees, at every level, to do the best work of their lives. Along the way, he shares insights and best practices for anyone who wants to cultivate a company culture positioned to thrive in the face of the inevitable disruption ahead. None of us in the business world can afford to sit on the sidelines and ignore what’s going on outside the walls of our workplaces. In the future, profits and progress will no longer be sustainable unless they serve the greater good. Whether you run a company, lead a small team, or have just draped an ID badge around your neck for the first time, Trailblazer reveals how anyone can become an agent of change. Praise for Trailblazer “A guide for what every business and organization must do to thrive in this period of profound political and economic change.”—Jamie Dimon, chairman and CEO of JPMorgan Chase “In Trailblazer, Benioff explores how companies can nurture a values-based culture to become powerful platforms for change.”—Susan Wojcicki, CEO of YouTube

### LEARNING SALESFORCE VISUAL WORKFLOW

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**Packt Publishing Ltd** Learning Salesforce Visual Workflow is intended for those who want to use Flows to automate their business requirements by click not code. Salesforce maintains an incredibly user-friendly interface; no previous experience in computer coding or programming is required.

### LEARNING HOW TO LEARN

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### HOW TO SUCCEED IN SCHOOL WITHOUT SPENDING ALL YOUR TIME STUDYING; A GUIDE FOR KIDS AND TEENS

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**Penguin** A surprisingly simple way for students to master any subject--based on one of the world's most popular online courses and the bestselling book A Mind for Numbers A Mind for Numbers and its wildly popular online companion course "Learning How to Learn" have empowered more than two million learners of all ages from around the world to master subjects that they once struggled with. Fans often wish they'd discovered these learning strategies earlier and ask how they can help their kids master these skills as well. Now in this new book for kids and teens, the authors reveal how to make the most of time spent studying. We all have the tools to learn what might not seem to come naturally to us at first--the secret is to understand how the brain works so we can unlock its power. This book explains: • Why sometimes letting your mind wander is an important part of the learning process • How to avoid "rut think" in order to think outside the box • Why having a poor memory can be a good thing • The value of metaphors in developing understanding • A simple, yet powerful, way to stop procrastinating Filled with illustrations, application questions, and exercises, this book makes learning easy and fun.

### HANDS-ON LOW-CODE APPLICATION DEVELOPMENT WITH SALESFORCE

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**BUILD CUSTOMIZED CRM APPLICATIONS THAT SOLVE BUSINESS CHALLENGES IN JUST A FEW CLICKS**

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**Packt Publishing Ltd** Explore a wide range of low-code tools in the Salesforce platform for building customized CRM applications without writing any code **Key Features** Create apps with a rich user experience without paying for costly developers Leverage Salesforce Lightning Platform's declarative features to build professional-grade applications Improve productivity with business process automation using Workflow, Process Builder, and Flow **Book Description** Low-code platforms allow users to focus on business logic to create solutions without getting trapped in programming complexities. Thanks to its powerful features for designing, developing, and deploying apps without having to hand-code, Salesforce is at the forefront of the low-code development revolution. This book will guide you in building creative applications for solving your business problems using the declarative framework provided by Salesforce. You'll start by learning how to design your business data model with custom objects, fields, formulas, and validation rules, all secured by the Salesforce security model. You'll then explore tools such as Workflow, Process Builder, Lightning Flow, and Actions that will help you to automate your business processes with ease. This book also shows you how to use Lightning App Builder to build personalized UIs for your Salesforce applications, explains the value of creating community pages for your organization, and teaches you how to customize them with Experience Builder. Finally, you'll work with the sandbox model, deploy your solutions, and deliver an effective release management strategy. By the end of this Salesforce book, you'll be ready to customize Salesforce CRM to meet your business requirements by creating unique solutions without writing a single line of code. What you will learn Get to grips with the fundamentals of data modeling to enhance data quality Deliver dynamic configuration capabilities using custom settings and metadata types Secure your data by implementing the Salesforce security model Customize Salesforce applications with Lightning App Builder Create impressive pages for your community using Experience Builder Use Data Loader to import and export data without writing any code Embrace the Salesforce Ohana culture to share knowledge and learn from the global Salesforce community Who this book is for If you are a citizen developer, business analyst, Salesforce administrator, or anyone interested in developing applications or solutions for business problems but lack technical knowledge, this book is for you. No prior programming experience is required.

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**ALGORITHMS**

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**Addison-Wesley Professional** This book is Part I of the fourth edition of Robert Sedgewick and Kevin Wayne's *Algorithms*, the leading textbook on algorithms today, widely used in colleges and universities worldwide. Part I contains Chapters 1 through 3 of the book. The fourth edition of *Algorithms* surveys the most important computer algorithms currently in use and provides a full treatment of data structures and algorithms for sorting, searching, graph processing, and string processing -- including fifty algorithms every programmer should know. In this edition, new Java implementations are written in an accessible modular programming style, where all of the code is exposed to the reader and ready to use. The algorithms in this book represent a body of knowledge developed over the last 50 years that has become indispensable, not just for professional programmers and computer science students but for any student with interests in science, mathematics, and engineering, not to mention students who use computation in the liberal arts. The companion web site, [algs4.cs.princeton.edu](http://algs4.cs.princeton.edu) contains An online synopsis Full Java implementations Test data Exercises and answers Dynamic visualizations Lecture slides Programming assignments with checklists Links to related material The MOOC related to this book is accessible via the "Online Course" link at [algs4.cs.princeton.edu](http://algs4.cs.princeton.edu). The course offers more than 100 video lecture segments that are integrated with the text, extensive online assessments, and the large-scale discussion forums that have proven so valuable. Offered each fall and spring, this course regularly attracts tens of thousands of registrants. Robert Sedgewick and Kevin Wayne are developing a modern approach to disseminating knowledge that fully embraces technology, enabling people all around the world to discover new ways of learning and teaching. By integrating their textbook, online content, and MOOC, all at the state of the art, they have built a unique resource that greatly expands the breadth and depth of the educational experience.

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**OCP ORACLE CERTIFIED PROFESSIONAL JAVA SE 11 PROGRAMMER I STUDY GUIDE**

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**EXAM 1Z0-815**

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**John Wiley & Sons** The comprehensive study aide for those preparing for the new Oracle Certified Professional Java SE Programmer I Exam 1Z0-815 Used primarily in mobile and desktop application development, Java is a platform-independent, object-oriented programming language. It is the principal language used in Android application development as well as a popular language for client-side cloud applications. Oracle has updated its Java Programmer certification tracks for Oracle Certified Professional. OCP Oracle Certified Professional Java SE 11 Programmer I Study Guide covers 100% of the exam objectives, ensuring that you are thoroughly prepared for this challenging certification exam. This comprehensive, in-depth study guide helps you develop the functional-programming knowledge required to pass the exam and earn certification. All vital topics are covered, including Java building blocks, operators and loops, String and StringBuilder, Array and ArrayList, and more. Included is access to Sybex's superior online interactive learning environment and test bank—containing self-assessment tests, chapter tests, bonus practice exam questions, electronic flashcards, and a searchable glossary of important terms. This indispensable guide: Clarifies complex material and strengthens your comprehension and retention of key topics Covers all exam objectives such as methods and encapsulation, exceptions, inheriting abstract classes and interfaces, and Java 8 Dates and Lambda Expressions Explains object-oriented design principles and patterns Helps you master the fundamentals of functional programming Enables you to create Java solutions applicable to real-world scenarios There are over 9 millions developers using Java around the world, yet hiring managers face challenges filling open positions with qualified candidates. The OCP Oracle Certified Professional Java SE 11 Programmer I Study Guide will help you take the next step in your career.

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**PYTHON FOR EVERYBODY**

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**EXPLORING DATA IN PYTHON 3**

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*Python for Everybody* is designed to introduce students to programming and software development through the lens of exploring data. You can think of the Python programming language as your tool to solve data problems that are beyond the capability of a spreadsheet. Python is an easy to use and easy to learn programming language that is freely available on Macintosh, Windows, or Linux computers. So once you learn Python you can use it for the rest of your career without needing to purchase any software. This book uses the Python 3 language. The earlier Python 2 version of this book is titled "Python for Informatics: Exploring Information". There are free downloadable electronic copies of this book in various formats and supporting materials for the book at [www.pythonlearn.com](http://www.pythonlearn.com). The course materials are available to you under a Creative Commons License so you can adapt them to teach your own Python course.

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**AWS CERTIFIED SYSOPS ADMINISTRATOR OFFICIAL STUDY GUIDE**

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**ASSOCIATE EXAM**

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**John Wiley & Sons** Comprehensive, interactive exam preparation and so much more The AWS Certified SysOps Administrator Official Study Guide: Associate Exam is a comprehensive exam preparation resource. This book bridges the gap between exam preparation and real-world readiness, covering exam objectives while guiding you through hands-on exercises based on situations you'll likely encounter as an AWS Certified SysOps Administrator. From deployment, management, and operations to migration, data flow, cost control, and beyond, this guide will help you internalize the processes and best practices associated with AWS. The Sybex interactive online study environment gives you access to invaluable preparation aids, including an assessment test that helps you focus your study on areas most in need of review, and chapter tests to help you gauge your mastery of the material. Electronic flashcards make it easy to study anytime, anywhere, and a bonus practice exam gives you a sneak preview so you know what to expect on exam day. Cloud computing offers businesses a cost-effective, instantly scalable IT infrastructure. The AWS Certified SysOps Administrator - Associate credential shows that you have technical expertise in deployment, management, and operations on AWS. Study exam objectives Gain practical experience with hands-on exercises Apply your skills to real-world scenarios Test your understanding with challenging review questions Earning your AWS Certification is much more than just passing an exam—you must be able to perform the duties expected of an AWS Certified SysOps Administrator in a real-world setting. This book does more than coach you through the test: it trains you in the tools, procedures, and thought processes to get the job done well. If you're serious about validating your expertise and working at a higher level, the AWS Certified SysOps Administrator Official Study Guide: Associate Exam is the resource you've been seeking.

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**LEARNING SALESFORCE DEVELOPMENT WITH APEX**

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**WRITE, RUN AND DEPLOY APEX CODE WITH EASE**

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**BPB Publications** Learn to harness the power of the Apex language to build Salesforce applications **KEY FEATURES** - Learn how to work with the Apex language. - Learn how to develop Apex Triggers. - Learn how to use SOQL and SOSL to retrieve data. - Learn how to write Object-Oriented Salesforce code. - Explore the best practices to deliver scalable and maintainable code. **DESCRIPTION** This book covers the fundamentals of the Salesforce Apex programming language used by developers to build powerful applications in the cloud. In this book, you will learn how to work with the Apex language to build scalable applications that can interact with and update data from your users. We cover the language from the ground up, introducing programming concepts such as variables and control statements alongside clear and concise examples to help you understand the key concepts and features. Platform-specific features such as Apex triggers, SOQL and SOSL are covered in detail to help ensure you deliver robust and scalable solutions. Nuances and best practices for development are discussed along with how to effectively test your code to ensure that you can deploy it to users with

confidence. Object-oriented programming in Apex is also covered in-depth to ensure that you can develop dynamic solutions and build for the future. The book also discusses and shows developers how to integrate with third-party solutions using REST APIs in Apex. By the end of the book, the reader will know how to start developing applications using Apex with confidence. **WHAT WILL YOU LEARN** - Learn how to declare variables in Apex. - Understand how to work with collections in Apex. - Use different control statements within Apex to control program flow. - Learn how to use the built-in tools to test in Apex. - Understand how to make callouts to external applications and data sources. **WHO THIS BOOK IS FOR** This book is intended for those starting out with Apex, whether existing Salesforce Admins or those joining the Salesforce ecosystem with little professional prior programming experience, such as students. The reader is expected to have some basic familiarity with Salesforce as a platform, although key concepts are reviewed. **TABLE OF CONTENTS** 0. Introduction 1. An Introduction to the Salesforce Platform 2. What is Apex? 3. Variables in Apex 4. Collections 5. Control Statements 6. Apex Triggers 7. SOQL 8. SOSL 9. Defining Apex Classes 10. Apex Class Inheritance 11. Testing Apex 12. Callouts in Apex 13. Epilogue

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## SALESFORCE CRM

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### THE DEFINITIVE ADMIN HANDBOOK

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**Packt Publishing Ltd** A practical guide which will help to discover how to setup and configure the Salesforce CRM application. It offers solutions and practical examples on how to further improve and maintain its functionality with clear systematic instructions. Being highly organized and compact, this book contains detailed instructions with screenshots, diagrams, and tips that clearly describe how you can administer and configure complex Salesforce CRM functionality with absolute ease. 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 novice or a more experienced admin, this book aims to enhance your knowledge and understanding of the Salesforce CRM platform and by the end of the book, you should be ready to administer Salesforce CRM in a real-world environment.

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### ADVANCED APEX PROGRAMMING IN SALESFORCE

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Advanced Apex Programming focuses entirely on the Apex language and core design patterns. You'll learn how to truly think in Apex - to embrace limits and bulk patterns. You'll see how to develop architectures for efficient and reliable trigger handling, and for asynchronous operations. You'll discover that best practices differ radically depending on whether you are building software for a specific organization or for a managed package. And you'll find approaches for incorporating testing and diagnostic code that can dramatically improve the reliability and deployment of Apex software, and reduce your lifecycle and support costs. Based on his experience as a consultant, Salesforce MVP, and architect of major AppExchange packages, Dan Appleman focuses on the real-world problems and issues that are faced by Apex developers every day, along with the obscure problems and surprises that can sneak up on you if you are unprepared.

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### MASTERING APEX PROGRAMMING

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### A DEVELOPER'S GUIDE TO LEARNING ADVANCED TECHNIQUES AND BEST PRACTICES FOR BUILDING ROBUST SALESFORCE APPLICATIONS

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**Packt Publishing Ltd** Get to grips with the advanced features of Apex programming for Salesforce developers using this comprehensive guide **Key Features** Discover how to build reliable applications with Apex by avoiding common mistakes and pitfalls Learn how to use the different asynchronous programming tools in Apex Profile and improve the performance of your Apex code **Book Description** As applications built on the Salesforce platform are now a key part of many organizations, developers are shifting focus to Apex, Salesforce's proprietary programming language. As a Salesforce developer, it is important to understand the range of tools at your disposal, how and when to use them, and best practices for working with Apex. Mastering Apex Programming will help you explore the advanced features of Apex programming and guide you in delivering robust solutions that scale. This book starts by taking you through common Apex mistakes, debugging, exception handling, and testing. You'll then discover different asynchronous Apex programming options and develop custom Apex REST web services. The book shows you how to define and utilize Batch Apex, Queueable Apex, and Scheduled Apex using common scenarios before teaching you how to define, publish, and consume platform events and RESTful endpoints with Apex. Finally, you'll learn how to profile and improve the performance of your Apex application, including architecture trade-offs. With code examples used to facilitate discussion throughout, by the end of the book, you'll have developed the skills needed to build robust and scalable applications in Apex. What you will learn **Understand** common coding mistakes in Apex and how to avoid them using best practices **Find out** how to debug a Salesforce Apex application effectively **Explore** different asynchronous Apex options and their common use cases **Discover** tips to work effectively with platform events **Develop** custom Apex REST services to allow inbound integrations **Build** complex logic and processes on the Salesforce platform **Who this book is for** This book is for Salesforce developers who are interested in mastering Apex programming skills. You'll also find this book helpful if you're an experienced Java or C# developer looking to switch to Apex programming for developing apps on the Salesforce platform. Basic Apex programming knowledge is essential to understand the concepts covered.

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### SOLUTIONS ARCHITECT'S HANDBOOK

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### KICK-START YOUR SOLUTIONS ARCHITECT CAREER BY LEARNING ARCHITECTURE DESIGN PRINCIPLES AND STRATEGIES

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**Packt Publishing Ltd** This book will show you how to create robust, scalable, highly available and fault-tolerant solutions by learning different aspects of Solution architecture and next-generation architecture design in the Cloud environment.

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### TOGAF® 9 CERTIFIED STUDY GUIDE

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**Van Haren** The TOGAF 9 certification program is a knowledge-based certification program. It has two levels, leading to certification for TOGAF 9 Foundation and TOGAF 9 Certified, respectively. The purpose of certification to TOGAF 9 Certified is to provide validation that, in addition to the knowledge and comprehension of TOGAF 9 Foundation level, the Candidate is able to analyze and apply this knowledge. The learning objectives at this level therefore focus on application and analysis in addition to knowledge and comprehension. This Study Guide supports students in preparation for the TOGAF 9 Part 2 Examination, leading to TOGAF 9 Certified.

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### AWS CERTIFIED SOLUTIONS ARCHITECT STUDY GUIDE

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### ASSOCIATE (SAA-C03) EXAM

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**John Wiley & Sons** Master Amazon Web Services solution delivery and efficiently prepare for the AWS Certified SAA-C03 Exam with this all-in-one study guide **The AWS Certified Solutions Architect Study Guide: Associate (SAA-C03) Exam, 4th Edition** comprehensively and effectively prepares you for the challenging SAA-C03 Exam. This Study Guide contains efficient and accurate study tools that will help you succeed on the exam. It offers access to the Sybex online learning environment and test bank, containing hundreds of test questions, bonus practice exams, a glossary of key terms, and electronic flashcards. In this complete and authoritative exam prep blueprint, Ben Piper and David Clinton show you how to: **Design** resilient AWS architectures **Create** high-performing solutions **Craft** secure applications and architectures **Design** inexpensive and cost-optimized architectures **An** essential resource for anyone trying to start a new career as an Amazon Web Services cloud solutions architect, the **AWS Certified Solutions Architect Study Guide: Associate (SAA-C03) Exam, 4th Edition** will also prove invaluable to currently practicing AWS professionals looking to brush up on the fundamentals of their work.