Forcecom Developers Guide

Master Force.com, Today's Fastest, Most Flexible
Cloud Development Platform With Salesforce.com's
Force.com platform, you can build and deploy
powerful cloud-based enterprise applications faster
than ever before. Now, Jason Ouellette gives you all
the practical, technical guidance you need to make
the most of the newest Force.com releases in your
own custom cloud applications. Throughout, he adds
new code and updated best practices for rapidly
prototyping, building, and testing production-quality
Force.com solutions. This edition's extensive new
coverage includes Developer Console, JSON,
Streaming and Tooling APIs, Bulk API, Force.com
Canvas, REST integration, support for Web MVC
frameworks, Dynamic Apex and Visualforce, and an
all-new chapter on mobile user interfaces. Ouellette
covers the entire platform: UIs, database design,
analytics, security, and many other topics. His code
examples emphasize maintainability, flexibility, and
seamless integration—and you can run and adapt all
of them with a free Force.com Developer Edition
account. Coverage includes: Leveraging
Force.com's customizable infrastructure to deliver
advanced Platform-as-a-Service (PaaS) solutions
Understanding Force.com's unique processes,
tools, and architecture Developing a complete
application, from requirements and use cases

through deployment Using the Force.com database
as a framework for highly flexible, maintainable
applications Applying Force.com's baked-in
security, including user identity, data ownership, and
fine-grained access control Constructing powerful
business logic with Apex, SOQL, and SOSL
Adopting asynchronous actions, Single Page
Applications, and other advanced features in Web
user interfaces Building intuitive user interfaces with
Visualforce, and extending them to public-facing
websites and mobile devices Creating
smartphone/tablet-friendly apps with HTML5 and
Visualforce Performing massive data-intensive tasks
offline with Batch Apex Using Force.com integration
options, including REST, SOAP, Canvas, and the
Streaming, Bulk, Tooling, and Metadata APIs
Developing internal social applications with
Force.com's Chatter collaboration tools If you're
already building Web or mobile applications, take
your next giant step into enterprise cloud
development—with Development with the Force.com
Platform, Third Edition. All code examples in this
book are available on Github at http://goo.gl/fjRqMX,
and as a Force.com IDE project on Github at
https://github.com/jmouel/dev-with-force-3e.
A handy guide that covers the most essential topics
for Salesforce Platform App Builder Certification in
an easy-to-understand format About This Book Get
to grips with the fundamentals of Force.com to pass

the certification exam with flying colors Create Force.com applications, automate business processes, and manage data operations to be a successful Salesforce.com Certified Force.com app builder A step-by-step guide that covers the most essential topics for the Platform App Builder Certification in an easy-to-understand format Who This Book Is For Salesforce beginners who need to prepare for the Salesforce Platform App Builder Certification exam will benefit from this book. This book is ideal for developers and admins who are new to Salesforce CRM and the Force.com platform. It is recommended that users have some basic programming knowledge and are familiar with salesforce. By the end of the book, you will be ready to appear for the exam and develop various applications on the cloud platform. What You Will Learn Learn the basics of the force.com cloud platform Learn to build objects that align with your business Understand the process of building an application on force.com platform Kick-start your certification journey in basic- easy-to-follow guide Focus on important topics that help you accomplish your certification goals Learn to secure your application with the Salesforce security model Manipulate and process large amount of data using the data tools Prepare for the exam with sample mock questions In Detail The Salesforce Certified Platform App Builder exam is for individuals who

want to demonstrate their skills and knowledge in designing, building, and implementing custom applications using the declarative customization capabilities of Force.com. This book will build a strong foundation in Force.com to prepare you for the platform app builder certification exam. It will guide you through designing the interface while introducing the Lightning Process Builder. Next, we will implement business logic using various point and click features of Force.com. We will learn to manage data and create reports and dashboards. We will then learn to administer the force.com application by configuring the object-level, field-level, and record-level security. By the end of this book, you will be completely equipped to take the Platform App Builder certification exam. Style and approach Simple and to-the-point examples that can be tried out in your developer org. A practical book for professionals who want to take the Salesforce Platform App Builder Certification exam. Sample questions for every topic in an exam pattern to help you prepare better, and tips to get things started. Full of screen-shots, diagrams, and clear step-by-step instructions that cover the entire syllabus for the exam.

Das Buch erlaubt einen kompakten Einstieg in die Themen E-Business und Cloud Computing. Es vermittelt informatikbezogene und betriebswirtschaftliche Kenntnisse und stellt

betriebliche Anwendungen vor. Nach einer
Einführung in das Thema E-Business, in der auch
das Thema "Internet der Dinge" beleuchtet wird,
werden informatikbezogene Grundlagen wie HTML,
XML und RESTful Services dargestellt. Es folgt eine
Beschreibung von Cloud Computing, wobei seine
Entstehung und seine Merkmale aus
geschäftsbezogener und informationstechnischer
Sicht beleuchtet werden. Der Einsatz von Services
wird anhand verschiedener Anwendungen aus den
Bereichen E-Marketing, soziale Netze, Customer
Relationship Management und Big Data aufgezeigt.
Auch die Verfügbarkeit von RESTful APIs ist
Gegenstand der Betrachtungen. Die Entwicklung
von E-Business Anwendungen wird anhand von
zwei Projekten betrachtet, die einerseits das RFID-
gestützte Behältermanagement und andererseits die
Entwicklung einer App beschreiben.
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. Design and develop state-of-the-art applications using Force.com's powerful development platform About This Book Flaunt your skillsets by developing complex applications that include demanding concepts such as triggers, Visualforce controllers, batch jobs, and Lightning components Earn the gratitude of your colleagues by structuring a project so that multiple developers can work independently of each other Kevin Poorman, the author of the book and a Force.com MVP, shares his years of Force.com knowledge and experience with you through the medium of telling examples Who This Book Is For If you're a Force.com developer with a fundamental understanding of Apex and JavaScript but now want to enhance your skills with tips, tricks, and guidance on the best architectural and engineering practices, then this book is for you. What You Will Learn Creating triggers, and the best practices for writing them Developing a number of Visualforce controllers and extensions Integrating third-party web APIs into your Apex code Writing unit

tests that cover testing bulk safety, user and profile settings, and negative tests Creating a Lightning component for use in Salesforce1 Getting acquainted with various methods for deploying metadata between orgs Using the Rest sObject API for access to Salesforce objects and data using the REST methodology Learning about overarching architectural considerations such as naming conventions, testing practices, and data modeling practices In Detail Force.com is an extremely powerful, scalable, and secure cloud platform, delivering a complete technology stack, ranging from databases and security to workflow and the user interface. With salesforce.com's Force.com cloud platform, you can build any business application and run it on your servers. The book will help you enhance your skillset and develop complex applications using Force.com. It gets you started with a quick refresher of Force.com's development tools and methodologies, and moves to an in-depth discussion of triggers, bulkification, DML order of operations, and trigger frameworks. Next, you will learn to use batchable and schedulable interfaces to process massive amounts of information asynchronously. You will also be introduced to Salesforce Lightning and cover components—including backend (apex) controllers, frontend (JavaScript) controllers, events, and attributes—in detail. Moving on, the book will focus on

testing various apex components: what to test, when to write the tests, and—most importantly—how to test. Next, you will develop a changeset and use it to migrate your code from one org to another, and learn what other tools are out there for deploying metadata. You will also use command-line tools to authenticate and access the Force.com Rest sObject API and the Bulk sObject API; additionally, you will write a custom Rest endpoint, and learn how to structure a project so that multiple developers can work independently of each other without causing metadata conflicts. Finally, you will take an in-depth look at the overarching best practices for architecture (structure) and engineering (code) applications on the Force.com platform. Style and approach A step-by-step tutorial, with plenty of tips and tricks that will help you develop complex Force.com applications.

Development with the Force.com PlatformBuilding Business Applications in the CloudAddison-Wesley Professional

Click your way to automating business processes with Salesforce Visual Workflow Key Features Create and maintain complex business processes using Process builder Discover how to debug and deploy Flow and Process Builder Use new or existing Flows to work with Salesforce Lightning Experience Book Description Salesforce Management System is an information system used

in CRM to automate business processes, such as sales and marketing. Process Builder is a visual tool created to automate business processes in Salesforce. It enables users with no coding expertise to build complex Salesforce workflows. The book starts with an introduction to Process Builder, focussing on the building blocks of creating Processes. Then you will learn about different applications of Process Builder for developing streamlined solutions. You will learn how to easily automate business processes and tackle complex business scenarios using Processes. The book explains the workings of the Process Builder so that you can create reusable processes. It also explains how you can migrate existing Workflow Rules to Process Builder. By the end of the book, you will have a clear understanding of how to use Flows and Process Builder to optimize code usage. What you will learn Develop an application using point and click with the help of Process Builder Bypass Processes for specific users Understand the concepts of reusable processes Handle complex business processes using Process Builder and keep them clean Work with formulae in Process Builder to minimize the code required Create a process with no criteria so as to minimize the amount of rework Overcome Salesforce's known limitation in terms of referencing picklist values Who this book is for This book is for people who want to use Process Builder

to automate their business requirements by clicking, not coding. A basic understanding of Salesforce is required, but not extensive programming knowledge. An accessible and comprehensive guide to the future of computing. Cloud Computing is the next computing revolution and will have as much impact on your life as the introduction of the PC. Using websites including Facebook, Flickr and Gmail, many people already store some information out in the Internet cloud. However, within a few years most computing applications will be accessed online with the web at the heart of everything we do. In this valuable guide, expert Christopher Barnatt explains how computing will rapidly become more reliable, less complex, and more environmentally friendly. He explores online software and hardware, and how it will alter our office work and personal lives. Individuals and companies are going to be released from the constraints of desktop computing and expensive corporate data centres. New services like augmented reality will also become available. Including coverage of Google Docs, Zoho, Microsoft Azure, Amazon EC2 and other key developments, this book is your essential guide to the cloud computing revolution.

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 administrator, this book aims 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. Learn how to build advanced reports and dashboards in Salesforce Lightning experience About This Book Visualize and create advanced reports and dashboards using Lightning Experience Improve overall business efficiency with

advanced and effective reports and dashboards Understand and create custom reports and dashboards Who This Book Is For This book is targeted at Salesforce.com administrators, business analysts, and managers who use Salesforce.com for their daily job and want to learn in depth about Salesforce Reporting and Dashboard in Lightning Experience. Readers should have a basic knowledge of Salesforce, such as: Accounts, Contacts, Leads, Opportunities and custom objects. What You Will Learn Navigate in Salesforce.com within the Lightning Experience user interface Secure and share your reports and dashboards with other users Create, manage, and maintain reports using Report Builder Learn how the report type can affect the report generated Explore the report and dashboard folder and the sharing model Create reports with multiple formats and custom report types Explore various dashboard features in Lightning Experience Use Salesforce1, including accessing reports and dashboards In Detail Built on the Salesforce App Cloud, the new Lightning Experience combines the new Lightning Design System, Lightning App Builder, and Lightning Components to enable anyone to quickly and easily create modern enterprise apps. The book will start with a gentle introduction to the basics of Salesforce reports and dashboards. It will also explain how to access reports in depth. Then you will learn how to create and manage reports, to use Schedule Report, and create advanced report configurations. The next section talks about dashboards and will enable you to understand and compare various types of dashboard component and how you can benefit the most from each of them. Then we move on to advanced topics and explain tips and tricks related to reports and dashboards, including reporting snapshots, report parameters, and collaboration. Finally, we will discuss how to access dashboards and reports from the Salesforce1 mobile app. Style and approach This comprehensive guide covers

the advanced features of the all new Salesforce Lightning concepts and communicates them through a practical approach to explore the underlying concepts of how, when, and why to use them.
Cloud computing has become a significant technology trend. Experts believe cloud computing is currently reshaping information technology and the IT marketplace. The advantages of using cloud computing include cost savings, speed to market, access to greater computing resources, high availability, and scalability. Handbook of Cloud Computing includes contributions from world experts in the field of cloud computing from academia, research laboratories and private industry. This book presents the systems, tools, and services of the leading providers of cloud computing; including Google, Yahoo, Amazon, IBM, and Microsoft. The basic concepts of cloud computing and cloud computing applications are also introduced. Current and future technologies applied in cloud computing are also discussed. Case studies, examples, and exercises are provided throughout. Handbook of Cloud Computing is intended for advanced-level students and researchers in computer science and electrical engineering as a reference book. This handbook is also beneficial to computer and system infrastructure designers, developers, business managers, entrepreneurs and investors within the cloud computing related industry.
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.

This book is intended for all Salesforce users—administrators, managers, business analysts, or report writers who are new to creating reports or dashboards within Salesforce. Basic knowledge of the Salesforce platform is required.

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.

Great POSSIBILITIES and high future prospects to become ten times folds in the near FUTUREKey features Comprehensively gives clear picture of current state-of-the-art aspect of cloud computing by elaborating terminologies, models and other related terms. Enlightens all major players in Cloud Computing industry providing services in terms of SaaS, PaaS and IaaS. Highlights Cloud Computing Simulators, Security Aspect and Resource Allocation. In-depth presentation with well-illustrated diagrams and simple to understand technical concepts of cloud. Description The book "e;Handbook of Cloud Computing"e; provides the latest and in-depth information of this relatively new and another platform for scientific computing which has great possibilities and high future prospects to become ten folds in near future. The book covers in comprehensive manner all aspects and terminologies associated with cloud computing like SaaS,

PaaS and IaaS and also elaborates almost every cloud computing service model.The book highlights several other aspects of cloud computing like Security, Resource allocation, Simulation Platforms and futuristic trend i.e. Mobile cloud computing. The book will benefit all the readers with all in-depth technical information which is required to understand current and futuristic concepts of cloud computing. No prior knowledge of cloud computing or any of its related technology is required in reading this book. What will you learn Cloud Computing, Virtualisation Software as a Service, Platform as a Service, Infrastructure as a Service Data in Cloud and its Security Cloud Computing - Simulation, Mobile Cloud Computing Specific Cloud Service Models Resource Allocation in Cloud Computing Who this book is for Students of Polytechnic Diploma Classes- Computer Science/ Information Technology Graduate Students- Computer Science/ CSE / IT/ Computer Applications Master Class Students-Msc (CS/IT)/ MCA/ M.Phil, M.Tech, M.S. Researcher's-Ph.D Research Scholars doing work in Virtualization, Cloud Computing and Cloud Security Industry Professionals- Preparing for Certifications, Implementing Cloud Computing and even working on Cloud Security Table of contents1. Introduction to Cloud Computing2. Virtualisation3. Software as a Service4. Platform as a Service5. Infrastructure as a Service6. Data in Cloud7. Cloud Security 8. Cloud Computing - Simulation9. Specific Cloud Service Models10. Resource Allocation in Cloud Computing11. Mobile Cloud Computing About the authorDr. Anand Nayyar received Ph.D (Computer Science) in Wireless Sensor Networks and Swarm Intelligence. Presently he is working in Graduate School, Duy Tan University, Da Nang, Vietnam. He has total of fourteen Years of Teaching, Research and Consultancy experience with more than 250 Research Papers in various International Conferences and

highly reputed journals. He is certified Professional with more than 75 certificates and member of 50 Professional Organizations. He is acting as "e;ACM DISTINGUISHED SPEAKER"e;

The ultimate user's guide to Facebook, Twitter, Flickr, and more! Don't know a tweet from a tweep? Wondering how to get a Second Life? Curious about creating a Facebook profile? Join the social media movement! With The Everything Guide to Social Media, you'll master the lingo, tools, and techniques you need to use all forms of social media. Written in friendly, non-technical language by acclaimed reporter John K. Waters, this highly accessible handbook covers the full range of social media services, including: Messaging and communication (Blogger, Twitter) Communities and social groups (Facebook, MySpace, Friendster) Location-based social networking (Foursquare) News and tagging (Digg, StumbleUpon) Collaboration and cooperation (Wikipedia, Wikispaces) Photos and video sharing (Flickr, YouTube) Opinion and reviews (Yelp, Epinions) With this guide, you'll become comfortable with social media--and learn how to expand your presence online. With a special section on leveraging the power of social networks to build or grow a business, this up-to-the-minute guide is everything you need to walk the talk online--one wiki at a time!

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

This book describes the landscape of cloud computing from first principles, leading the reader step-by-step through the

process of building and configuring a cloud environment. The book not only considers the technologies for designing and creating cloud computing platforms, but also the business models and frameworks in real-world implementation of cloud platforms. Emphasis is placed on "learning by doing," and readers are encouraged to experiment with a range of different tools and approaches. Topics and features: includes review questions, hands-on exercises, study activities and discussion topics throughout the text; demonstrates the approaches used to build cloud computing infrastructures; reviews the social, economic, and political aspects of the on-going growth in cloud computing use; discusses legal and security concerns in cloud computing; examines techniques for the appraisal of financial investment into cloud computing; identifies areas for further research within this rapidly-moving field.

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.

Das Buch vereint wissenschaftliche Ergebnisse aus drei Jahren Forschung mit konkreten Strategien und Praxiserfahrungen zu innovativen Gestaltungskonzepten. Wissenschaftler erklären das disruptive Potenzial der Cloud, Strategen aus Vorreiterunternehmen und Praktiker zeigen die Veränderung von Wertschöpfung und Arbeit in der Praxis. Vordenker aus gesellschaftlichen Schlüsselbereichen entwickeln Leitideen und Ansätze für die Gestaltung der digitalen Zukunft. Inhalte: Was macht das disruptive Potenzial der Cloud aus? Wissenschaftliche Perspektiven auf die Cloud Cloud, Crowd und der Wandel von Arbeit Cloud und die Zukunft von Wirtschaft und Gesellschaft - Impulse und

Stellungnahmen

Cloud computing has caused a marketing fog, confusing business executives seeking to understand the technology's potential applications and business benefits. A Quick-Start Guide to Cloud Computing cuts through the industry hype and provides non-technical explanations about what it is and how it can improve your business. With case studies from large and small business, it shows how enabling a remote workforce and sharing resources can reduce your organisation's carbon footprint. It describes: the benefits of cloud computing; how to choose the right supplier and technologies for your particular business; key security issues and the perils and pitfalls to avoid. This Quick Start Guide puts business needs before technology, enabling you to make confident decisions about IT strategy, make the right choices for your business and reject 'solutions' that fix problems you don't have.

This is a mini tutorial guide that discusses the most important and the most frequently used technical aspects of Visualforce development, thereby making it a perfect companion for Visualforce developers.This book is for Visualforce developers who are looking for a pocket guide that will resolve their most frequently faced issues.

THIS BOOK HAS BEEN REPLACED BY "Salesforce1 101". Get started developing on the Force.com platform in no time. With step-by-step guidance, starting with setting up your developer environment and progressing through to deploying to production, you will learn industry best practices to release robust custom applications with tangible benefits to your company or your client. Geared specifically toward beginning developers, Beginning Salesforce Developer establishes a strong understanding of basic code constructs through examples. Rather than simply explaining how to use the platform, you will receive a comprehensive understanding of

why, allowing you to address platform quirks and "gotchas" that might occur. The book also serves to lay the foundation for continuing on to Salesforce Developer Pro. What You'll Learn Configure your Salesforce development environment Understand the Salesforce data model and query languages Create basic Apex triggers Use standard controllers with basic Visualforce pages Utilize Visualforce with custom-built Apex controllers Write test coverage Who This Book Is For Salesforce administrators who wish to transition into developing on the Force.com platform. The book also serves as a quick immersion into the world of development for complete beginners through proprietary Salesforce development languages on the Force.com platform. Discover over 70 real-world examples to overcome the most complex concepts you will face developing with Visualforce About This Book This book provides an enhanced user experience with dynamically-generated, reactive pages Access data over additional channels via public web sites and mobile pages Packed with easy-to-follow recipes, including step-by-step instructions and Apex/Visualforce code downloads this title is the all in one package you need to get more from Visualforce. Who This Book Is For This book will be beneficial to developers who are already well-versed with the basics of Visualforce. An awareness of the standard component library and the purpose of controllers is expected. What You Will Learn Pass parameters between Visualforce pages Update attributes in component controllers Avoid validation errors with action regions Refresh record details from embedded Visualforce Create and develop a website template from scratch Get to know about the Salesforce Lightening Design system and use Visualforce in Salesforce1 Effectively tackle frequently-faced problems while developing Visualforce pages In Detail Visualforce is a framework that allows developers to build sophisticated, custom user

interfaces that can be hosted natively on the Force.com platform. The Visualforce framework includes a tag-based markup language, similar to HTML that is used to write the Visualforce pages and a set of controllers that are used to write business logic to the Visualforce pages. Visualforce Development Cookbook provides solutions to a variety of challenges faced by Salesforce developers and demonstrates how easy it is to build rich, interactive pages using Visualforce. Whether you are looking to make a minor addition to the standard page functionality or override it completely, this book will provide you with the help you require throughout. You will start by learning about the simple utilities and will build up to more advanced techniques for data visualization and to reuse functionality. You will learn how to perform various tasks such as creating multiple records from a single page, visualizing data as charts, using JavaScript to enhance client-side functionality, building a public website, and making data available to a mobile device. With an interesting chapter on tackling common issues faced while developing Visualforce pages, the book provides lots of practical examples to enhance and extend your Salesforce user interface. Style and approach Following a cookbook structure, the book provides recipes on some essential technical scenarios and a few that focus on real-world development problems. This book is packed with illustrations and contains lots of code samples to improve your understanding.
A complete guide to building and deploying web apps withHeroku A cloud application platform, Heroku is currently the onlyapproved platform for creating apps within Facebook, and its numberof users is growing at rapid pace. However, there are very fewbooks on the market that offer professional-level coverage of thisplatform, until now. The author duo begins with an introduction tothe Heroku platform and its

associated core concepts and then goeson to explain how writing for this platform differs from that oftraditional development systems. Example applications, additionalresources, and advice for your next steps round out this resource,making it a thorough, indispensable guide. Features information not found anywhere else, as both authorswork for Heroku Explains the inner workings of Heroku with special emphasisplaced on building web and mobile applications Introduces GIT-based development workflow and the process modelwithin the Heroku platform Details coding, building, deploying, and scaling effectivelyusing the Heroku tool base Providing you with fully functional code and downloadable codeexamples, Professional Heroku Programming is your completeguide to mastering this platform.

Learn to combine security theory and code to produce secure systems Security is clearly a crucial issue to consider during the design and implementation of any distributed software architecture. Security patterns are increasingly being used by developers who take security into serious consideration from the creation of their work. Written by the authority on security patterns, this unique book examines the structure and purpose of security patterns, illustrating their use with the help of detailed implementation advice, numerous code samples, and descriptions in UML. Provides an extensive, up-to-date catalog of security patterns Shares real-world case studies so you can see when and how to use security patterns in practice Details how to incorporate security from the conceptual stage Highlights tips on authentication, authorization, role-based access control, firewalls, wireless networks, middleware, VoIP, web services security, and more Author is well known and highly respected in the field of security and an expert on security patterns Security Patterns in Practice shows you how to confidently develop a secure

system step by step.

If you want to use Salesforce CRM to automate your business requirements, or you have already adopted Salesforce CRM and want to streamline the sales process, this book is for you. Whether you are new to Salesforce or a seasoned expert, you will be able to master the basic functions as well as the advanced features of Salesforce.com. No previous experience in computer coding or programming is required. Learn how to build logic into your apps by configuring Salesforce.com Lightning Process Builder and Visual Workflow software tools to meet the needs of your organization without the use of code. You will be able to build workflow diagrams on the Salesforce.com platform and perform complex logic. Individuals who have created workflow diagrams in other applications (e.g., Microsoft Visio) will feel very comfortable using these two tools from Salesforce. If you find yourself in a situation where a standard Salesforce configuration does not meet your needs, you can always rely on a developer to extend the functionality through Visualforce and Apex code. What if you could take back that control and not rely on a developer or consultant? With two new technologies—Process Builder and Visual Workflow—introduced onto the Salesforce.com platform, you can accomplish much of what was normally handled with Apex code. Lightning Process Builder and Visual workflow both allow for advanced logic that standard configuration such as Salesforce.com Workflow cannot do. Salesforce.com Lightning Process Builder and Visual Workflow details how these technologies can be used to: Create a call center application that guides operators through a call with screens that change based on the caller's responses. Automatically submit approvals to speed up and streamline your business. Update related records for any object being modified, including standard and custom objects.

Guide to Cloud Computing for Business and Technology Managers: From Distributed Computing to Cloudware Applications unravels the mystery of cloud computing and explains how it can transform the operating contexts of business enterprises. It provides a clear understanding of what cloud computing really means, what it can do, and when it is practical

Addresses the need for peer-to-peer computing and grid paradigms in delivering efficient service-oriented computing.

Probably the best preparation you could have for the DEV401 exam is this comprehensive handbook that covers all the fundamentals. It will put you on track for becoming a Salesforce.com Certified Force.com Developer. Simple and to-the-point examples that can be tried out in your developer org A practical book for professionals who want to take the DEV 401 Certification exam Sample questions for every topic in an exam pattern to help you prepare better, and tips to get things started Full of screen-shots, diagrams, and clear step-by-step instructions that cover the entire syllabus for the exam In Detail When migrating to the new wave of cloud-based applications, we now think about business logic, we think about automating processes, and we think about how we can make the systems better. Force.com is a cloud-based platform that is used to build and deploy enterprise applications on the cloud with minimum coding. Demand for Force.com experts is growing rapidly and companies look for

certified professionals. This books comes in handy when you are seeking to clear the Salesforce.com Certified Force.com Developer exam. The Force.com Developer Certification Handbook (DEV401) is a practical guide for you to become a Salesforce.com Certified Force.com Developer. This book will help you to impress your colleagues with excellent Force.com skills, and prepare for the Dev 401 certification exam. From building applications to automating business processes everything is covered from the certification perspective, and you will gain hands-on expertise with the step-by-step approach of this book. Force.com Developer Certification Handbook (DEV401) will help you build and deploy a complete application on Force.com by using point and click. With this book you will learn to create and manage custom objects and their data. You will build the user interface for your applications and automate your business process by using workflows and approvals. This definitive certification guide provides a disciplined approach to be adopted for successfully clearing the DEV 401 exam, which gives you an edge over Force.com developers who are not certified. Each chapter contains ample practice questions at the end.

A no-nonsense guide to the ever-evolving tools of social media, this handbook details the nuts and bolts of the open-source internet by using real-world examples with dozens of screen shots for each

subject. The companion CD provides links to resources, and directories of social websites in addition to forms and worksheets designed to map social media strategies. This practical, hands-on introduction to social media tools such as Facebook, YouTube, and Twitter helps grow brand recognition, improve and expand sales, and increase profits for business owners, professionals, musicians, and artists alike.

Advanced API Security is a complete reference to the next wave of challenges in enterprise security--securing public and private APIs. API adoption in both consumer and enterprises has gone beyond predictions. It has become the 'coolest' way of exposing business functionalities to the outside world. Both your public and private APIs, need to be protected, monitored and managed. Security is not an afterthought, but API security has evolved a lot in last five years. The growth of standards, out there, has been exponential. That's where AdvancedAPI Security comes in--to wade through the weeds and help you keep the bad guys away while realizing the internal and external benefits of developing APIs for your services. Our expert author guides you through the maze of options and shares industry leading best practices in designing APIs for rock-solid security. The book will explain, in depth, securing APIs from quite traditional HTTP Basic Authentication to OAuth 2.0 and the standards built around it. Build APIs with

rock-solid security today with Advanced API Security. Takes you through the best practices in designing APIs for rock-solid security. Provides an in depth tutorial of most widely adopted security standards for API security. Teaches you how to compare and contrast different security standards/protocols to find out what suits your business needs the best.

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

"Connected Services is a must-read for telco strategists who need to get up to speed on how the world of software and the web 2. 0 works." Andreas Constantinou, Research Director, VisionMobile "This book is a must read for those charged with leading innovation in a world of connected services where telco and Internet collide." - Jason Goecke, VP of Innovation, Voxeo Labs This book explains the common underlying technological themes that underpin the new era of connected services in a post Web 2.0 epoch In this book, the author explores the underlying technological themes that underpin the new era of connected services. Furthermore, it explains how the technologies work and what makes each of them significant, for example, the potential for finding new meaning in data in the world of BIG DATA platforms, often referred to as "No-SQL"

databases. In addition, it tackles the newest areas of technology such as HTML5, Android, iOS, open source, mash-ups, cloud computing, real-time Web, augmented reality, and more. Finally, the book discusses the opportunities and challenges of a connected world where both machines and people communicate in a pervasive fashion, looking beyond the hype and promise of emerging categories of communication such as the "Internet of Things" and "Real-time Web" to show managers how to understand the potential of the enabling technologies and apply them for meaningful applications in their own world. Key Features: Explores the common and emergent underlying technological themes that underpin the new era of connected services Addresses the newest areas of Internet technology such as web and mobile 2.0, open source, mash-ups, cloud computing, web 3.0, augmented reality, and more Shows the reader how to understand the potential of the enabling technologies and apply them for meaningful applications in their own world Discusses new developments in the technological landscape such as Smartphone proliferation, maturation of Web 2.0, increased convergence between mobile networks and the Internet, and so forth Examines modern software paradigms like Software-as-as-Service (SaaS), Platform-as-a-Service (PaaS) and Network-as-a-Service (NaaS) Explores in detail how Web start-ups really work and

what telcos can do to adopt lean and agile methods
This book will be an invaluable guide for technical
designers and managers, project managers, product
managers, CEOs etc. at mobile operators (O2,
Vodafone, Orange, T-Mobile, BT), fixed operators,
converged operators and their contributory supplier
networks (e.g. infrastructure providers). Internet
providers (Google, Yahoo, Amazon, eBay, Apple,
Facebook), analysts, product managers, developers,
architects, consultants, technology investors,
analysts, marketing directors, business development
directors will also find this book of interest.
In this age of data economy, data analytics is
recognized as a key differentiator for companies
trying to gain a sustainable competitive advantage
and outperform their peers. However, the complexity
of establishing an analytical architecture due to a
wide array of disparate technical capabilities offered
by a plethora of vendors makes the deployment of
an on-premise solution a daunting task. For this
reason, the Salesforce Analytics Cloud has captured
the imagination from of both IT and business
communities. The Salesforce Analytics Cloud
represents the rethinking of analytics for the
business user. The Analytics Cloud is a cloud-based
platform designed for the business user to have
access to analytics "on the go," providing answers to
questions instantly on any device. This mobile-ready
capability of the Salesforce Analytics Cloud means

users can immediately collaborate and share insights with team members right inside Salesforce. Pro Salesforce Analytics Cloud provides actionable guidance on creating analytical capabilities using Salesforce Analytics Cloud. The book offers:/pulliA practical guide to Salesforce Analytics Cloud, including Wave Platform, Builder, and Explorer./liliDetailed business analytics use cases in various industries (e.g., retail, healthcare, financial services, and telecommunications)./liliArchitecture and best practices for integration, security, hybrid cloud coexistence, and governance./li/ulpemPro Sal/p/em/pesforce Analytics Cloud /emis the first comprehensive book on Salesforce Analytics and provides a holistic architecture view of different analytical capabilities and how they fit into the overall information architecture. It features real-world industry use cases and demonstrates how Salesforce's Analytics Cloud solves business challenges and brings real value to the organization. Learn how to successfully administer, build, and manage Salesforce CRM and Salesforce mobile solutions using real-world and best practice techniques About This Book See the latest best practice Salesforce administration principles, gain real-world advice, and understand critical design considerations to set up and customize Salesforce CRM This is a pragmatic guide to the key functions of customizing and setting up the application for

enterprise security, user and data management, process automation, analytics, and mobile features Step-by-step navigation and descriptions of the features of Salesforce CRM platform and clear guidance on the customization and administration of the application Identify what is covered to create your own improved study guide for the certified administrator examination Who This Book Is For This book is for administrators who want to develop and strengthen their Salesforce CRM skills in the areas of configuration and system management. Whether you are a new administrator or a more experienced professional, this book will enhance your knowledge and understanding of the features of Salesforce CRM. What You Will Learn Manage and administer user records and password policies Configure and control the various organization-wide user interface features in Salesforce CRM Set up and maintain users, profiles, and permission sets and administer appropriate security and login access mechanisms Apply organization security Understand the capabilities of the Salesforce CRM sharing model Create, delete, and customize fields, page layout, and list views for custom and standard objects Find out how Apex and Visualforce coding can be used in Salesforce CRM Implement the mechanisms for data management Discover the tools to import, update, transfer, and mass delete data In Detail Salesforce CRM's Winter '17 release

offers a host of new features for CRM designed to transform your sales and marketing requirements. With this comprehensive guide to implementing Salesforce CRM, administrators of all levels can easily acquire deep knowledge of the platform. The book begins by guiding you through setting up users and the security settings and then progresses to configuration, data management, and data analytics. We swiftly move on to the setting up of organization wide features that affect the look and feel of the application. Process automation and approval mechanisms are covered next, along with the functional areas of Sales Cloud, Service Cloud, Marketing Cloud, and Salesforce Chatter. This book details Salesforce CRM system administration in a practical way and is an invaluable reference for both new administrators and experienced professionals. At the end of the book, techniques to further enhance the system and improve the return on investment Salesforce mobile apps and mobile administration are covered, along with Salesforce Adoption Manager. Every chapter is complete with a section containing example questions of the type that you might encounter in the certification examination. Style and approach This book takes a straightforward, no-nonsense approach to working with the Salesforce CRM platform. Filled with examples and use cases, the book presents the facts along with seasoned advice and real-world

examples to ensure you have all the resources you need to become a more informed Salesforce Administrator.