

Salesforce for experienced developers: pros and cons of use

Salesforce is a platform that is hosted on Salesforce servers in Clavid. The company was founded in 1999 by the former executive director of Oracle Mark Benioff. The main idea of creating - is the construction of affordable software and its implementation entirely online as a service. Salesforce - a platform that constantly changes and improves, giving you new opportunities for learning and improvement. The company takes an active position on startups.

Salesforce actively integrates elements of artificial intelligence (AI) into its platform. The technology uses all data within the system, customer data, information mailing, calendar and e-commerce data streams from social networks to create machine learning models. For example, functional Einstein Bots for Service Cloud uses machine learning for better and faster customer service.

Salesforce Trailhead - an online platform for the study of Salesforce, which makes it possible to observe teaching methods or you can click your way - all at your own decision. Practice what you have already learned and test yourself in real time. Earn badges and points that mark your educational achievement. And it's all for free!

There are a lot of interesting things which are based on this platform in addition to the main CRM part. Salesforce allows creating and deploying individual solutions, automating business processes and integrating with external applications.

There are a lot of Salesforce customers among global companies who use this platform as a solution for their business needs. These are Adidas, Canon, Philips, Toyota, American Express, Western Union and many others. Salesforce is a partner of various IT and, accordingly, they offer ready-made integration solutions, improved services to meet the demands of end-customers, and many other features. These are Apple, Microsoft, Google, Amazon. Salesforce offers a whole suite of products: Sales Cloud, Service Cloud, Marketing Cloud, E-Commerce Cloud, Heroku, Integration, Community Cloud, Einstein Analytics, and others.

The company is the first place in the list of "100 Best Companies to Work for 2018" by Fortune. It is leading the list of the most innovative companies by Forbes in 2017 and No. 3 in 2018 and the best of CRM in G2 Crowd Grid and Software Advice versions.

Advantages of work for developers begin from a simple start. You should not install any programs. Cloud hosting simply provides real-time access to information, that's why you can use the platform anywhere, anytime. All you need is to have access to the Internet to go to the browser, enter your login and password, and getting started. You can create your own functionality or use the standards, already created by Salesforce command.

All users have an infrastructure and software instance. This allows for an automatic update for all gamers on the platform. You get the most up-to-date three times a year.

Everyone has the opportunity to create a free organization for teaching, practicing or testing. This is actually a full-featured development environment, which can also be used to create your own products - packages that can be released as apps in AppExchange.

Another advantage is the ability to integrate with other systems. Salesforce provides an opportunity for integration. And the platform is really easy for using and customizing.

What about navigation toolbar? It's clear. All tabs are separated by category. The menu is divided into different sections depending on the purpose of the use. For example, the settings for objects and fields occur through the Object

One of the biggest benefits of Salesforce is that a large amount of functionality required for most products is already implemented and tested. Much of the function can be configured without a single line of code in a short period of time. And this makes Salesforce to a higher level than traditional development. Simple developing carries much more risks for the client and are longer.

Salesforce has many advantages, but at the same time, I would like to specify the number of disadvantages. Salesforce has a lot of limitations. Among this also is a bad mechanism for code debugging. To do this, you need to enable System. Debug in your code. Salesforce publishes a file where you can see your debug logs. Static variables only live within the scope of the operation. The Apex variable lives from the beginning to the end of the rectangle when the requisite ends. It is impossible to get around that configurable work that cannot be automated and should be done manually after the deceleration.

When it comes to custom development, Salesforce has powerful enough tools to provide this. The server language is Apex. This is a Java-based language that supports most features. Just like other programming languages, Apex supports classes, interfaces, collections, variables and constants, conditional operators. But, besides this, the apex is developed, stored, compiled and executed in a cluster, allowing to executive calls of the database (SOQL and SOSL). Apex can be executed by flip-flops before or after certain DML operations. In addition, Apex is a case-insensitive language.

Usually, Apex is used to perform complex business processes, create web services or email services. Apex can be triggered with triggers - before or after changes to the database, it is possible to run Apex classes at a specific time.

If we talk about UI - there are two options here. The first and the oldest - Visualforce pages - supports the MVC (Model-View-Controller) pattern. Basically, Visualforce pages are developed in the Classical Mode - an interface from which Salesforce started in the far end of the year. Visualforce pages consist of two elements: Visualforce Markup and Visualforce Controller (the latter is optional). Visualforce Markup can contain standard tags (the Visualforce library has a large set of own tags), and also supports any standard web technology (CSS, JavaScript, HTML, Flash, etc.). The Visualforce Controller can be either standard or custom - it's actually an apex class with a set of variables and functions. So, IDC analysts say that Salesforce will create over 3 million jobs by 2022. This makes Salesforce a highly sought-after and paid specialization in IT in the world.

