
Lecture Overview

- Lecture 1 – Introduction to Salesforce
- Lecture 2 – Salesforce Configuration & Custom Objects
- Lecture 3 – Deployments & Testing
- Lecture 4 – Salesforce Automation, Apex, LWC, Digital Experience Cloud
- Lecture 5 – Salesforce Integration

Unum Group

Unum Group

Unum is an insurance company with business in US, UK and Poland.

Unum Ireland office is a technology hub.

Unum business model is B2B (business-to-business).

We sell insurance to other companies.

The companies' employees will be covered by the policy their employer takes out with us.

We generally deal with a Plan Administrator at that company.

We also deal with Brokers and other Partners that might also be working with the company.



Company A signs a contract with Unum.



Company A employees are insured by Unum.

Oversimplified direct relationship example.



Lecture 1 – Introduction to Salesforce

Introduction to Salesforce

Vladimir Plastikov (Vlad) – Software Engineer II – Enterprise CRM (Salesforce)

Introduction

- Unum Group
- What is Salesforce?
- Salesforce Products
- Salesforce Editions
- Salesforce Instances
- Salesforce Orgs
- Salesforce Environments
- Sales Cloud
- Service Cloud
- Other Clouds
- Learning about Salesforce
- Documentation about Salesforce

What is Salesforce?

Salesforce is a SaaS (software-as-a-service) company founded in 1999 with headquarters in San Francisco.

Salesforce offers various products but primarily “Salesforce” – a CRM (Customer Relationship Management) system.

Fully cloud based – you don’t “install” Salesforce or host it on company infrastructure.

Multitenant – multiple customers are sharing the same infrastructure.

Use case examples:

- Enable sales teams to manage their Leads and sales pipelines
- Allow service teams to manage customer service requests



Salesforce v1 - April 1999

SALESFORCE.COM [HOME](#) [ACCOUNTS](#) [CONTACTS](#) [OPPORTUNITIES](#) [FORECASTS](#) [REPORTS](#) [Login](#) [Help](#)

Account Sign-up Bonus
Get complementary Zig Ziglar tape when you open a Salesforce account by June 30, 1999!

SALESFORCE.COM Highlights

Free Membership
Sign up now for the free single user membership. Keep an eye on your sales pipeline to help you manage your individual forecast.

Forecast your company's sales pipeline
Use the advanced team features to forecast your entire organization's sales.

New to SALESFORCE.COM?
Follow me and see what you get. [Show me](#)

Sales Automation for the masses
No longer do you have to choose between low end contact management systems and expensive enterprise Sales Automation packages requiring huge investments of time and money. Sign up now and automate your sales process. It's that easy.

Customer Testimonials
Before I joined SALESFORCE.COM, I thought I was destined to be priced out of sales automation solutions for my company.
— Joe Smoe from Cocomo

SALESFORCE.COM allowed me to actually start predicting sales for my company. Trying to organize scraps of paper, emails, phone calls and spreadsheets into some semblance of a forecast was next to impossible.
— Mary Monday, Advanced Acrobatics Agency

About our security
SALESFORCE.COM has some of the most advanced technology for Web Security. We use Netscape's state-of-the-art Secure Commerce Server technology to secure transactions over the Internet. When you access our site using Netscape Navigator or Microsoft Internet Explorer, this method of security protects your communications through server authentication and data encryption.

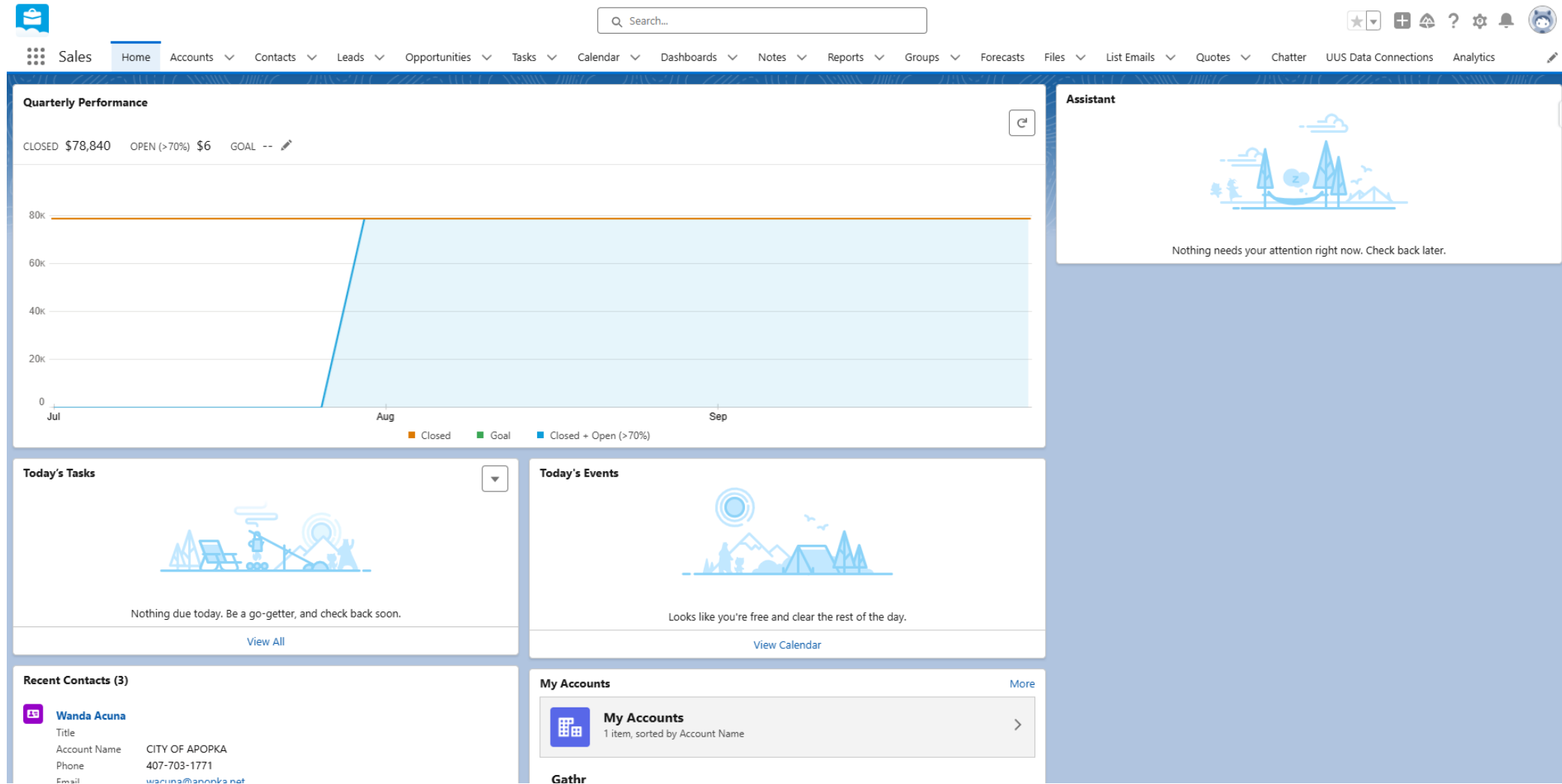
Already a user?
Username:
Password:
[Login now!](#)

Customer Support
[Sign Up](#)
[Products and Services](#)
[Search](#)
[Site Map](#)
[Problems and Questions](#)
[Contact Us](#)

Offers and Promotions
• Take the [SALESFORCE.COM tour](#) and become eligible to win a copy of *Rethinking the Sales Force: Redefining Selling to Create and Capture Customer Value* by Rackham and DeVincentis

Sponsorship and Events
• Latest issue of [Sales & Field Force Automation](#)
• Chat with [Robert L. Jolles, author of Customer Centered Selling: Eight Steps to Success from the World's Best Sales Force](#)

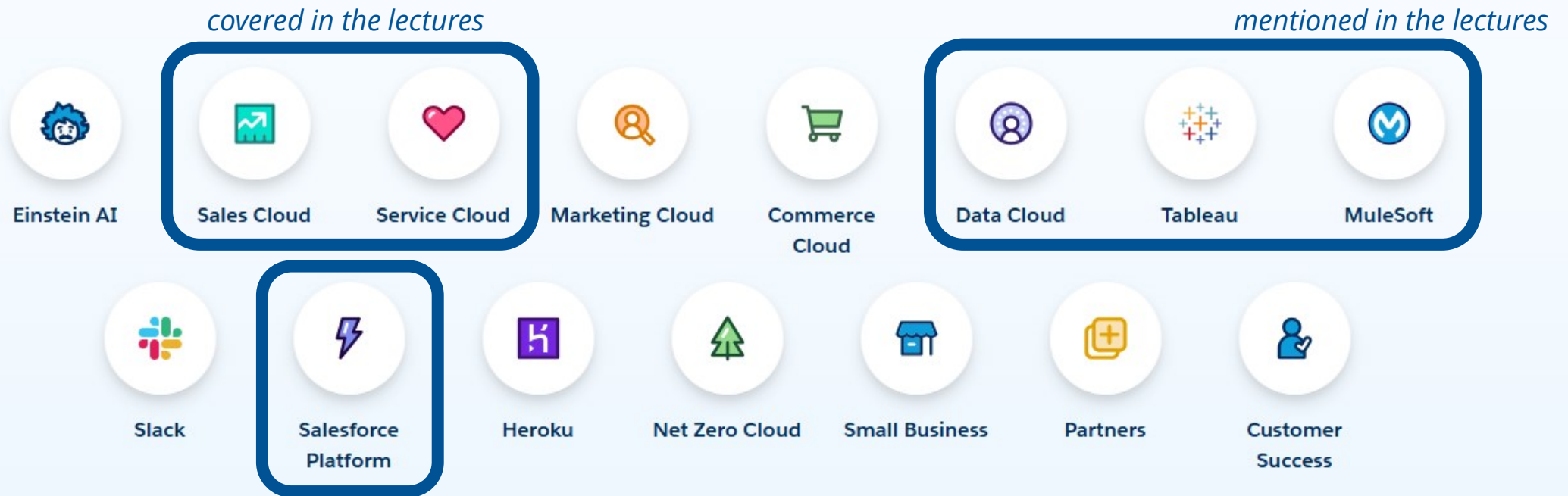
Salesforce - 2026



Have You Interacted with Salesforce?

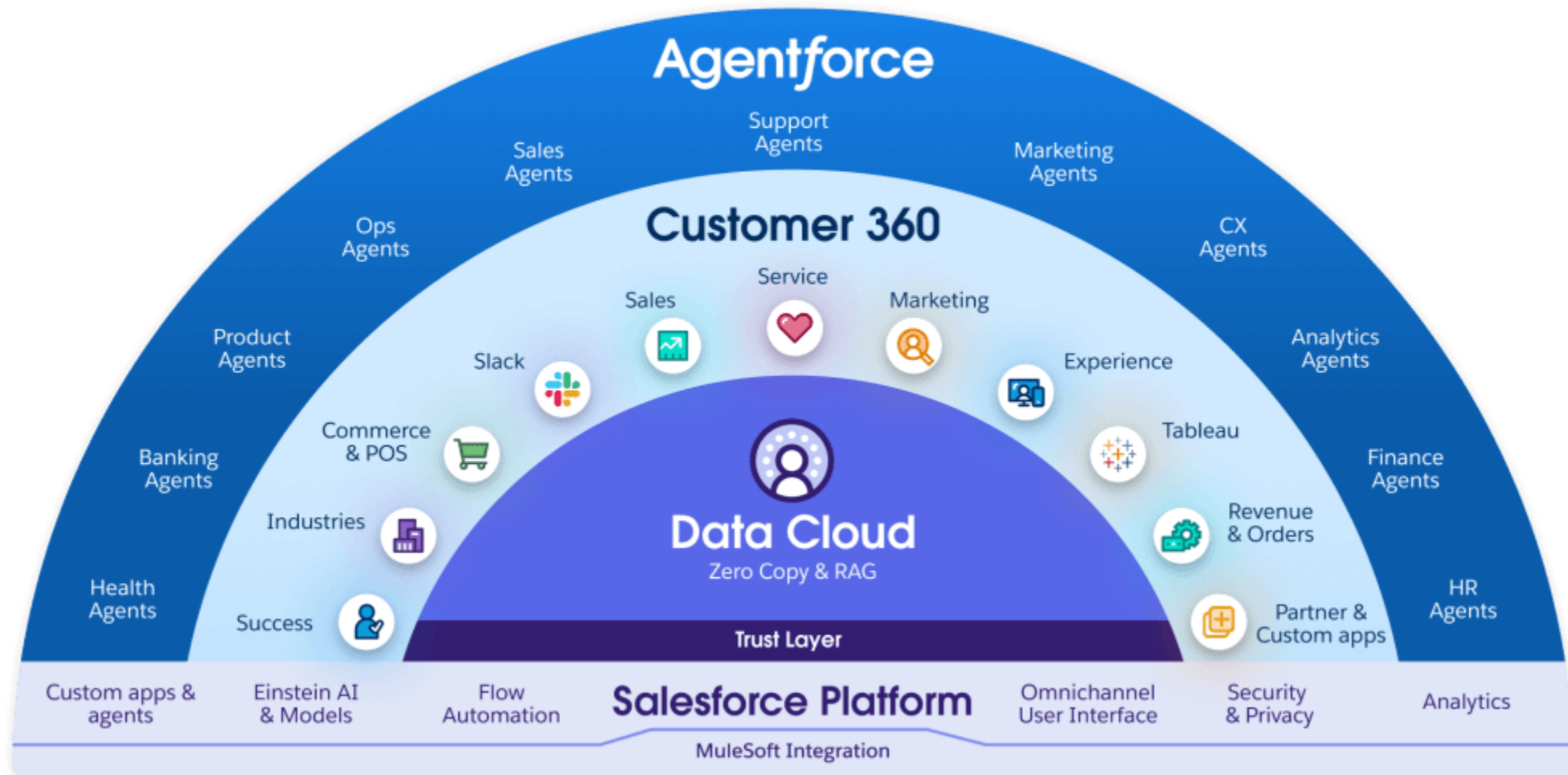


Salesforce Products



& more, such as Agentforce & IOT Cloud...

Salesforce Platform



Salesforce Editions

Salesforce has different versions on offer – like Microsoft has Windows Home, Professional.

EDITION	WHAT'S GREAT ABOUT IT
Essentials	Designed for small businesses getting started with CRM to boost sales or service productivity. It includes a setup assistant and administration tools to customize your deployment as you grow.
Starter	Want to get started with sales, service, and marketing functionality all in one? With out-of-the-box tools and built-in guidance , Salesforce Starter is the fastest way to get started with the Salesforce CRM suite. It's perfect if you're a first-time user who wants to find, win, and keep customers and build stronger relationships from day one.
Professional	Designed for businesses requiring full-featured CRM functionality . It includes straightforward and easy-to-use customization, integration, and administration tools to facilitate any small to midsize deployment.
Enterprise	Meets the needs of large and complex businesses . It gives you advanced customization and administration tools, in addition to all the functionality available in Professional Edition, that can support large-scale deployments . Enterprise Edition also includes access to Salesforce APIs , so you can easily integrate with back-office systems.

Salesforce Editions

Unlimited

Maximizes your success and extends it across the entire enterprise through the Lightning Platform. It gives you **new levels of platform flexibility for managing and sharing all your information on demand**. Includes all Enterprise Edition functionality, **Premier Support, full mobile access**, unlimited custom apps, **increased storage limits**, and other features.

Developer

Provides access to the Lightning Platform and APIs. It **lets developers extend Salesforce**, integrate with other applications, and **develop new tools and applications**. Developer Edition also provides access to many of the features available in Enterprise Edition.

Salesforce doesn't provide technical support for Developer Edition. But you can ask for help from developer community message boards after you register for the Lightning Platform developer website: developer.salesforce.com.

What is a Salesforce Instance?

Contains a complete stack of infrastructure to run Salesforce.

- Application server
- Database server
- File system
- Web services

This infrastructure and base platform setup is not configurable by the user.

Salesforce groups up to 10,000 different customers on each **instance**. This is the *multi-tenant* aspect we mentioned earlier. This is important to remember when we consider the concept of **limits** later.

Customers have no way to access each others' data, configuration or environment in any way.

<https://availability.salesforce.com/find-my-instance/>

What is a Salesforce Org?

An org is a segregation of the instance for many different customers (up to 10,000).

Each Salesforce customer will have their own **org** on a particular **instance**.

All orgs will start out looking the same.

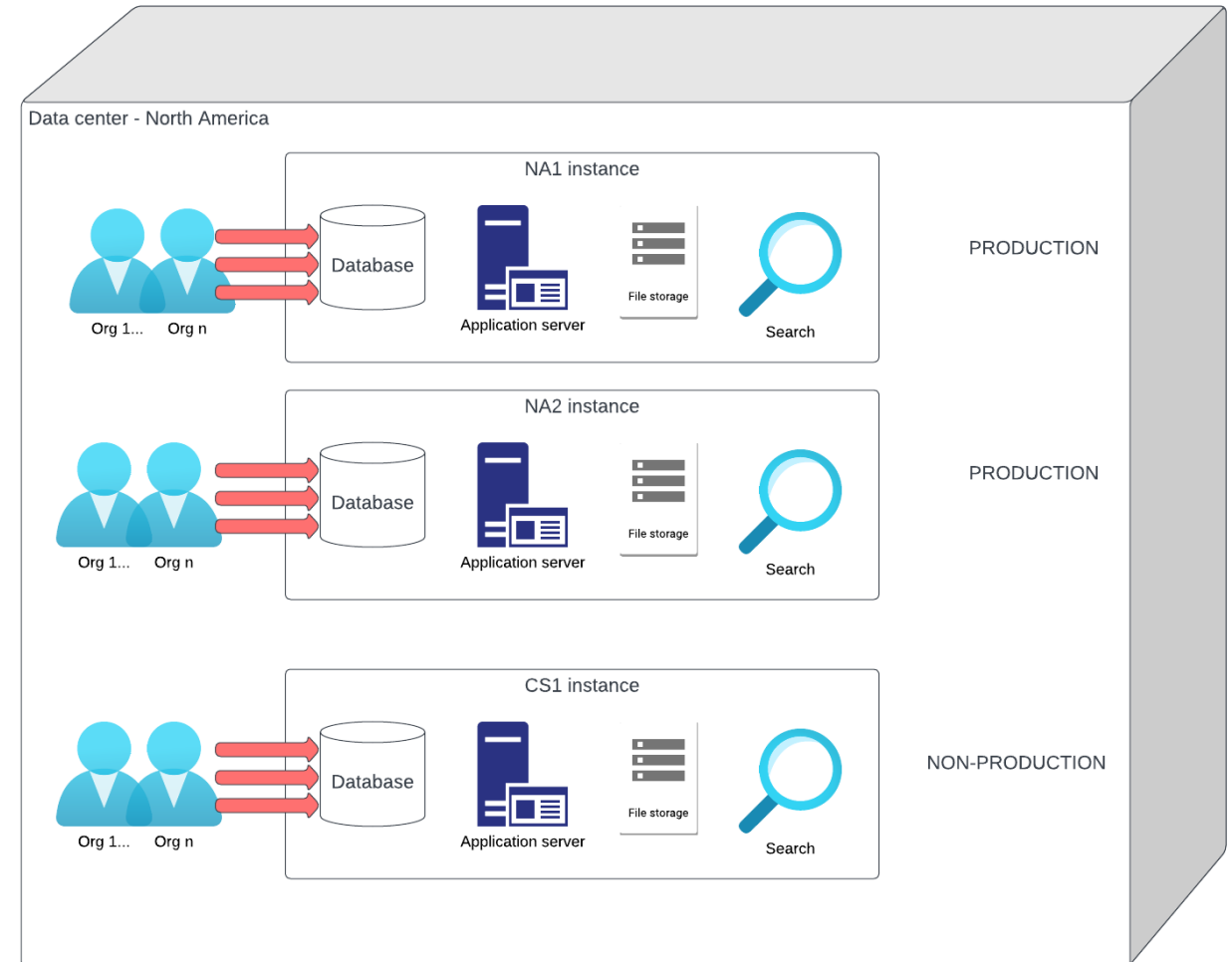
But every org can be customized to the owner's requirements.

Each org can have different branding, fields, objects, user interfaces and applications defined on it.

Instances and Orgs

Orgs are owned by different Salesforce customers eg: Unum

Many companies can share an instance, but they are isolated to their own org and cannot access outside of it.



Salesforce Environments

Each **org** can have many **environments**.

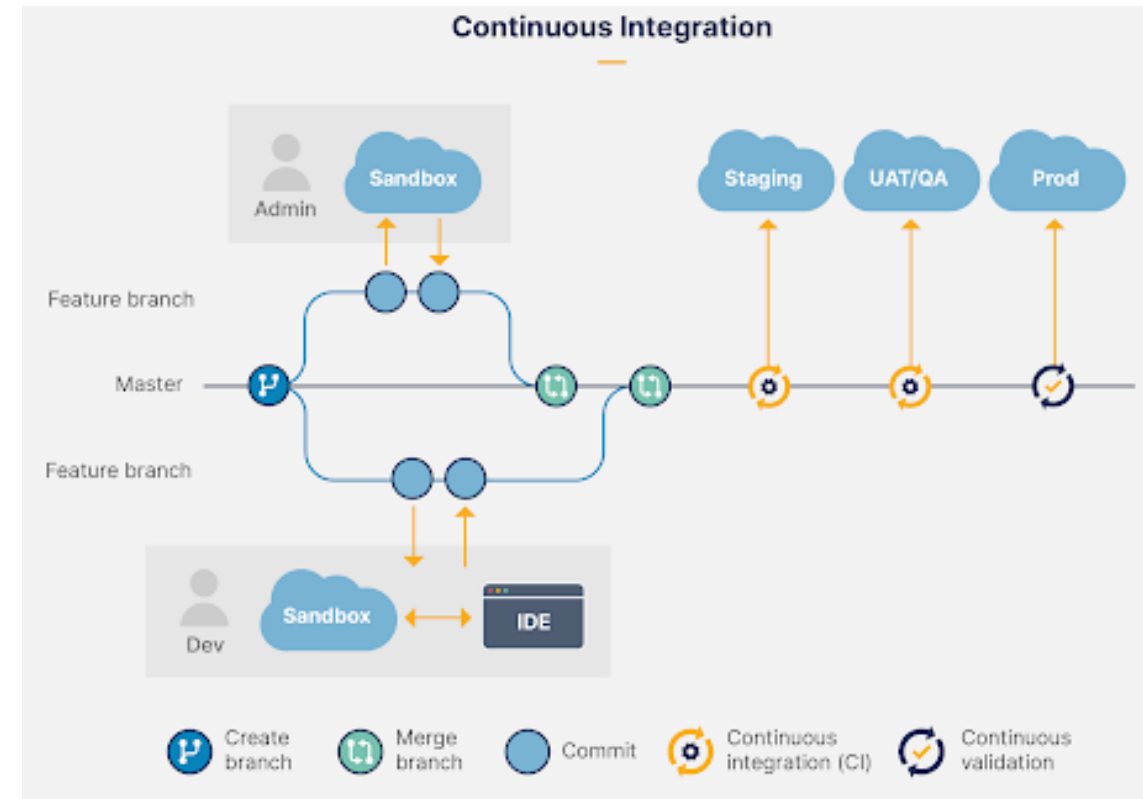
These can be used for development, testing, user acceptance, production.

Every developer in an org can have their own environment.

Different environments are used in the CI/CD pipelines to move code and configuration all the way up to production.

There are different types of environments:

- Scratch orgs for basic development.
- Developer orgs which replicate a production environment.
- Partial and full copy environments which will have some or all production data included.



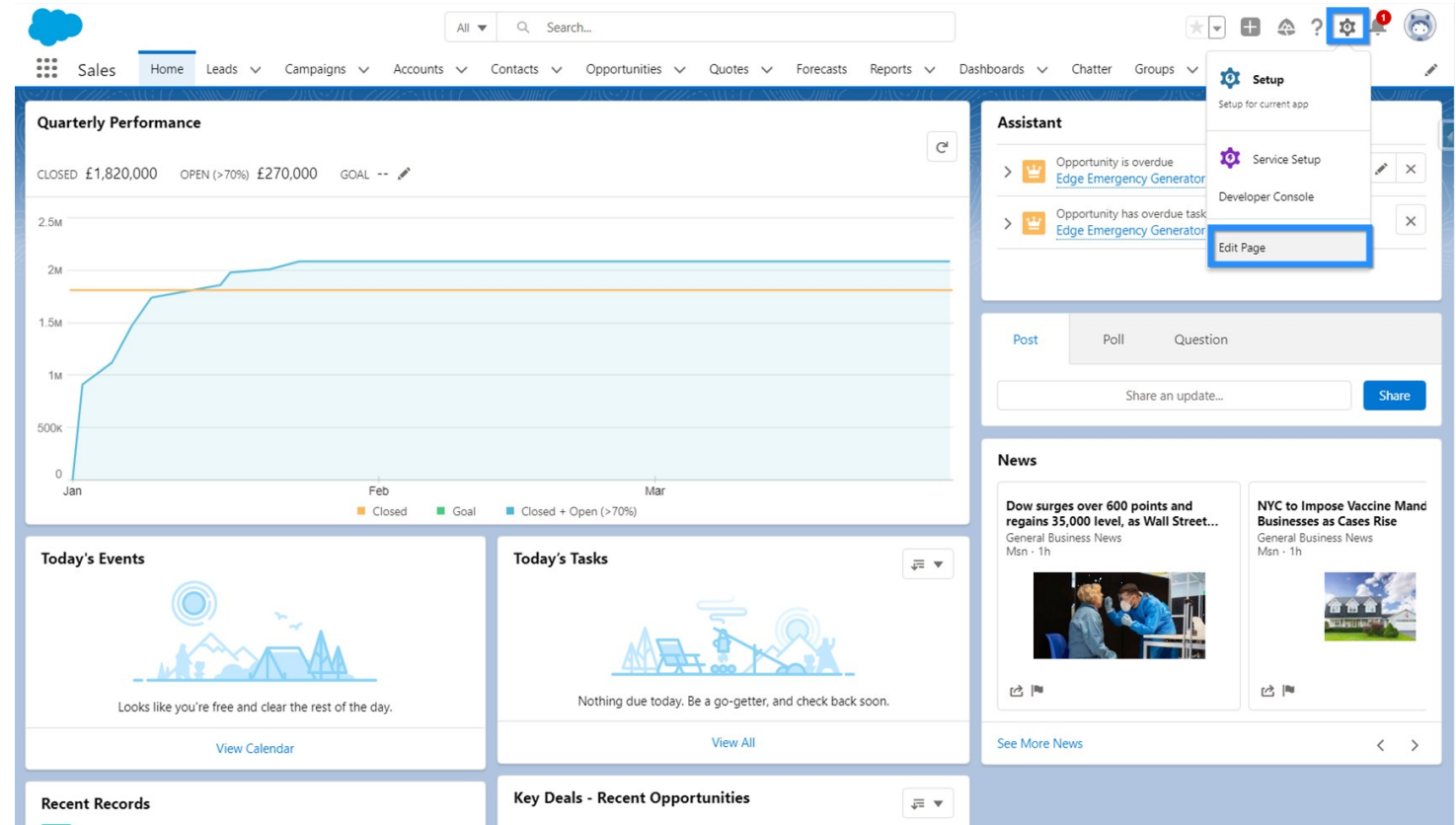
Home Page

You can see the different tabs across the top of the user interface where the rep can access all the data they use in Salesforce.

Quarterly Performance section shows their current progress towards their overall sales goal.

Tasks and events will show anything that needs to be done today

Recent records will show anything the Rep was working on recently.



Sales Cloud

Lead:

Initiate sales pipeline (potential customer).

Account:

Anything to do with a customer or partner (company).

Contact:

Data related to a person that works at a company.

Account Contact Relation:

Links contacts to many accounts (junction / many to many).

Opportunity:

Data related to a potential sale.

OpportunityLineItem:

Represents an opportunity line item, which is a list of products associated with an Opportunity.

Sales Cloud

OpportunityStage:

Represents the stage of an Opportunity in the sales pipeline, such as Negotiating, Pending, Closed, etc.

Quote:

Price generation for a product/service.

Contract:

Represents a contract (a business agreement) associated with an Account.

Campaign:

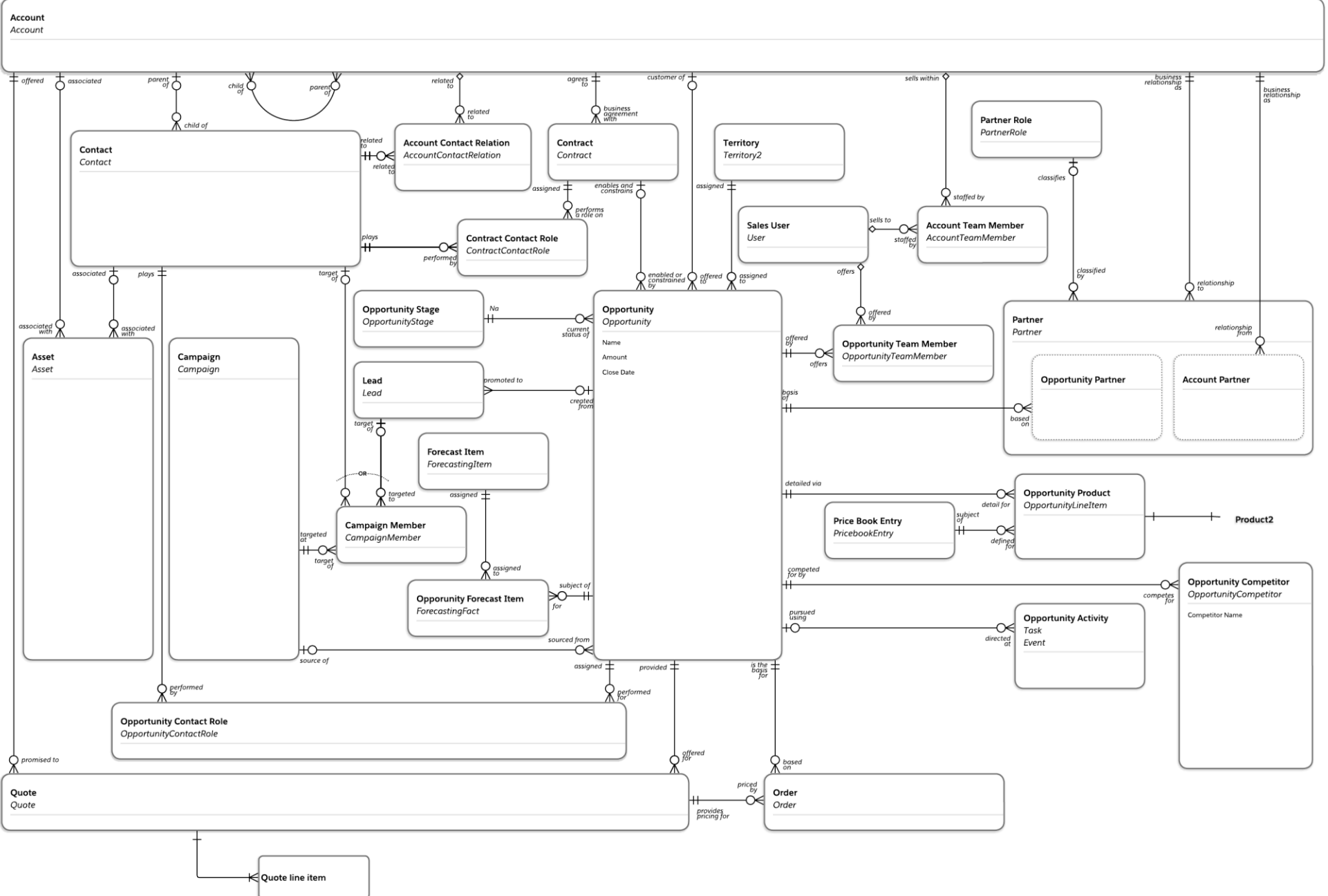
A marketing campaign, such as a direct mail promotion, webinar, or trade show.

Event:

Represents an event in the calendar. In the user interface, event, email and task records are collectively referred to as activities.

Product2:

Represents a product that your company sells.



Sales Pipeline

A sales rep needs to track engagements with Contacts from potential clients.

They do this by entering a “Lead”, then creating Activities or Tasks related to the possible sale.

This could be linked to Campaign material on the web.

If the lead “qualifies”, they will then create opportunities and quotes where they will work on agreeing a price with the client or broker.

The screenshot displays a CRM interface for a lead named Ben Dave. The top navigation bar includes a search bar and a menu with options like Sales, Home, Opportunities, Leads (highlighted with a red box), Tasks, Files, Notes, Accounts, Contacts, Campaigns, and Dashboards. Below the navigation bar, the lead profile for Ben Dave is shown, including a status bar with 'Open', 'Unqualified', and 'Converted' stages. The 'Details' tab is active, showing fields for Lead Owner, Name, Company, Title, Address Information, and Additional Information. The 'Name' field is highlighted with a red box, showing 'Ben Dave', 'People AI', and 'VP Sales'. The 'Lead Status' is 'Open', and the 'Lead Source' is 'Partner'.

Details	Chatter	News
Lead Owner	[Profile Picture]	
Name	Ben Dave	
Company	People AI	
Title	VP Sales	
Address Information		
Address		Website
Additional Information		
No. of Employees		Lead Source: Partner
Annual Revenue		Industry

Lead - List View

 Leads

All Open Leads  

NewIntelligence ViewImportAdd to CampaignChange Status

15 items • Sorted by Name • Filtered by All leads - Lead Status • Updated a few seconds ago

	☐ Name ↑	Company	State...	Email	Lead Status	Created Date	Owner...	Unre...	
1	☐ Bertha Boxer	Farmers Coop. of Florida	FL	bertha@fcof.net	Working - Contacted	16/05/2023, 16:01	SByrn	☒	
2	☐ Betty Bair	American Banking Corp.	PA	bblair@abankingco.com	Working - Contacted	16/05/2023, 16:01	SByrn	☒	
3	☐ Brenda McClure	Cadinal Inc.	IL	brenda@cardinal.net	Working - Contacted	16/05/2023, 16:01	SByrn	☒	
4	☐ David Monaco	Blues Entertainment Corp.		david@blues.com	Working - Contacted	16/05/2023, 16:01	SByrn	☒	
5	☐ Jeff Glimpse	Jackson Controls		jeffg@jackson.com	Open - Not Contacted	16/05/2023, 16:01	SByrn	☒	

Lead – Conversion

This allows the rep to generate an Account, Opportunity and Contact record from the Lead data.

> Account

☒ Create New

- OR -

☐ Choose Existing

Farmers Coop. of Florida

No active duplicate rule

> Contact

☒ Create New

- OR -

☐ Choose Existing

Ms. Bertha Boxer

No active duplicate rule

▼ Opportunity

☒ Create New

- OR -

☐ Choose Existing

* Opportunity Name

Farmers Coop. of Florida-

0 Opportunity Matches

☐ Don't create an opportunity upon conversion

* Record Owner

Shauna Byrne

×

* Converted Status

Closed - Converted

▼

Cancel

Convert

24 unum

Lead – Conversion Confirmation

Your lead has been converted



ACCOUNT



Farmers Coop. of Florida

Type:

Phone: (850) 644-4200

Website:

Account Owner: [Shauna Byrne](#)

Account Site:

CONTACT



Bertha Boxer

Tit... Director of Vendor Relati...

Account ... [Farmers Coop. of ...](#)

Phone: (850) 644-4200

Email: bertha@fcof.net

Mobile:

OPPORTUNITY



Farmers Coop. of Florida-

Account ... [Farmers Coop. of ...](#)

Close Date: 31/03/2024

Amount:

Opportunity Ow... [Shauna Byr...](#)

[New Task](#)

[Go to Leads](#)

Account – List View

Cloud logo

Search...

Sales Home Opportunities ▾ Leads ▾ Tasks ▾ Files ▾ Accounts ▾ Contacts ▾ Campaigns ▾ Dashboards ▾ Reports ▾ Chatter Groups ▾ More ▾

Accounts **All Accounts** ▾

14 items • Sorted by Account Name • Filtered by All accounts • Updated a few seconds ago

Search this list...

New Import Printable View

	☐ Account Name ↑ ▾	☐ Account Site ▾	☐ Billing State/Province ▾	☐ Phone ▾	☐ Type ▾	☐ Account Owner Alias ▾
1	☐ Burlington Textiles Corp of America		NC	(336) 222-7000	Customer - Direct	SByrn ▾
2	☐ Dickenson plc		KS	(785) 241-6200	Customer - Channel	SByrn ▾
3	☐ Edge Communications		TX	(512) 757-6000	Customer - Direct	SByrn ▾
4	☐ Express Logistics and Transport		OR	(503) 421-7800	Customer - Channel	SByrn ▾
5	☐ Farmers Coop. of Florida		FL	(850) 644-4200		SByrn ▾
6	☐ GenePoint		CA	(650) 867-3450	Customer - Channel	SByrn ▾
7	☐ Grand Hotels & Resorts Ltd		IL	(312) 596-1000	Customer - Direct	SByrn ▾
8	☐ Pyramid Construction Inc.			(014) 427-4427	Customer - Channel	SByrn ▾
9	☐ Sample Account for Entitlements					autoproc ▾
10	☐ sForce		CA	(415) 901-7000		SByrn ▾
11	☐ United Oil & Gas Corp.		NY	(212) 842-5500	Customer - Direct	SByrn ▾
12	☐ United Oil & Gas, Singapore		Singapore	(650) 450-8810	Customer - Direct	SByrn ▾
13	☐ United Oil & Gas, UK		UK	+44 191 4956203	Customer - Direct	SByrn ▾
14	☐ University of Arizona		AZ	(520) 773-9050	Customer - Direct	SByrn ▾

Account – Create

Can create a record directly from the relevant tab/list view – eg: Account, Opportunity, Contact etc...

Then enter the required info and click Save.

New Account

* = Required Information

Account Information

Account Owner  Shauna Byrne	Rating --None--
* Account Name 	Phone
Parent Account Search Accounts... 	Fax
Account Number 	Website
Account Site 	Ticker Symbol
Type --None--	Ownership --None--
Industry --None--	Employees
Annual Revenue 	SIC Code

Opportunity – List View











 Sales
 Home
 Opportunities ▾
 Leads ▾
 Tasks ▾
 Files ▾
 Accounts ▾
 Contacts ▾
 Campaigns ▾
 Dashboards ▾
 Reports ▾
 Chatter
 Groups ▾
 More ▾

 Opportunities
 All Opportunities ▾
 

32 items • Sorted by Opportunity Name • Filtered by All opportunities • Updated a few seconds ago








☐	Opportunity Name ↑ ▾	Account Name ▾	Amount ▾	Close Date ▾	Stage ▾	Opportu... ▾	
☐	Express Logistics SLA	Express Logistics and Transport	€120,000.00	25/08/2014	Perception Analysis	SByrn	▾
9	☐ Express Logistics Standby Generator	Express Logistics and Transport	€220,000.00	25/08/2014	Closed Won	SByrn	▾
10	☐ Farmers Coop. of Florida-	Farmers Coop. of Florida		31/03/2024	Prospecting	SByrn	▾
11	☐ GenePoint Lab Generators	GenePoint	€60,000.00	25/08/2014	Id. Decision Makers	SByrn	▾
12	☐ GenePoint SLA	GenePoint	€30,000.00	25/08/2014	Closed Won	SByrn	▾
13	☐ GenePoint Standby Generator	GenePoint	€85,000.00	25/08/2014	Closed Won	SByrn	▾
14	☐ Grand Hotels Emergency Generators	Grand Hotels & Resorts Ltd	€210,000.00	25/08/2014	Closed Won	SByrn	▾
15	☐ Grand Hotels Generator Installations	Grand Hotels & Resorts Ltd	€350,000.00	25/08/2014	Closed Won	SByrn	▾
16	☐ Grand Hotels Guest Portable Generators	Grand Hotels & Resorts Ltd	€250,000.00	25/08/2014	Value Proposition	SByrn	▾
17	☐ Grand Hotels Kitchen Generator	Grand Hotels & Resorts Ltd	€15,000.00	25/08/2014	Id. Decision Makers	SByrn	▾
18	☐ Grand Hotels SLA	Grand Hotels & Resorts Ltd	€90,000.00	25/08/2014	Closed Won	SByrn	▾
19	☐ Pyramid Emergency Generators	Pyramid Construction Inc.	€100,000.00	25/08/2014	Prospecting	SByrn	▾
20	☐ United Oil Emergency Generators	United Oil & Gas Corp.	€440,000.00	25/08/2014	Closed Won	SByrn	▾
21	☐ United Oil Installations	United Oil & Gas Corp.	€270,000.00	25/08/2014	Negotiation/Review	SByrn	▾
22	☐ United Oil Installations	United Oil & Gas Corp.	€270,000.00	25/08/2014	Closed Won	SByrn	▾

Opportunity – Create

Opportunity Information

Opportunity Owner


Shauna Byrne

Amount

Private

☐

* Close Date



* Opportunity Name

Next Step

Account Name



* Stage



Type



Probability (%)

Lead Source



Primary Campaign Source



Additional Information

Order Number

Main Competitor(s)

Current Generator(s)

Cancel

Save & New

Save

status

Contact – List View












Sales

[Home](#)

[Opportunities](#)

[Leads](#)

[Tasks](#)

[Files](#)

[Accounts](#)

[Contacts](#)

[Campaigns](#)

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[Reports](#)

[Chatter](#)

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Contacts

[All Contacts](#)

[New](#)
[Intelligence View](#)
[Import](#)
[Add to Campaign](#)
[Send List Email](#)








21 items • Sorted by Name • Filtered by All contacts • Updated a few seconds ago

	☐ Name ↑	☐ Account Name	☐ Title	☐ Phone	☐ Email	☐ Contact ...
5	☐ Barbara Levy	Express Logistics and Transport	SVP, Operations	(503) 421-7800	b.levy@expresslog.net	SByrn
6	☐ Bertha Boxer	Farmers Coop. of Florida	Director of Vendor Relations	(850) 644-4200	bertha@fcof.net	SByrn
7	☐ Edna Frank	GenePoint	VP, Technology	(650) 867-3450	efrank@genepoint.com	SByrn
8	☐ Jack Rogers	Burlington Textiles Corp of America	VP, Facilities	(336) 222-7000	jrogers@burlington.com	SByrn
9	☐ Jake Llorac	sForce				SByrn
10	☐ Jane Grey	University of Arizona	Dean of Administration	(520) 773-9050	jane_gray@uoa.edu	SByrn
11	☐ John Bond	Grand Hotels & Resorts Ltd	VP, Facilities	(312) 596-1000	bond_john@grandhotels.com	SByrn
12	☐ Josh Davis	Express Logistics and Transport	Director, Warehouse Mgmt	(503) 421-7800	j.davis@expresslog.net	SByrn
13	☐ Lauren Boyle	United Oil & Gas Corp.	SVP, Technology	(212) 842-5500	lboyle@uog.com	SByrn
14	☐ Liz D'Cruz	United Oil & Gas, Singapore	VP, Production	(650) 450-8810	ldcruz@uog.com	SByrn
15	☐ Pat Stumuller	Pyramid Construction Inc.	SVP, Administration and Finance	(014) 427-4427	pat@pyramid.net	SByrn
16	☐ Rose Gonzalez	Edge Communications	SVP, Procurement	(512) 757-6000	rose@edge.com	SByrn
17	☐ Sean Forbes	Edge Communications	CFO	(512) 757-6000	sean@edge.com	SByrn
18	☐ Siddhartha Nedaerk	sForce				SByrn
19	☐ Stella Pavlova	United Oil & Gas Corp.	SVP, Production	(212) 842-5500	spavlova@uog.com	SByrn

Contact - Create

New Contact

* = Required Information

Contact Information

Contact Owner
 Shauna Byrne

*** Name**
Salutation
--None--
First Name
First Name
*** Last Name**
Last Name

Account Name
Search Accounts...
Title

Phone

Home Phone

Mobile

Other Phone

Department

Fax

Cancel

Save & New

Save

31 

Service Cloud

Case:

Represents a query from our customers.

Case History:

Track the changes made to a Case over its lifetime.

Knowledge Article:

Information on how to solve common problems.

Account:

Represents the client data (company).

Case Team:

The internal users that are working on the case.

Service Cloud

Case Milestone:

Represents a milestone (required step in a customer support process) on a Case.

Problem:

Problems represent the root cause data of one or more incidents. This object contains all the details of a problem, documenting the history of the problem from detection to closure.

Incident:

Represents a junction object that relates a Problem to an Incident.

Solution:

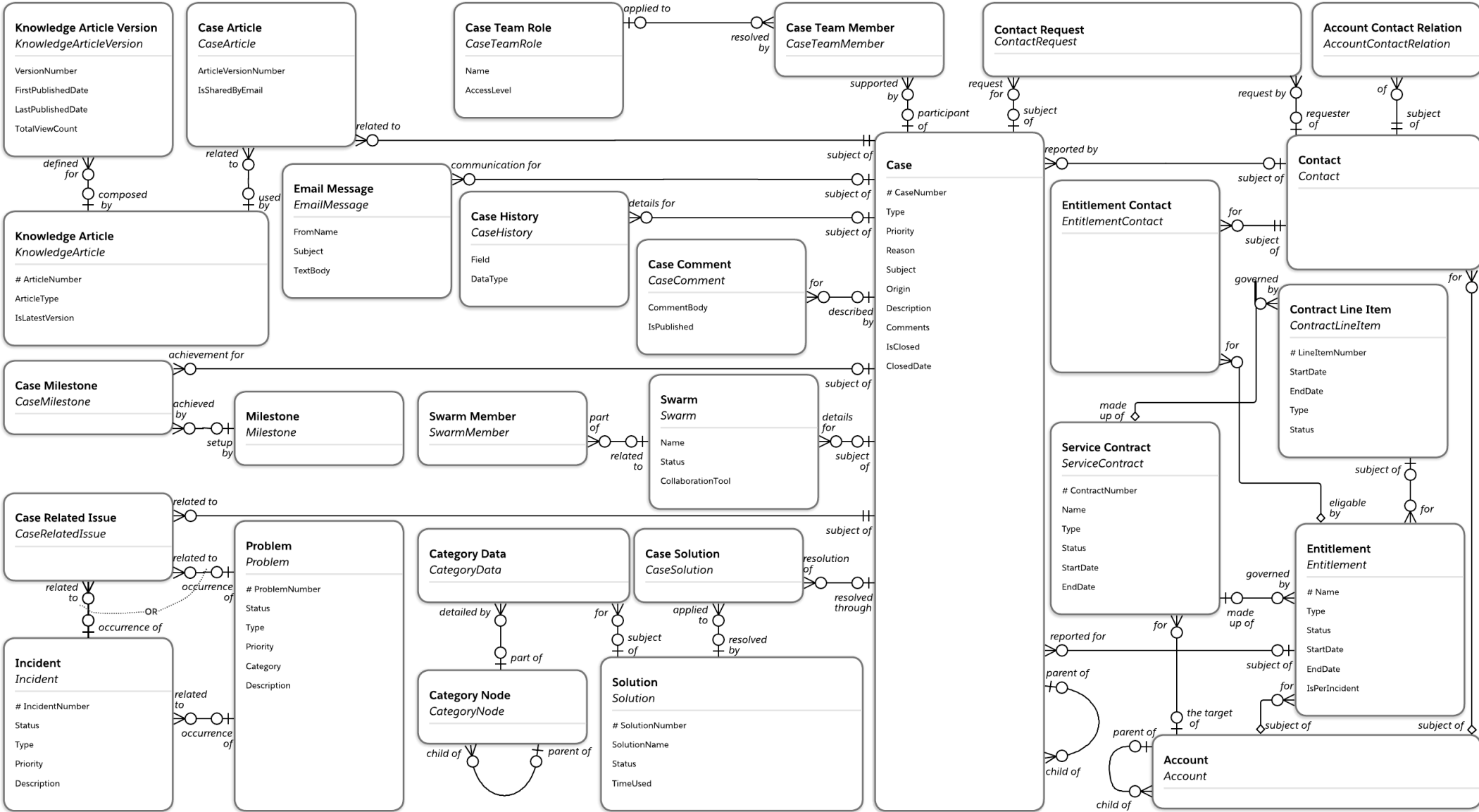
Represents a detailed description of a customer issue and the resolution of that issue.

Case Solution:

Represents the association between a Case and a Solution.

Case Comment:

Represents a comment that provides additional information about the associated Case.



Case – Create

Salesforce can be setup to automatically generate cases from an email which is sent to an inbox. It will automatically link the case to the correct Account record.

Can create a Case directly from the Case Tab.

- Need to manually associate to the Account.

Create Case from the Account Related list, this will automatically associate the Case to the Account.

The screenshot displays the Salesforce user interface. At the top, the navigation bar includes tabs for Sales, Home, Opportunities, Leads, Tasks, Files, Accounts, Contacts, Campaigns, Dashboards, Reports, Chatter, Groups, Cases, and More. The 'Cases' tab is selected, showing a list of 'All Open Cases'. A red box highlights the 'New' button in the top right corner of the Cases list. Below the list, the 'Account' section for 'Burlington Textiles Corp of America' is visible, showing details like Amount (€235,000.00) and Close Date (25/8/2014). Below the account details, the 'Cases (2)' related list is shown. A red box highlights the 'New' button in the top right corner of the Cases (2) list. The list contains two cases: Case 00001019 with subject 'Structural failure of generator ...' and Case 00001020 with subject 'Power generation below stated...'. Both cases are associated with contact 'Jack Rogers'.

Case Number	Contact Name	Subject	Status	Priority	Date/Time Opened	Case Owner
00001002	Stella Pavlova	Seeking guidance on electrical wiring installation for GC5060	New	Low	16/05/2023, 16:01	SByrn
00001016	Edna Frank	Maintenance guidelines for generator unclear	New	Low	16/05/2023, 16:01	SByrn
00001024	Lauren Boyle	Design issue with mechanical rotor	New	Low	16/05/2023, 16:01	SByrn

Case Number	Contact Name	Subject	Priority
00001019	Jack Rogers	Structural failure of generator ...	High
00001020	Jack Rogers	Power generation below stated...	Medium

Users and Teams

- Account teams
 - Represents a User who is a member of an Account team
- Opportunity teams
 - Represents a User on the opportunity team of an Opportunity.
- Case teams
 - Represents a case team member, who works with a team of other users to help resolve a case.

This allows users to easily see who their internal partners are for Cases, Client Accounts, Sales Opportunities (Quotes).

Opportunities > Shauna Testing Account - 11/9/2023
Opportunity Team

Add Opportunity Team Members
Team Member Access
Remove All Members
Add Account Team
Add Default 1

2 items • Sorted by Last Modified Date • Updated a few seconds ago

	☐ Team Member	▼	Primary	▼	Member Role	▼
1	☐	Shauna Byrne	☒		Sales Rep	
2	☐	Lightning Underwriting RFP Team Member	☒		Underwriter	

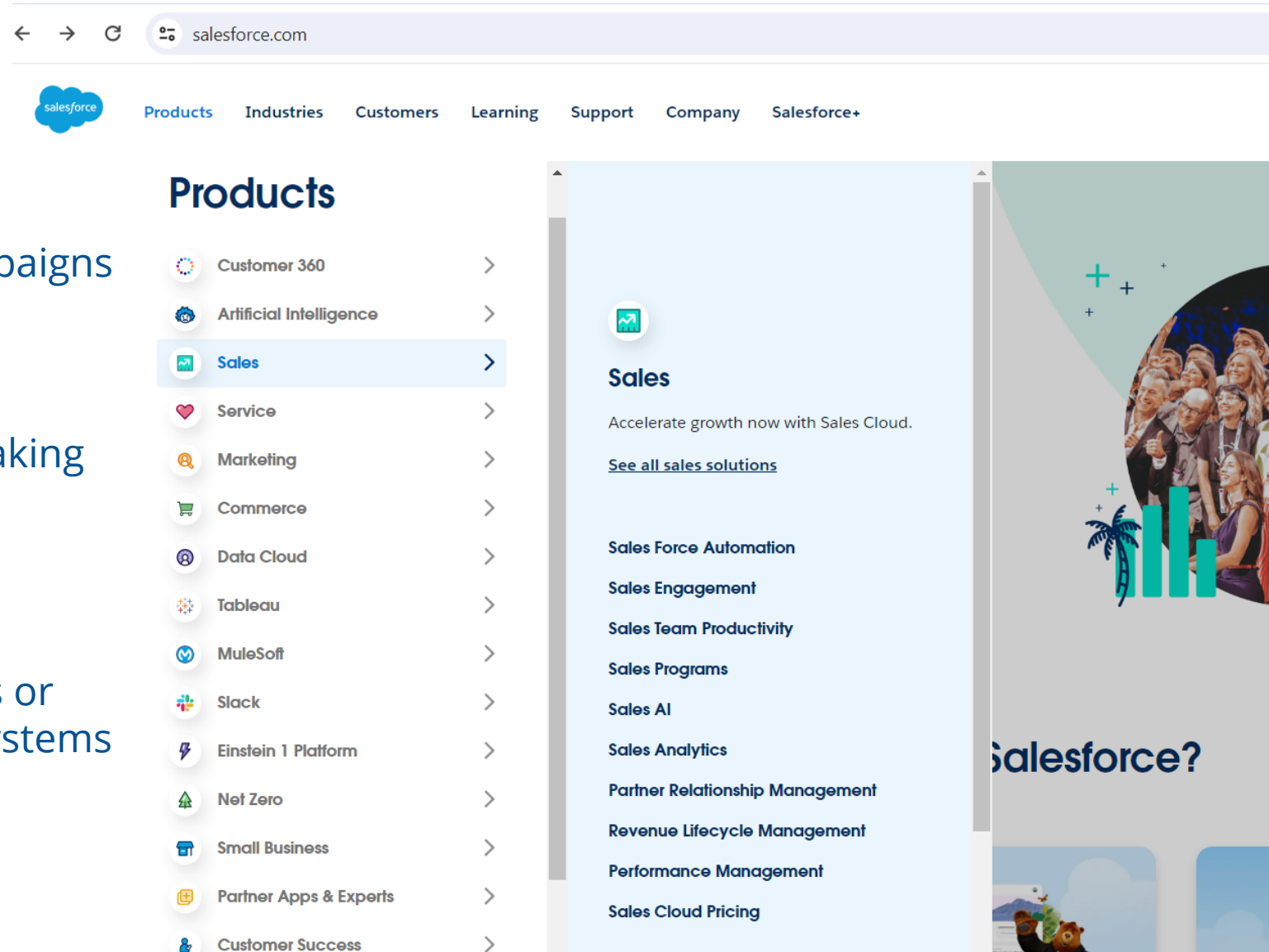
All the clouds

Other cloud offerings:

Marketing cloud for managing ad campaigns and getting data from the web into Salesforce.

Mulesoft is a platform dedicated to making integrations between systems such as Salesforce and older legacy systems painless.

Experience cloud: allow our customers or partners to access their data on our systems through the Salesforce platform.



Salesforce Documentation and Training

Salesforce documentation, training, certification

Salesforce has extensive developer and architect documentation available.

<https://developer.salesforce.com/>

As you will see, it also has an extensive catalog of training material presented in the gamified Trailhead system.

<https://architect.salesforce.com/>

<https://trailblazer.me/>

Developers earn points and badges to prove they have done the courses.

<https://trailhead.salesforce.com/today>

Salesforce also offers many certifications from basic Administrator certs all the way up to Certified Technical Architect.

<https://trailhead.salesforce.com/en/credentials/administratoroverview/>

Lab Exercises

Go to <https://trailhead.salesforce.com/> and sign up for a new account.

Bookmark or Favorite these trails:

- [Admin Beginner](#) – basics of Salesforce administration.
- [Developer Beginner](#) – this contains everything covered in this module.

First Module - basics:

- [Trailhead basics](#) – do this first!
- [Salesforce Platform Basics](#)
- [\(Data Modelling\)](#) leave till next week.

References

- <https://www.salesforceben.com/salesforce-history/>
- <https://focusonforce.com/platform/salesforce-instances-vs-orgs-vs-environments/>
- <https://availability.salesforce.com/find-my-instance/>
- <https://architect.salesforce.com/>
- <https://developer.salesforce.com/>