



Learning Apex Programming

Create business applications using Apex to extend and improve the usefulness of the Salesforce1 platform

Foreword by Mike Rosenbaum, Executive Vice President, Salesforce Platform

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Learning Apex Programming

Tameem Bahri



Learning Apex Programming:

Learning Apex Programming Matt Kaufman, Michael Wicherski, 2015-01-31 If you are a developer who has some object oriented programming experience Learning Apex Programming is the perfect book for you This book is most appropriate for developers who wish to gain an understanding of the Force.com platform and how to use Apex to create business applications

Learning Salesforce Development with Apex Paul Battison, 2020-08-10 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

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Mastering Apex Programming Paul Battison, Mike Wheeler, 2020-11-20 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

Mastering Apex Programming Paul Battison, 2023-11-29 Advance your Apex programming skills to the next level with best practices proven techniques and practical code samples with this updated edition along with the most recent advancements in Apex Key Features Understand the various integration asynchronous processing options in Apex and how to use them to scale you application Learn how to integrate external systems with Apex through both inbound and outbound integrations Profile and improve the performance of your Apex code Book Description Applications built on the Salesforce platform are now a key part of many organizations IT systems with more complex and integrated solutions being delivered every day As a Salesforce developer working with Apex it is important to understand the range and variety of tools at your disposal how and when to use them and what the best practices are This revised second edition includes a complete restructuring and five new chapters filled with detailed content on the latest Salesforce innovations including integrating with DataWeave in Apex and utilizing Flow and Apex together to build scalable applications with Administrators This Salesforce book starts with a discussion around common mistakes debugging exception handling and testing The second section focuses on the different asynchronous Apex programming options to help you build more scalable applications before the third section focuses on integrations including working with platform events and developing custom Apex REST web services Finally the book finishes with a section dedicated to profiling and improving the performance of your Apex including architecture With code examples used to facilitate discussion throughout by the end of

the book you will be able to develop robust and scalable applications in Apex with confidence What you will learn Understand common Apex mistakes and how to avoid them through best practices Learn how to debug Apex code effectively Discover the different asynchronous Apex options common use cases and best practices Extend the capabilities of the Salesforce platform with the power of integrations Parse and manipulate data easily with the use of DataWeave functions Develop custom Apex REST services to allow inbound integrations Profile and improve the performance of your Apex code Who this book is for Developers who have basic to intermediate Apex programming knowledge and are interested in mastering Apex programming while exploring the Salesforce com platform This book is also ideal for experienced Java or C developers who are moving to Apex programming for developing apps on the Salesforce platform Basic Apex programming knowledge is assumed

Learning Salesforce Development with Apex Paul Battisson, 2022-08-12 Learn to harness the power of the Apex language to build Salesforce applications DESCRIPTION Acquiring knowledge of Apex has proved to be a valuable skill for developers eager to add business logic as well as to execute flow and transaction control statements on Salesforce server In this updated and expanded second edition Author Paul Battisson places a significant emphasis on the scalability security and deployment capabilities of Salesforce applications The nine time Salesforce MVP took another shot at teaching Apex programming and getting people to start developing Salesforce applications with complete confidence Some of the most notable features of this newer edition are Setting up the Salesforce development environment and improving code storage and execution techniques Writing secure Apex code and different ways to enforce security while scaling applications Multiple ways to put your Apex code into production Acquire working knowledge of declaring variables in Apex Recognize Apex s collection based functionality Use Apex s different control statements to manage the flow of a program Get familiar with Apex s built in testing tools Acquire proficiency in interacting with third party applications and data A quick rundown on successfully operating and managing CI CD and DevOps Expert run approaches and best practices to write robust codes and avoid major mistakes The book contains updates on several sections of this book including but not limited to programming principles the use of REST APIs code testing and simple examples to assist you in developing dynamic solutions and creating a platform to build WHO THIS BOOK IS FOR Both new and experienced Salesforce administrators can benefit from this book Those who have no previous programming knowledge can also benefit from this book The reader is anticipated to have a basic understanding of Salesforce as a platform TABLE OF CONTENTS 1 An Introduction to the Salesforce Platform 2 What is Apex 3 Variables in Apex 4 Collections 5 Control Statements and Operators 6 Apex Triggers 7 SOQL 8 SOSL 9 Apex Classes 10 Apex Class Inheritance 11 Enforcing Security in Apex 12 Testing Apex 13 Callouts in Apex 14 Deploying Your Apex Code 15 Apex Best Practices 16 Conclusion

Learning Force.com Application Development Chamil Madusanka, 2015-04-27 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

Learn Apex John

Robert, 2021-06-04 Apex is a proprietary language developed by Salesforce.com. It is a strongly typed object-oriented programming language that allows developers to execute flow and transaction control statements on the Force.com platform server in conjunction with calls to the Force.com API. This book is targeted for Salesforce programmers beginning to learn Apex. This will bring you to an intermediate level of expertise in Apex programming covering all the important aspects of Apex with complete hands-on code experience. Basic knowledge of Salesforce platform and development is needed. Apex is a programming language which has to be used with Salesforce. This book assumes that you already have set up the Salesforce instance which will be used to do our Apex programming. Mastering Application Development with Force.com Kevin J. Poorman, 2016-01-28 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

Apex Adam Parker,2020-09-09 Apex is THE most lucrative programming language in the business world You know why Because it s connected to the most powerful and most popular Cloud CRM Platform in the world Learning Apex not only makes you one of the most sought after programmers by businesses all over but you join one of the most elite group of developers in the business world In the first part of this book you will be introduced to Salesforce objects fields records and tabs You ll also learn how to use the developer console to debug your Apex code analyze logs run queries tests and more You then learn the basic programming concepts of Apex Triggers and Classes including writing methods working with variables data types lists and loops and how to interact with Salesforce records using SOQL SOSL and DML As you progress through the book you will learn how to Use powerful tools such as Developer Console and Visual Studio Code Create Apex Triggers and Classes using the Apex Programming language Interact with Salesforce data using SOQL SOSL and DML Learn how to write test classes for your Apex Triggers and Classes and migrate your code to production This book also includes best practices as well as information on resources you can use If you ve been thinking about programming but not sure which language to learn start with Apex You won t find a more in demand programming skill that you can get started with very fast What are you waiting for Get started today

Apex Design Patterns Jitendra Zaa,Anshul Verma,2016-04-27 Harness the power of Apex design patterns to build robust and scalable code architectures on the Force com platform About This Book Apply Creational Structural and behavioural patterns in Apex to fix governor limit issues Have a grasp of the anti patterns to be taken care in Apex which could have adverse effect on the application The authors Jitendra Zaa is a salesforce MVP and Anshul Verma has 12 years of experience in the area of application development Who This Book Is For If you are a competent developer with working knowledge of Apex and now want to deep dive into the world of Apex design patterns to optimize the application performance then this book is for you Prior knowledge of Salesforce and Force com platform is recommended What You Will Learn Apply OOPs principal in Apex to design a robust and efficient solution to address various facets to a business problem Get to grips with the benefits and applicability of using different design patterns in Apex Solve problems while instantiating structuring and giving dynamic behavior to Apex classes Understand the implementation of creational structural behavioral concurrency and anti patterns in your application Follow the Apex best practices to resolve governor limit issues Get clued up about the Inheritance abstract classes polymorphism in Apex to deal with the object mechanism Master various design patterns and determine the best out of them Explore the anti patterns that could not be applied to Apex and their appropriate solutions In Detail Apex is an on demand programming language providing a complete set of

features for building business applications including data models and objects to manage data Apex being a proprietor programming language from Salesforce to be worked with multi tenant environment is a lot different than traditional OOPs languages like Java and C It acts as a workflow engine for managing collaboration of the data between users a user interface model to handle forms and other interactions and a SOAP API for programmatic access and integration Apex Design Patterns gives you an insight to several problematic situations that can arise while developing on Force com platform and the usage of Design patterns to solve them Packed with real life examples it gives you a walkthrough from learning design patterns that Apex can offer us to implementing the appropriate ones in your own application Furthermore we learn about the creational patterns that deal with object creation mechanism and structural patterns that helps to identify the relationship between entities Also the behavioural and concurrency patterns are put forward explaining the communication between objects and multi threaded programming paradigm respectively We later on deal with the issues regarding structuring of classes instantiating or how to give a dynamic behaviour at a runtime with the help of anti patterns We learn the basic OOPs principal in polymorphic and modular way to enhance its capability Also best practices of writing Apex code are explained to differentiate between the implementation of appropriate patterns This book will also explain some unique patterns that could be applied to get around governor limits By the end of this book you will be a maestro in developing your applications on Force com for Salesforce Style and approach This book is a step by step guide complete with well tested programs and real world situations to solve your common occurring problems in Apex design by using the anti patterns It gets crackling from exploring every appropriate solution to comparing the best one as per OOPs principal

Learning Salesforce Lightning Application Development Mohith Shrivastava, 2018-07-31 Build design and style beautiful and informative applications on the Salesforce Lightning platform Key Features Build and Test Lightning Components that enhance application usability and adaptability Apply Security Best Practices to your Custom Lightning Components Design Lightning Components for Salesforce UIs such as Lightning Pages Salesforce 1 Application Communities and more Book Description Built on the Salesforce App Cloud the new Salesforce Lightning Experience combines three major components Lightning Design System Lightning App Builder and Lightning Components to provide an enhanced user experience This book will enable you to quickly create modern enterprise apps with Lightning Component Framework You will start by building simple Lightning Components and understanding the Lightning Components architecture The chapters cover the basics of Lightning Component Framework semantics and syntax the security features provided by Locker Service and use of third party libraries inside Lightning Components The later chapters focus on debugging performance tuning testing using Lightning Testing Services and how to publish Lightning Components on Salesforce AppExchange What you will learn Understand Lightning Components architecture Learn Locker security best practices Debug and Improve performance of your Lightning Components Use third party libraries along with Lightning Component Framework Learn how to publish Lightning

Components on AppExchange Use Lightning Out to take your Lightning Components outside the Salesforce platform Who this book is for This book is for Salesforce developers or developers from other platforms who are familiar with HTML CSS and JavaScript and want to build and test Salesforce Lightning components No knowledge of Salesforce Lightning is required

Expert Oracle Application Express Doug Gault,Dimitri Gielis,Martin DSouza,Roel Hartman,Raj Mattamal,Sharon Kennedy,Denes Kubicek,Michael Hichwa,Dan McGhan,John Scott,Anton Nielsen,Francis Mignault,Jorge Rimblas,Nick Buytaert,Karen Cannell,David Peake,Christoph Ruepprich,Tom Petrus,2015-08-20 Expert Oracle Application Express 2nd Edition is newly updated for APEX 5.0 and brings deep insight from some of the best APEX practitioners in the field today You ll learn about important features in APEX 5.0 and how those can be applied to make your development work easier and with greater impact on your business Oracle Application Express APEX is an entirely web based development framework that is built into every edition of Oracle Database The framework rests upon Oracle s powerful PL SQL language enabling power users and developers to rapidly develop applications that easily scale to hundreds even thousands of concurrent users APEX has seen meteoric growth and is becoming the tool of choice for ad hoc application development in the enterprise The many authors of Expert Oracle Application Express 2nd Edition build their careers around APEX They know what it takes to make the product sing developing secure applications that can be deployed globally to users inside and outside a large enterprise The authors come together in this book to share some of their deepest and most powerful insights into solving the difficult problems surrounding globalization configuration and lifecycle management and more New in this edition for APEX 5.0 is coverage of Oracle REST Data Services map integration jQuery with APEX and the new Page Designer You ll learn about debugging and performance deep secrets to customizing your application user interface how to secure applications from intrusion and about deploying globally in multiple languages Expert Oracle Application Express 2nd Edition is truly a book that will move you and your skillset a big step towards the apex of Application Express development Contains all new content on Oracle REST Data Services jQuery in APEX and map integration Addresses globalization and other concerns of enterprise level development Shows how to customize APEX for your own application needs *Developing Robust Date and Time Oriented Applications in Oracle Cloud* Michal Kvet,2023-05-12 Create robust temporal solutions in Oracle Cloud and spread the solution worldwide by leveraging its regional properties and time zone synchronization Purchase of the print or Kindle book includes a free PDF eBook Key Features Migrate existing on premises applications to the Oracle Cloud environment using data migration techniques Handle date and time values efficiently using Oracle database s available data types and duration modeling principles Apply temporal database models in real world systems to ensure robustness security and performance Book Description Proper date and time management is critical for the development and reliability of Oracle Databases and cloud environments which are among the most rapidly expanding technologies today This knowledge can be applied to cloud technology on premises application development and integration to emphasize regional settings UTC

coordination or different time zones This practical book focuses on code snippets and discusses the existing functionalities and limitations along with covering data migration to the cloud by emphasizing the importance of proper date and time management This book helps you understand the historical background and evolution of ANSI standards You ll get to grips with data types constructor principles and existing functionalities and focus on the limitations of regional parameters and time zones which help in expanding business to other parts of the world You ll also explore SQL injection threats temporal database architecture using Flashback Technology to reconstruct valid database images from the past time zone management and UTC synchronization across regions By the end of this book you ll be able to create and manage temporal systems prevent SQL injection attacks use existing functionalities and define your own robust solutions for date management and apply time zone and region rules What you will learn Explore the fundamentals and terms related to Oracle Cloud Infrastructure OCI and data migration Follow core principles and date and time element management supervised by ANSI standardization Discover the limitations of existing functionalities and conversion methods Build robust and secure temporal solutions that are resistant to SQL injection threats Understand time zone management and regional settings by focusing on regional and national conventions and approaches Use Flashback Technology to create temporal models in terms of historical and current states Who this book is for This book is for IT specialists students system developers database administrators and cloud integrators With a hands on approach this book will help you to gain a comprehensive view of the issue of time processing and enable you to develop complex robust applications that are usable and portable in any region

[ChatGPT for Accelerating Salesforce Development](#) Andy Forbes, Philip Safir, Joseph Kubon, Francisco Fálder, 2023-12-29 Harness ChatGPT for streamlined flows effective configuration proficient code writing and enhanced project activities Key Features Improve process quality and reduce costs by incorporating ChatGPT into your Salesforce projects Optimize project workflows and align technical capabilities with business goals Integrate ChatGPT s strengths with Salesforce expertise to innovate business analysis coding and testing approaches Purchase of the print or Kindle book includes a free PDF eBook Book

Description Authored by a team of Salesforce masters with exemplary IT background ChatGPT for Salesforce Development helps you learn about the intricacies of Salesforce design configuration coding and testing demonstrating how ChatGPT can simplify complex setups and enhance project team efficiency With this book you ll unlock the effective use of ChatGPT for crafting user stories that align seamlessly with project goals learn how to design and implement Salesforce flows and quickly write clear comprehensive and high quality project documentation You ll leverage ChatGPT to write new Apex code decipher existing code and explore the development of web services and callouts This book covers everything from trigger creation to the development of Lightning Web Components LWC highlighting how these can accelerate the development process Applying ChatGPT s debugging capabilities you ll swiftly identify and resolve Salesforce issues to uphold the integrity and performance of your Salesforce applications By the end of this book you ll be adept at integrating ChatGPT at every stage of

Salesforce project delivery from initial configuration to final testing What you will learn Masterfully craft detailed and engaging user stories tailored for Salesforce projects Leverage ChatGPT to design cutting edge features within the Salesforce ecosystem transforming ideas into functional and intuitive solutions Explore the integration of ChatGPT for configuring Salesforce environments Write Salesforce flows with ChatGPT enhancing workflow automation and efficiency Develop custom LWCs with ChatGPT s assistance Discover effective testing techniques using ChatGPT for optimized performance and reliability Who this book is for This book is for Salesforce developers offering insights into using ChatGPT to enhance their coding and configuration abilities It s an invaluable resource for business analysts looking to use ChatGPT to translate complex requirements into actionable solutions For testers this book covers methods to leverage ChatGPT for more effective testing processes ensuring higher quality outcomes Product owners will gain insights into optimizing project workflows and aligning technical capabilities with business goals making this book a must have for Salesforce project team members

Practical Salesforce Architecture Paul McCollum, 2023-10-05 Once renowned as a customer relationship management tool Salesforce has evolved into a cloud first application and capability ecosystem With dedicated components for tasks such as middleware big data reporting ETL data loading and API orchestration Salesforce has become more prevalent in modern architectures This concise yet comprehensive guide provides an overview of Salesforce architecture for enterprise architects and Salesforce ecosystem architects Author Paul McCollum Salesforce Technical Architect at Accenture provides a roadmap for integrating major elements of the Salesforce ecosystem with planned or existing enterprise architecture You ll learn how to use these components to address the diverse needs of different organizations Many companies today are adding or building multicloud capabilities and incorporating various elements from the Salesforce ecosystem With this book you ll learn Strengths weaknesses and growth areas of Salesforce s enterprise architecture domain features How Salesforce compares to other cloud providers Methods for using the Salesforce ecosystem effectively to address your organization s needs How to integrate Salesforce with planned or existing enterprise architectures Ways to manage and forecast performance complexity and ease of operation across the Salesforce platform [Research in Education](#) ,1971

Rapid SaaS Application Development Using Salesforce Tameem Bahri, 2023-12-27 Learn how to rapidly build and document scalable Salesforce applications KEY FEATURES Practice the Salesforce rapid application development lifecycle Gain crucial application development skills and knowledge Build a real world Phonebook application to master the development cycle DESCRIPTION This book is a practical guide for building secure scalable and performant SaaS applications on top of the Salesforce platform Learn how to dissect a business problem and extract non communicated requirements Gain practical knowledge on designing and documenting a Salesforce application using the right mix of low code development tools such as flows validation rules and formula fields and full code using APEX Lightning Components and off platform modules Start with the fundamental concepts of the Salesforce platform and its SaaS application development

capabilities Learn key building blocks like objects fields and security models explore powerful tools like App Builder and Flow Builder and master the principles of the Salesforce app development lifecycle The book will use real life business scenarios to practically teach you foundational information and skills that you can use to develop enterprise ready applications You will gain critical knowledge and skills to put you on track for your journey toward the prestigious Salesforce Certified Technical Architect credentials

WHAT YOU WILL LEARN Develop scalable extendable and performant Salesforce applications Build a fully functional Phonebook application and experience the entire development cycle Design and document a Salesforce application efficiently and effectively using standard artifacts Test and release your Salesforce application Build a lively feedback loop with your application s end users

WHO THIS BOOK IS FOR This book is for citizen developers business analysts SaaS application developers salesforce developers and architects and anyone interested in developing SaaS applications to solve enterprise business problems or to become Salesforce Certified Technical Architects

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Training program for operation of emergency vehicles United States. National Highway Traffic Safety Administration,1978 *Resources in Education* ,1998 [Salesforce Data Architecture and Management](#) Ahsan Zafar,2021-07-30

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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Learning Apex Programming Introduction

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