Agenda

Who Am I

What is Salesforce

Career

Trailhead

Trailblazer Community

Q&A

Mike DeMaria

Salesforce Developer

12x Salesforce Certified Professional

IT Professional since 2001

Salesforce since January 2015

Comp Sci, Syracuse University

Leader of Syracuse NY Developer Group

Previously worked as QA, BA, Tech Editor

Email: mike.demaria@trailblazercgl.com
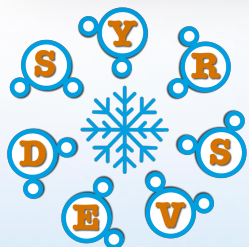
Twitter: @demariamike

Cloud Computing

```
● ● ●              📁 mdemaria — ssh nand.net — 80×24

 ALPINE 2.20    MESSAGE TEXT    Folder: INBOX      Message 5,648 of 5,674 27%

Date: Sat, 18 Sep 2021 09:14:07 -0700 (MST)
From: certification@salesforce.com
To: mdemaria@nand.net
Subject: Your Salesforce Certification Exam Results
Parts/Attachments:
  1 Shown     ~97 lines  Text
  2           337 KB     Application
----------------------------------------

Hi Mike DeMaria,

Congratulations, you are now a Salesforce Certified B2B Solution Architect
(SU21)!

Test Taker Name: Mike DeMaria
Exam: Salesforce Certified B2B Solution Architect (SU21)
Result: Pass
Date Completed: 18 September 2021


? Help      < MsgIndex  P PrevMsg      - PrevPage D Delete    R Reply
O OTHER CMDS > ViewAttch N NextMsg    Spc NextPage U Undelete  F Forward
```

Syracuse University Email Experience in 1997

Remotely connect to 1 of 4 Unix timeshare servers

Thousands of students are connected at the same time

The programs run on the remote server

Your local machine is a glorified keyboard and display

Data processing, business logic, programs, user accounts,

CPU, RAM, disk storage are remote

Your uploaded files were accessible from any timeshare

Soft quotas on disk storage, CPU time, RAM and pages served

You could file a request for higher quotas if you needed it

What is Salesforce

Customer Relationship Management Platform (CRM)

> Sales, Service, Case Management, Omni channel support (chat, voice, text, email)

> Customer portals & websites, A.I. predictions, field service, manufacturing, healthcare, non-profits

> Partners portals, Commerce, Quotes, Education/Higher Ed, Vaccine Tracking, College Degree Tracking

Cloud computing, multi tenant system

> Data, code and processing primarily resides on Salesforce's servers

> Soft quotas on disk storage, CPU time, RAM and pages served

> You can buy higher quotas if you need it

Extensive, extendable and adaptable

> Write your own processes, business logic, triggers and data validation rules

> No code, low code and fully coded options available

What is Salesforce

Syracuse University Email & Web Experience in 1997

Help	MsgIndex	PrevMsg	PrevPage D Delete	R Reply
OTHER CMDS	ViewAttch	NextMsg	Spc NextPage U Undelete	F Forward

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What is Salesforce

Usage

    3 major releases every year (Spring, Summer, Winter)

    Licensed per user per month

Access

    No software to install

    Web Browser

    Mobile App

    Mobile APIs in custom mobile app

Subsidiaries

    Quip

    Slack

    Tableau

What is Salesforce

Demo

Sales Cloud - Create lead, Convert, Account, Opportunity, Task

Service Cloud - Create Case for Xiao Sedat, See status path, Change page layout

Reporting - Annual revenue of Accounts, grouped by State

User Stories:

As a sales agent, I want to rank my accounts in tiers, so that I can determine the most valuable clients.

As a sales manager, I want my agents to tag accounts with a rating or a tier, so I can forecast accurately.
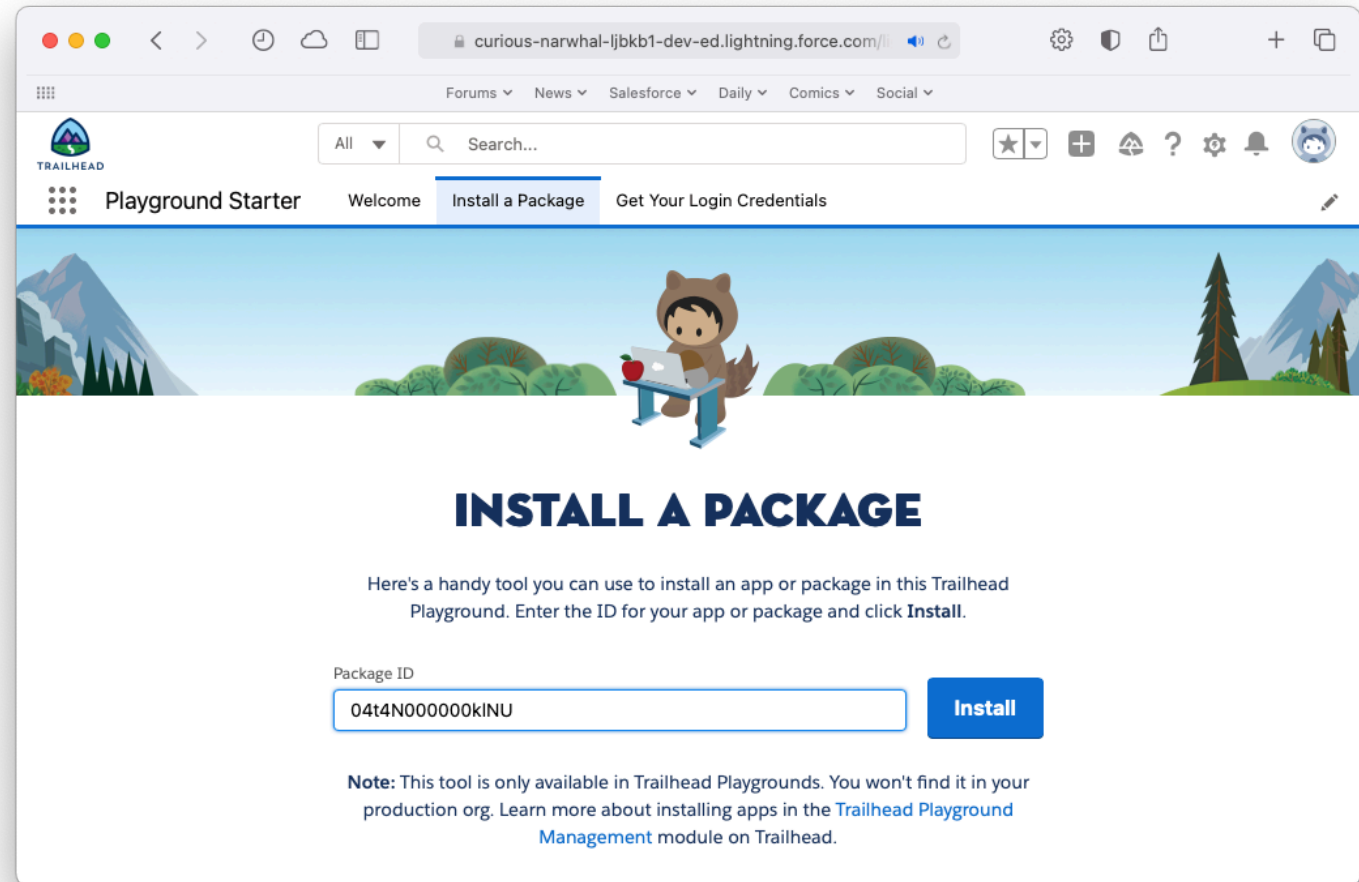
What is Salesforce

Demo

Degree Audit

Metadata available on website

Package ID: 04t4N000000klNU

Package URL: https://login.salesforce.com/packaging/installPackage.apexp?p0=04t4N000000klNU

Career

REMOTE Salesforce Developer Opportunity!

I wanted to reach out because I came across your profil[e]
impressed with your background! As we start our searc[h]
Salesforce Developer opportunity for
thought I would see if you had a moment to connect.

This is a $55/hr 6-12 month contract opportunity, unfor
no C2C for this position. JD attached!

I don't want to assume you are in the market but would
connect with you to see if you or anyone in your profess[ional]
network may be a fit.

Thank you in advance fo[r]
you soon!

REMOTE Salesforce Developer Position!

Dear Mike,

Hope all is well! I am working with a client that is looking for a
Senior Salesforce Developer to join their team.

The company is called ▮▮▮▮▮ and they are based in NYC. They
are a real-estate company that is growing exponentially and are
constantly looking for new talent to join the team. You would be
working on the internal platform.

There is also the possibility of owning equity in the company as
well.

Hi Mike,

I am working with a Salesforce CPQ partne[r]
Developer role. They have a strong base o[f]
Consultants on board for implementation a[nd]
developer to do REST API and Integrations. The role is 100%
remote. $130K

Interested?

Hello Mike, I have just received a fully remote Sr Salesforce
Developer positions with a Silver Salesforce Commerce Cloud
partner based out of Colorado. Good pay and benefits. Let me
know if you'd like to discuss this further!

Career

Salesforce commissioned study claims:

- 50,000 job postings for Salesforce Admins in 2018, avg salary $91k
- 90,000 job postings for Salesforce Developers in 2018, avg salary $108k
- 30,000 job postings for Salesforce Business Analysts in 2018, avg salary $84k
- 500,000 new jobs this year
- 4.2 million new Salesforce jobs by 2024

Career

Paths:

- Administrator

  Create reports, dashboards, user management, creating fields, page layouts

- Developer

  Database query, front and back end coding, Javascript, data cleanup

- Adminveloper

  Use low code tools for creating process automation, interactive UI elements, scripts

- Consultant

  Often a multi-disciplinary role working closely with the client's business team

- Architect

  Integration, data feeds, security, data modeling

Trailhead

Free online learning with hands on training

https://trailhead.salesforce.com

Discounts

https://bit.ly/3u3JS4k

     eBook available to ACM Members

https://trailhead.salesforce.com/credentials/cert-days (Save $40)

     Admin: Oct 4, Oct 21

     Platform App Builder: Oct 18

     Platform Dev 1: Sep 27, Oct 7

     Sales Cloud Consultant: Sep 27, Oct 25

https://trailhead.salesforce.com/de/help?article=Earn-Your-First-Certification-Giveaway-FAQ (Save $200)

     Earn your first cert by Nov 30, get voucher for a free exam

ACM Education & Learning Center @acmeducation · Sep 20

Now available for ACM Members: "Learning Salesforce Development with Apex: Write, Run and Deploy Apex Code with Ease," by @pbattisson. Learn how to work w/the Apex language, develop Triggers, use SOQL & SOSL to retrieve data, write OO @salesforce code. bit.ly/3u3JS4k

Development with Apex

Write, Run and Deploy Apex Code with Ease

Salesforce Developers

Trailblazer Community

Calling All Trailblazers. Pioneer. Change maker. Lifelong learner. Yes, we're talking about you. If you're reading this, that makes you a Trailblazer. A leader who creates a path for others to follow. A friend who lifts up those who stand beside you. A family member who helps us build a better world. All of that is in you, and in all of us. Our Ohana is blazing trails across the globe, transforming the ways we work and live. And just imagine, if we all join together, the incredible impact we can make.

Marc Benioff
Chairman / CEO
Salesforce

Trailblazer Community

The upside to all the virtual meetups this year is I get to really network with people, not just meet in passing for 2 hours a year.
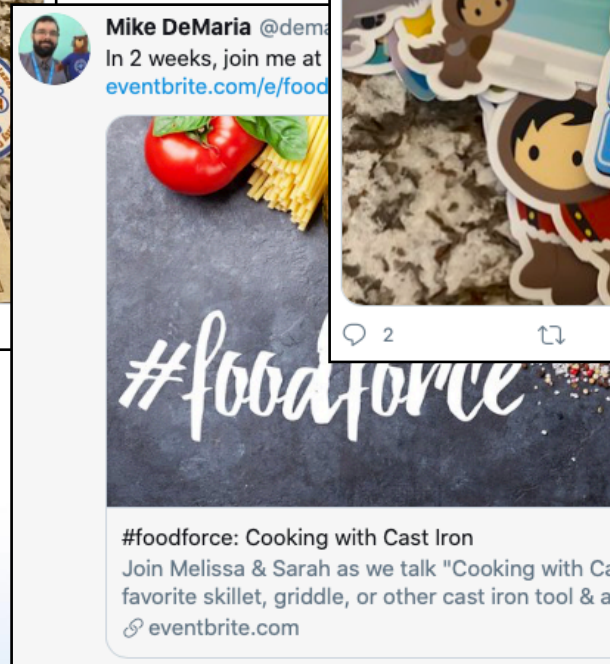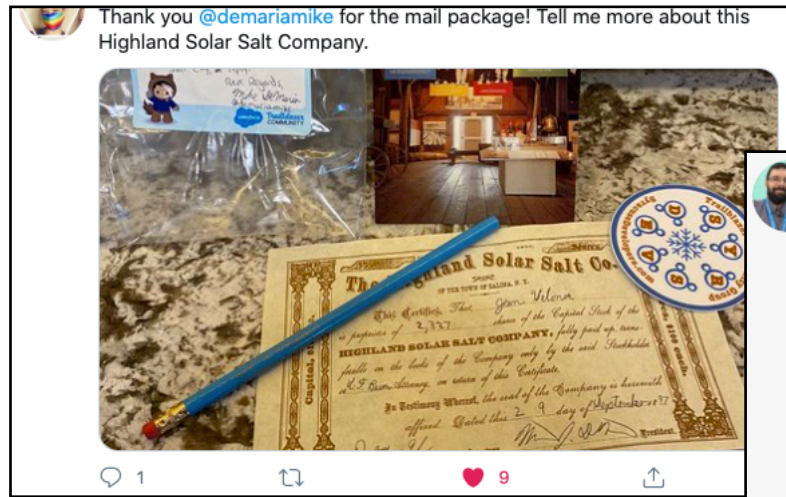
Networking is more than just knowing someone, it's building trust and rapport.

— Mike DeMaria

Trailblazer Community

- Trailblazer Community Groups (https://trailblazercommunitygroups.com)
- Dreamin' Events
- Ohana Slack (https://mrockssf.site/2ooiWPo)
- Twitter

Trailblazer Community

Our Next Meetup:

Winter 22 Highlights & Dreamforce Recap

Thursday, October 7, 6:00p - 8:00p

Virtual (Zoom) meeting

https://trailblazercommunitygroups.com/events/details/salesforce-salesforce-developer-group-syracuse-united-states-presents-winter-22-highlights-dreamforce-recap/

Q&A

Web: SyracuseDevelopers.com

Slides: SyracuseDevelopers.com/meetings/202109/

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