

### ### About Us

**RedFerns Tech** is a specialist in CRM support services, providing a flexible and efficient end-to-end solution. We excel at providing high-performance and optimized CRM solutions. We are committed to delivering agile software projects that meet our customer's business objectives. We create agile software solutions that meet customer objectives.

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### ### Why Choose Us

- **Salesforce Solutions**
- **Maintenance & Salesforce Support**
- **Data Sciences & Analytics**
- **Machine Learning**

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### ### Key Statistics

- **100+** Projects Completed
- **25+** RedFerns Tech Team
- **25+** Ongoing Projects
- **50+** Satisfied Customers

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### ### Our Mission

- To use emerging technologies to turn possibilities into realities.
- Push the boundaries of technologies for faster innovation.
- Committed to the delivery of high-quality services that exceed client expectations.
- Provide the highest ethical standards, ensuring clients' trust and satisfaction.
- Dedicated to optimizing processes and ensuring results within a realistic time frame.
- Committed to cost-effective solutions.

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### ### Call to Action

**\*\*Are you ready for a better, more productive business?\***

We are ready to provide you with a transformative journey that enhances efficiency, boosts profitability, and innovates your business.

- **\*\*Get Started Now\*\***

- **\*\*Let's Talk\*\***

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### ### Leadership

The leadership of RedFerns Tech is a mix of creative, visionary, and strategic minds who are here to understand the needs of the clients. We embrace a collaborative spirit, working together to solve complex challenges and drive innovation that gives a lasting impact.

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### ### Services

- **Salesforce Software Development**
- **Salesforce Admin & Support Services**
- **Data Science & Analytics**
- **Machine Learning**

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### ### Contact Information

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- **Address:**

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Pondicherry - 605010

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### ### Careers

#### **\*\*RedFerns Tech Careers\*\***

- **\*\*Available Positions:\*\***
- Salesforce Sr. Developer
- Salesforce Jr. Developer
- Data Scientist
- Data Engineer

#### **\*\*Application:\*\***

- Upload your Photo
- Upload your Resume
- Apply Now

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### ### Legal

- **\*\*Privacy & Terms\*\***

- **\*\*Terms of Service\*\***

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**### Job Application Form**

**\*\*Select the Service:\*\***

- Salesforce Software Development
- Salesforce Admin & Support Services
- Data Science & Analytics
- Machine Learning

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**\*\*REDFERNS TECH\*\***

When it comes to Salesforce technology and business innovation, we are the best at providing a wide range of Salesforce consulting for any business challenges you face.

**\*\*What We Offer:\*\***

- Salesforce Software Development & Migration
- Salesforce Admin & Support Services

- Data Science & Analytics

- Machine Learning

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## Salesforce App Development

Salesforce App Development Salesforce app development is the process of creating customer applications or extensions within the Salesforce platform to meet the business needs. It allows businesses to customise their CRM platforms to match their unique processes, workflows and industry specific needs. This level of customization ensures that Salesforce aligns perfectly with an organisation's requirements. It also improves the user interfaces and makes it more user friendly and efficient which in turn boosts user adoption and productivity. It automates the processes like a custom app which reduces manual tasks, streamlining operations & boosts efficiency as well enables organisations to integrate with third-party applications and external data sources. Salesforce app development encourages innovation by providing the tools to create cutting edge applications that drive business growth and keep organisations competitive.

**Key Components:**

- **Low code development**– Low code development tools such as Salesforce Lightning allows users to build apps with minimal coding. These tools often involve visual, drag-and-drop interfaces making it accessible to a wide range of users.
- **Programmatic Development**– For more complex and highly customization application organisations can use programmatic development languages like Apex and Visualforce.
- **Data Analytics**:- It creates applications that extract valuable insights from the data stored in the CRM and generate meaningful reports and dashboards.

Salesforce App development is not just a feature but a strategic advantage that enables organisations to stay agile & efficient to changing business needs. At RedFerns Tech we create applications that address your business needs whether it's for a sales app, services app or customer solution and improves customer interaction. It also automates processes resulting in increased productivity and reduced manual data entry and empower organisation to provide more personalised and responsive customer experience.

What we offer  
Salesforce Software Development, Admin & Support Services  
Read more  
Data Science & Analytics  
Read more  
Machine Learning  
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Salesforce Admin and Support Salesforce admin and support are critical components of managing and maintaining a successful Salesforce implementation. Salesforce administration are responsible for configuring , customising and maintaining the salesforce platform to meet and organisation specific requirements. They are system experts who ensure that Salesforces is configured correctly, operates smoothly and aligns with the business processes.

**Key Responsibilities**

**User & Data Management**– It creates, modifies and deletes user accounts, assigns profiles and manage permissions and ensures proper access control. Whereas data management imports , exports and maintains data, including data cleaning and deduplication as well as establishing data security.

**Customization & Workflow automation**– Customization configures objects fields, page layouts to match business processes. Workflows creates and manages approval processes and validates rules to automate tasks.

**Reports & Dashboards and Integration**– It designs and generates reports and dashboards to provide insight into data whereas Integration configures and maintains integration with other systems.

Salesforce support plays a crucial role in providing assistance to Salesforce users, ensuring that they can effectively use the system and resolve issues promptly. It also knows Salesforce Support Analysts or specialists.

**Key Responsibilities**

**User support**– It responds to user inquiries and provides guidances on creating custom reports and dashboards to extract meaningful insight, troubleshoot issues with reports, dashboards, escalate complex issues, helps users with data entry, data migration and data export task as well offer recommendation for streamlining user processes and workflows.

**Issue Resolution**– It diagnoses and resolves technical issues including data discrepancies or system errors. It also troubleshoots issues with reports, dashboards and escalates complex issues to Salesforce administrators or technical support as needed. Both roles are vital to the effective utilisation of Salesforce within an organisation. Together they ensure that Salesforce remains a valuable tool for improving customer relationships, streamlining business processes and driving organisational success.

RedFerns Tech will provide the backbone to your organisation needs to optimise and thrive within the Salesforce ecosystem, ensuring seamless operation and user satisfaction. What we offer Salesforce Software Development, Admin & Support Services Read more Data Science & Analytics Read more Machine Learning Read more How can we help you? Your inquiry is important to us!

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Hyperforce Architecture | RedFerns Tech Skip to content Home About us Services Careers Blogs Contact us Menu Home About us Services Careers Blogs Contact us Home About us Services Careers Blogs Menu Home About us Services Careers Blogs Contact us Improving User Performance in Salesforce. Do your best every day in a work culture that helps drive innovation in everything you do. Hyperforce Architecture Introduction: Salesforce Hyperforce is the next generation of Salesforce multi-tenancy architecture, allowing Salesforce clients to store their data in public cloud storage centers such as Amazon Web Services (AWS), Google Cloud, and Microsoft Azure rather than in Salesforce data centers. Whereby offering clients more choice and control over data residency. What makes hyperforce special? Immutable Infrastructure: Salesforce has run services on a fixed set of servers in data centers which they own, since its start in 1999. Changes on these hosts like OS and service upgrades are managed by operators using different tools, where these tools are based on mutable infrastructure i.e. modifications can be done by updating the binaries and configuration on hosts where and when it's needed. This mutable nature tempts engineers to make a temporary fix on any urgent issues. These fixes are often forgotten, resulting in lingering drift in configuration. So, in order to avoid these issues hyperforce is built based on immutable infrastructure. In this infrastructure, the fix to the issue and its



deployments are rolled out in an immutable way with the help of Software-driven Virtualized infrastructure, where every part of the infrastructure, network, and storage can be provided and managed dynamically via API calls. So with the combined help of Virtual monitors and containers, the fix that needs to be made to the hosts are not made 'in place' instead the entire VM or Container is built and deployed as a newer version. Infrastructure as Code: Software-driven Virtualized infrastructure – It is the combination of hardware and software, whereby hardware's capacity can be managed based on the demand with the help of the software. This software will be using explicit metadata that is kept under source control. So, when there is a change that needs to be made to the host, then we will have data regarding the updates made and It should follow the same protocol as any other part of a software update – validation, peer review, automated testing, staging, and gradual rollout. In this way we can reduce the bugs made by human error. Multi-Availability-Zone Design: To provide multiple availability, Salesforce uses numerous availability zones (AZs) on the public cloud. The compute resources like services and data storage technologies are stored in at least three different zones for each region with a separate infrastructure. So if there is failure in any one of these zones due to some inevitable reasons the service can be provided with the help of other zones without interruption. Zero Trust: In Hyperforce, Salesforce has implemented standard best security practices, which are automatically and consistently applied. The zero trust architecture means that no access to a resource is given until or unless it is authenticated, even for other components of its very own system. On top of this hyperforce employs the principle of least privilege i.e. each operator is given just the right level of privilege and automated removal of that access after a period of time for production data. Conclusion: It is a win-win situation for both Salesforce and its customers because Salesforce does not need to maintain and upgrade its physical resources for data storage, and customers can benefit in many aspects like data residency, scalability, security, privacy, and agility. Resources: Introducing Hyperforce – General Information & FAQ Behind the Scenes of Hyperforce How Salesforce Uses Immutable Infrastructure in Hyperforce Read More Blogs Search Results See all results Share this post What we offer Salesforce Software Development, Admin & Support Services Read more Data Science & Analytics Read more Machine Learning Read more How can we help you? Your inquiry is important to us!

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## Einstein GPT Part 1

Einstein GPT Part 1 AI Cloud has a lot of features related to AI in Salesforce, but today we'll talk about one of the new ones, Einstein GPT. Einstein GPT is similar to other GPTs on the market, such as Chat GPT, Google Bard, and so on, however unlike these GPTs, Einstein GPT is only available within Salesforce. Einstein GPT Part 1 The functionality in Einstein GPT is grouped into five categories: Sales GPT, Service GPT, Commerce GPT, Marketing GPT, Slack GPT, and Tableau GPT. So, in this blog, we are going to provide you a general overview of Sales GPT and Service GPT. Sales GPT- Sales GPT provides trustworthy AI so that businesses may unlock growth. Sellers can alter how they operate with generative AI and all data on a single platform to sell faster, smarter, and more efficiently. Sales GPT provides us with the features like Sales assistant, Einstein relationship insight, Conversation insight, Predictive insight, Sales emails. Sales Assistant- It simply provides insights about a specific account (Clients) by analysing data from Salesforce and external websites and preparing you to meet with that account's clients so that you can use them during your conversation with them and these insights can also be stored within the respective account inside Salesforce itself. Einstein relationship insight- This feature allows you to determine whether a Lead or Opportunity that you are presently processing has any relationship with any of your Accounts (customers) or contacts by retrieving data from both within your Salesforce organisation and from external websites and notifies you. so that this account or contact can serve as a referral for your company and assist you in closing the deal Conversion insights: The Salesforce will record the call we had with the clients and not only build a transcript for it, but it will also provide us with the abstract and key points from that call, which can be saved in the Salesforce record itself. If the customer mentions a competitor during the call, the AI will automatically highlight these points in the abstract. And we can acquire this abstract without even entering the actual call that happened between your Sales rep and the customer. This capability may also be utilised for calls made outside of Salesforce, such as

Zoom calls and Google meets, and so on. Predictive forecasting: It's essentially an AI-driven forecast. It forecasts your organisation's data, which may be analysed in multiple patterns and provide insights, allowing you to close deals faster or stop doing sales in unproductive methods. For instance: Sales GPT can notify you if the current month's converted leads are 25% lower than the previous month's. Sales emails: It generates personalised emails automatically by using insights from Salesforce data and external data to produce email content such as an introduction to you for the clients, requesting a meeting with them, and so on. Service GPT: Service GPT utilises real-time data from the data cloud together with trusted AI capabilities to assist service teams in spending less time on task management and more time on establishing customer loyalty at scale. Service GPT provides us with the features like Service replies, Work summaries, Knowledge article, Mobile work briefing and Case classifications. Service replies- Service replies provide a ready-made response for clients by going through the chat thread. This response will not be delivered automatically unless the sales representative finds it relevant. As a result, the end user has control over the chat responses. Work summaries- The Work Summaries provide an abstract of the entire case, such as the case response, replies, and to whom the case was initially assigned, to whom the case was transferred, and to whom the case was escalated, and provide an abstract of the complete Journey of the case. Knowledge article: Auto-generates and updates/creates your knowledge article based on real-time data obtained from the successful case closure conversation. So that if a similar type of scenario arises again, you can simply share this article with the customer, and the case will be closed without the need for a conversation from the sales rep. Mobile work briefings: It assists field service teams in getting ready for appointments by summarising essential information prior to arrival, allowing them to perform more efficiently. Case Classification: It is basically AI driven case routing. The new case will be automatically assigned to the team or an individual user based on their earlier performance on similar cases. Resources: Salesforce Announces on Sales GPT and Service GPT, Sales AI, Service AI, Video: AI Cloud: Explore the GPTs of Salesforce, Read More Blogs, Search Results, See all results, Share this post, What we offer, Salesforce Software Development, Admin & Support Services, Read more, Data Science & Analytics, Read more, Machine Learning, Read more, How can we help you? Your inquiry is important to us!

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## Einstein GPT Part 2 |

Einstein GPT Part 2 AI Cloud has a lot of features related to AI in Salesforce, but today we'll talk about one of the new ones, Einstein GPT. Einstein GPT is similar to other GPTs on the market, such as Chat GPT, Google Bard, and so on, however, unlike these GPTs, Einstein GPT is only available within Salesforce. Einstein GPT 2 The functionality in Einstein GPT 2 is grouped into five categories: Sales GPT, Service GPT, Commerce GPT, Marketing GPT, Slack GPT, and Tableau GPT. So, in this blog, we are going to provide you a general overview of Commerce GPT, Marketing GPT, Slack GPT, and Tableau GPT.

**1. Commerce GPT:** Businesses can sell smarter and save time by automatically tailoring and innovating every aspect of the customer experience with commerce GPT. It creates products personalized to individual buyers based on consumer data, while also providing GPT-guided suggestions to help businesses reach their e-commerce goals.

**Commerce concierge:** This feature allows customers chat with the AI and have it suggest your products depending on the conversions that occur in the discussion; for example, if a customer provides a photograph of a product, the AI will respond in the following manner: – Hi Sam This product in the image belongs to this brand, and we have a similar product in our store as well. Would you want to add it to your cart?

**Generative product description:** As the name suggests this feature can automatically write a product descriptions for your products and save your time and efforts

**Smart promotion management:** This function enables us to determine what type of offers to create, which mode to send offers through, when to create offers, and to which set of customers to send this offer et.c.

**Einstein product recommendation:** This function recommends products to customers based on their previous searches, their areas of interest, and their color preferences et.c.

**Einstein commerce insights:** This will help us in identifying a pattern that will help us get more business. For example, if a product is added to the favorite list 30 times per day but is only purchased three times, Einstein commerce insights will highlight this issue, and if it is fixed, your company's ROI will instantly increase.

**2. Marketing GPT:** Marketing GPT enables marketing teams to use trustworthy generative AI to boost efficiency and deliver unprecedented personalisation on a vast scale by leveraging first-party data in the data cloud. It enables businesses to engage with clients through tailored interactions at every touchpoint by incorporating AI into the marketing cloud toolkit.

**Segment creation:** This helps us by grouping the products into different segments which helps in promoting a product to particular set of customers or can be used in campaigns

**Content creation and selection:** This function will generate email content and provide you ideas for creating an engaging email, such as what font and font size to use and where to place the product etc. which have a potential for conversion.

AI powered and data

integration: Helps us to map the data from any data source to the data model present in your org. So we don't need to identify that this L\_name field from the data source needs to be mapped with the Last Name in your org. Automated planning and pacing: This will help us identify how we are utilizing media storage and will suggest the appropriate media plan based on your usage. Journey optimization: This enables us to make strategic decisions based on data, such as what style of communication should be used and when an email should be sent based on the type of customer. 3. Slack GPT: Slack GPT provides intelligence across automations, shared knowledge, and slack conversations. Summarize conversations and huddles: This just summarizes all the unread conversations or huddle calls in a particular channel and gives you the abstract of it. Communicate more effectively: The content of the message that you will send in slack can be distilled, and the tone can also be adjusted. Customer insights: It uses Salesforce 360 data and the data cloud to find trends and patterns in consumer behavior in order to boost sales and customer loyalty. For example, A customer is facing the same issues for a long time and he is raising a case continuously. So in this scenario the customer insights can highlight this to you and if possible you can replace the product and increase the loyalty of your customers. 4. Tableau GPT: Tableau drives better business outcomes and intelligent customer experience with insights everywhere for everyone. Tableau GPT functions as an assistant, using advanced generative AI capabilities to make data analysis easier and accessible to wider audiences. Natural language Queries: Users can ask tableau GPT questions in natural language, and it will respond with insights and visualizations. Automated Analytics: An overview of metrics that needs your instant attentions will be displayed at the top of the page. Secure and Compliant: Tableau GPT is built to be secure and consistent with industry standards. This means that businesses can be confident that their data is secure and that they are in compliance. Read More Blogs Search Results See all results Share this post What we offer Salesforce Software Development, Admin & Support Services Read more Data Science & Analytics Read more Machine Learning Read more How can we help you? Your inquiry is important to us!

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## Experience Cloud

**Experience Cloud Introduction:** In today's digital age, providing exceptional customer experiences is paramount for businesses aiming to stay competitive and relevant. Salesforce, a leading customer relationship management (CRM) platform, has taken customer engagement to the next level with its Experience Cloud. This powerful tool empowers organizations to create immersive, personalized, and seamless experiences for their customers. In this blog, we'll delve into the Salesforce Experience Cloud and explore how it can drive sales, boost customer satisfaction, and propel your business forward.

**Understanding Salesforce Experience Cloud:** Salesforce Experience Cloud, formerly known as Community Cloud, is a platform that allows organizations to build branded, self-service communities for their customers, partners, and employees. These communities serve as a hub for collaboration, engagement, and interaction, offering a wide range of features to enhance the user experience.

**Key Features of Salesforce Experience Cloud:**

- Customization:** Experience Cloud allows you to tailor your community's look and feel to match your brand. You can create a unique and engaging experience for your users with customizable themes, layouts, and branding options.
- Personalization:** Leveraging Salesforce's AI capabilities, you can deliver personalized content, recommendations, and actions to each community member based on their preferences and behavior. This enhances engagement and fosters a sense of belonging.
- Multi-Channel Support:** Experience Cloud enables seamless engagement across various channels, including web, mobile, and social media. This ensures that your customers can interact with your brand wherever they prefer.
- Self-Service:** Customers can find answers to their questions, access resources, and even solve issues on their own within the community. This reduces the burden on your support teams and empowers users to be more self-reliant.
- Collaboration:** Users can connect with each other, share insights, and collaborate on projects or tasks within the community. This encourages knowledge-sharing and teamwork.
- Data Integration:** Experience Cloud can integrate with your Salesforce CRM and other data sources, providing a 360-degree view of customer data and enabling personalized interactions based on real-time information.
- The Guest User Concept:** The guest user concept in Salesforce Experience Cloud allows individuals who are not authenticated users to access specific community features. This opens up a world of possibilities for organizations to provide valuable content and services to a broader audience, including prospective customers and the general public. Let's explore a POC scenario to illustrate this concept.

**Benefits of Salesforce Experience Cloud :**

- Enhanced Customer Engagement:** By providing a platform for customers to interact with your brand and each other, you foster a sense of community and engagement. This can lead to increased brand loyalty and higher customer retention rates.
- Improved Sales Productivity:** Sales teams can use the community to share sales collateral, answer frequently asked questions, and collaborate with customers more effectively. This streamlines the sales process and can lead

to shorter sales cycles. **Data-Driven Insights:** With integrated analytics, you can gain valuable insights into community engagement and user behavior. This data can help you refine your sales and marketing strategies to better meet customer needs. **Scalability:** Whether you have a small user base or a large one, Salesforce Experience Cloud scales to accommodate your needs. You can grow your community as your business expands. **Reduced Support Costs:** As customers can find answers and solutions within the community, your support teams can focus on more complex issues. This can result in cost savings and faster response times for critical support requests. **Benefits of Guest User Access:** **Expanded Reach:** By removing login barriers, you can reach a broader audience and capture leads from interested individuals who might not have created an account otherwise. **Streamlined Registration:** Guest users can easily register for events without the need for lengthy sign-up processes, enhancing their experience and increasing conversion rates. **Data Collection:** You can collect valuable data on guest users, including their preferences and interests, which can inform your marketing and sales strategies. **Community Engagement:** Guest users can participate in discussions and forums, providing opportunities for community growth and knowledge sharing. **Post-Event Engagement:** By allowing guest users to access event resources, you extend the value of your community beyond the event itself, keeping users engaged over the long term. **Conclusion:** Salesforce Experience Cloud stands as a transformative solution for businesses seeking to enhance customer experience and drive sales. In the context of our Proof of Concept (POC), we have demonstrated the platform's potential through a Salesforce Lightning Web Component (LWC) integrated with the newsapi.org API. This innovative integration allows for real-time fetching and display of the latest news information, all within the confines of a secure, engaging, and easily accessible environment. Hosted on an Experience Site, meticulously designed to be accessible to guest users, our POC underscores the importance of secure practices. Utilizing measures such as Content Security Policy (CSP) trusted sites, we ensure seamless image loading, creating a visually appealing and reliable user experience. Incorporating this setup into your Salesforce site not only provides a dynamic gateway for users to access current news content but also exemplifies the power of Salesforce Experience Cloud in action. By embracing this technology, businesses can create compelling, personalized, and secure digital spaces for their audience, enriching customer satisfaction, amplifying sales productivity, and illuminating valuable insights into user behavior. Harnessing the capabilities demonstrated in our POC, the Salesforce Experience Cloud emerges as an indispensable tool for contemporary enterprises. Its ability to amalgamate cutting-edge technologies, seamless integration, and robust security measures showcases its potential to revolutionize customer engagement. If you haven't explored this platform's possibilities yet, now is the time to unlock its potential and lead your business into a future of unparalleled customer interaction and satisfaction. [Link to our POC](#) [Read More Blogs](#) [Search Results](#) [See all results](#) [Share this post](#) [What we offer](#) [Salesforce Software Development, Admin & Support Services](#) [Read more](#) [Data Science & Analytics](#) [Read more](#) [Machine Learning](#) [Read more](#) [How can we help you?](#) Your inquiry is important to us!

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## Hyperforce Architecture

Improving User Performance in Salesforce. Do your best every day in a work culture that helps drive innovation in everything you do. Hyperforce Architecture Introduction: Salesforce Hyperforce is the next generation of Salesforce multi-tenancy architecture, allowing Salesforce clients to store their data in public cloud storage centers such as Amazon Web Services (AWS), Google Cloud, and Microsoft Azure rather than in Salesforce data centers. Whereby offering clients more choice and control over data residency. What makes hyperforce special? Immutable Infrastructure: Salesforce has run services on a fixed set of servers in data centers which they own, since its start in 1999. Changes on these hosts like OS and service upgrades are managed by operators using different tools, where these tools are based on mutable infrastructure i.e. modifications can be done by updating the binaries and configuration on hosts where and when it's needed. This mutable nature tempts engineers to make a temporary fix on any urgent issues. These fixes are often forgotten, resulting in lingering drift in configuration. So, in order to avoid these issues hyperforce is built based on immutable infrastructure. In this infrastructure, the fix to the issue and its deployments are rolled out in an immutable way with the help of Software-driven Virtualized infrastructure, where every part of the infrastructure, network, and storage can be provided and managed dynamically via API calls. So with the combined help of Virtual monitors and containers, the fix that needs to be made to the hosts are not made 'in place' instead the entire VM or Container is built and deployed as a newer version. Infrastructure as Code: Software-driven Virtualized infrastructure – It is the combination of hardware and software, whereby hardware's capacity can be managed based on the demand with the help of the software. This software will be using explicit metadata that is kept under source control. So, when there is a change that needs to be made to the host, then we will have data regarding the updates made and It should follow the same protocol as any other part of a software update – validation, peer review, automated testing, staging, and gradual rollout.



In this way we can reduce the bugs made by human error

**Multi-Availability-Zone Design:**To provide multiple availability, Salesforce uses numerous availability zones (AZs) on the public cloud. The compute resources like services and data storage technologies are stored in at least three different zones for each region with a separate infrastructure. So if there is failure in any one of these zones due to some inevitable reasons the service can be provided with the help of other zones without interruption.

**Zero Trust:**In Hyperforce, Salesforce has implemented standard best security practices, which are automatically and consistently applied. The zero trust architecture means that no access to a resource is given until or unless it is authenticated, even for other components of its very own system. On top of this hyperforce employs the principle of least privilege i.e. each operator is given just the right level of privilege and automated removal of that access after a period of time for production data.

**Conclusion:**It is a win-win situation for both Salesforce and its customers because Salesforce does not need to maintain and upgrade its physical resources for data storage, and customers can benefit in many aspects like data residency, scalability, security, privacy, and agility

**Resources:**Introducing Hyperforce – General Information & FAQ  
Behind the Scenes of Hyperforce  
How Salesforce Uses Immutable Infrastructure in Hyperforce  
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Join Us

Do your best every day in a work culture that helps drive innovation in everything you do.

Benefits

Why You Should Join Our

**\*\*Join Our Awesome Team\*\***

Joining our awesome team could be the game-changer you've been looking for. It will not only transform your career but open doors to a brighter and more fulfilling future. We foster a culture of creativity and innovation and believe in investing in our employees' growth and development. We believe that together, we can achieve great things, and your contribution will be an essential part of the journey. Your future starts here!

### **\*\*Teamwork\*\***

Collaboration is at the core of our culture, and in your career here, you'll be working alongside talented individuals who value teamwork and synergy. As part of our team, you'll be aligned with our goals and contribute to our collective success. Our diverse team fosters an environment where you can learn from your colleagues and collectively achieve remarkable results. In our organization, teamwork isn't just a buzzword; it's a fundamental aspect of how we operate.

### **\*\*Secured Future\*\***

We are committed to your long-term career success. A secured future is a cornerstone of a fulfilling life, and we're dedicated to helping you achieve it. Joining our team means access to a clear career path with opportunities for advancement. We offer a comprehensive benefits package and work towards a secure and prosperous future that you can look forward to with confidence.

### **\*\*Learning Opportunity\*\***

Learning is a lifelong journey and a cornerstone of personal and professional growth. Your journey with us isn't just about the job; it's about the skills you'll acquire, the knowledge you gain, and the opportunities you'll have to reach new heights in your career. You'll have access to various learning resources and development programs. We also encourage you to explore different aspects of your field, expand your horizons, and grow in your career.

### **\*\*Upgrade Skills\*\***

Upgrading your skills is a critical aspect of staying competitive and achieving your career goals. We provide a platform for you to enhance your existing skills and acquire new ones. Our commitment to innovation means you'll always be at the cutting edge, constantly upgrading your skill set. We invest in your skills and knowledge, ensuring you remain adaptable and competitive with a lifelong learning approach to your career.

**\*\*Come Join Us\*\***

**\*\*Career Openings\*\***

Are you ready to take the next big step in your career? Come join our team and embark on a journey of growth, learning, and success. Your future starts here!

---

**\*\*Join Our Awesome Team\*\***

We are thrilled to announce a range of exciting career openings within our organization. Join our dynamic team and embark on a journey of growth, innovation, and fulfillment.

**\*\*Career Openings\*\***

**### Job Filter**

- **\*\*Data Science\*\*** (2)

- **\*\*Salesforce\*\*** (2)

---

### ### Data Sciences Specialist

**\*\*Experience\*\***: 5 Years

**\*\*Job Description\*\***: We are looking for a talented and experienced Data Sciences Specialist to join our team and play a crucial role in transforming data into actionable insights. As a Data Sciences Specialist at RedFerns Tech, you will be at the forefront of data analytics and research, providing valuable insights that inform decision-making and strategy. You will collaborate with cross-functional teams to solve complex business challenges and enhance our data-driven capabilities.

**\*\*Responsibilities\*\***:

- Collect, clean, and analyze data to identify trends, patterns, and insights.
- Develop and apply statistical models to analyze and interpret data.
- Create visual representations of data to effectively communicate findings to technical and non-technical stakeholders.
- Develop and implement predictive models to forecast trends and outcomes.
- Discover valuable information from various sources and transform it into actionable insights.
- Plan, execute, and analyze experiments to optimize product features and business processes.
- Work closely with cross-functional teams, including engineers, product managers, and business analysts, to develop data-driven solutions.
- Adhere to data privacy regulations and maintain the highest ethical standards in data management.

**\*\*Qualifications\*\***:

- Bachelor's or Master's degree in a relevant field (e.g., Data Science, Statistics, Computer Science).
- Proven experience as a Data Scientist or Data Analyst.
- Proficiency in data analysis tools and programming languages (e.g., Python, R, SQL).
- Strong knowledge of data visualization tools (e.g., Tableau, Power BI).

- Familiarity with statistical modeling and machine learning techniques.
- Excellent problem-solving and analytical skills.
- Strong communication and teamwork abilities.

We offer a competitive salary, comprehensive benefits package, and opportunities for professional growth and development. If you are a motivated and talented Data Sciences Specialist looking to make a significant impact, we would love to hear from you. Please submit your resume at [hrindia@redfernstech.com](mailto:hrindia@redfernstech.com) detailing your relevant experience and achievements in Data Sciences.

---

### ### Salesforce Senior Developer

**\*\*Experience\*\***: 5 Years

**\*\*Job Description\*\***: We are seeking a highly skilled and experienced Salesforce Senior Developer to join our team and play a pivotal role in the development and enhancement of our Salesforce ecosystem. As a Salesforce Senior Developer at RedFerns Tech, you will be responsible for designing, developing, and implementing Salesforce solutions that meet our business requirements. You will work closely with cross-functional teams to create and optimize applications, ensuring the highest levels of performance and user experience.

**\*\*Responsibilities\*\***:

- Design and develop custom Salesforce solutions using Apex, Visualforce, Lightning Components, and other technologies to meet business requirements.
- Integrate Salesforce with other systems and applications, both internal and external.
- Provide technical leadership and guidance to the development team, assisting in complex development tasks and ensuring best practices.
- Maintain data integrity and accuracy within Salesforce, including data migrations, data cleansing, and ongoing data management.

- Perform testing, debugging, and troubleshooting of Salesforce applications, ensuring they meet the highest quality standards.
- Create and maintain technical documentation, including code, design, and system processes.
- Provide support to end-users, addressing issues, and optimizing the user experience.
- Stay up-to-date with the latest Salesforce developments, trends, and best practices.

**\*\*Qualifications\*\*:**

- Bachelor's or Master's degree in Computer Science or related field.
- Minimum of 3 years of experience with a strong understanding of LWC, Integration.
- Salesforce Developer certification (Platform Developer I and II) is highly preferred.
- Proven experience as a Salesforce Developer, including custom development.
- Strong proficiency in Apex, Visualforce, Lightning Components, and Salesforce integrations.
- Knowledge of Agile development methodologies.
- Excellent problem-solving and analytical skills.
- Strong communication and teamwork abilities.
- Leadership experience or a desire to lead is a plus.

We offer a competitive salary, comprehensive benefits package, and opportunities for professional growth and development. If you are a motivated and talented Salesforce Senior Developer looking to make a significant impact, we would love to hear from you. Please submit your resume at [[hrindia@redfernstech.com](mailto:hrindia@redfernstech.com)](mailto:hrindia@redfernstech.com) detailing your relevant experience and achievements in Salesforce development.

---

**### Data Scientist**

**\*\*Experience\*\*:** 1 Year

**\*\*Job Description\*\***: As a Data Scientist at RedFerns Tech Private Limited, you will be at the forefront of leveraging data to derive valuable insights, inform decision-making, and drive innovation. You'll collaborate with cross-functional teams to solve complex business problems and enhance our data-driven capabilities.

**\*\*Responsibilities\*\***:

- Collect, clean, and analyze large datasets to extract meaningful insights and patterns.
- Develop predictive models using statistical techniques and machine learning algorithms to forecast trends and outcomes.
- Create visual representations of data to communicate findings effectively to both technical and non-technical stakeholders.
- Plan and conduct experiments to test hypotheses and optimize product features.
- Identify valuable information from various sources and transform it into actionable insights.
- Work closely with cross-functional teams, including engineers, product managers, and business analysts, to develop data-driven solutions.
- Adhere to data protection regulations and maintain the highest ethical standards in data handling.

**\*\*Qualifications\*\***:

- Bachelor's or Master's degree in a relevant field (e.g., Computer Science, Statistics, Data Science).
- Proven experience as a Data Scientist with a strong portfolio of successful projects.
- Proficiency in programming languages such as Python or R.
- Strong knowledge of data visualization tools (e.g., Tableau, Power BI).
- Familiarity with machine learning frameworks.
- Excellent problem-solving and analytical skills.
- Strong communication and teamwork abilities.
- Experience with big data technologies is a plus.

**\*\*Benefits\*\*:**

- Competitive salary and benefits package.
- Opportunity to work on cutting-edge projects and contribute to innovation.
- Collaborative and dynamic work environment.
- Continuous learning and professional development opportunities.

Join RedFerns Tech as a Data Scientist and be part of our data-driven journey, where you'll have the chance to make a meaningful impact and further your career in the exciting field of data science. Please submit your resume at [hrindia@redfernstech.com](mailto:hrindia@redfernstech.com) detailing your relevant experience and achievements in data science.

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**### Salesforce Developer**

**\*\*Experience\*\*:** 2 Years

**\*\*Job Title\*\*:** Salesforce Developer

**\*\*Job Summary\*\*:** We are seeking a skilled Salesforce Developer to join our dynamic team. The Salesforce Developer will be responsible for designing, developing, and maintaining customized solutions on the Salesforce platform. This individual will collaborate with stakeholders to gather requirements, design solutions, and implement enhancements. The ideal candidate has a strong understanding of Salesforce configuration, development, and integration, along with excellent problem-solving and communication skills.

**\*\*Responsibilities\*\*:**

- Develop and customize Salesforce applications, features, and functionalities using Apex, Visualforce, and Lightning components.



- Collaborate with stakeholders to gather and analyze requirements, and translate them into scalable technical solutions.
- Design and implement Salesforce integration solutions with other systems and platforms, ensuring data integrity and optimal performance.
- Create and manage custom objects, fields, workflows, process builder, validation rules, and other Salesforce administrative tasks.
- Collaborate with cross-functional teams to define and implement best practices, standards, and development guidelines.
- Troubleshoot and resolve issues related to Salesforce configurations, customizations, and integrations.
- Participate in code reviews to ensure adherence to coding and quality standards.
- Stay updated with the latest Salesforce features, tools, and best practices, and provide recommendations for system improvements.
- Provide technical guidance and support to team members and end-users.

**\*\*Qualifications\*\*:**

- Bachelor's degree in Computer Science, Engineering, or a related field.
- Minimum of 2 years of experience as a Salesforce Developer, with a strong understanding of Salesforce.com architecture, data model, and security model.
- Proficiency in Apex, Visualforce, and Lightning components for custom application development.
- Experience with Salesforce configuration, including custom objects, fields, workflows, validation rules, and process builder.
- Hands-on experience with Salesforce integrations using REST, SOAP, or other integration patterns.
- Knowledge of Salesforce best practices, coding standards, and data management principles.
- Familiarity with declarative development tools, such as Process Builder, Flows, and Lightning App Builder.
- Strong problem-solving skills and the ability to analyze complex business requirements and translate them into technical solutions.

- Excellent communication and collaboration skills to work effectively with cross-functional teams and stakeholders.

- Salesforce certifications, such as Salesforce Platform Developer I and/or Salesforce Administrator, are preferred.

We offer a competitive salary, comprehensive benefits package, and opportunities for professional growth and development. If you are a motivated and talented Salesforce Developer looking to make a significant impact, we would love to hear from you. Please submit your resume at [[hrindia@redfernstech.com](mailto:hrindia@redfernstech.com)](mailto:hrindia@redfernstech.com) detailing your relevant experience and achievements in Salesforce development.

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**\*\*Select the Service\*\***

- Salesforce Software Development
- Salesforce Admin & Support Services
- Data Science & Analytics

- Machine Learning

**\*\*Get started\*\***

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**\*\*RedFerns Tech\*\***

When it comes to Salesforce technology and business innovation, we are the best at providing a wide range of Salesforce consulting for any business challenges you

might have.

**\*\*Socials\*\***

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Salesforce Lightning Services | RedFerns TechSkip to contentHomeAbout usServicesCareersBlogsContact usMenuHomeAbout usServicesCareersBlogsContact usHomeAbout usServicesCareersBlogsMenuHomeAbout usServicesCareersBlogsContact usSalesforce Lightning ServicesSalesforce Lightning is an innovative framework that enhances the Salesforce user experience. It offers a revamped and more interactive interface which helps to increase productivity, improves user engagements & improves customer relationships. It allows organizations to create custom apps and reduces the need for extensive coding and speeds up the development process. It is also a set of tools and best practices that help to create consistent and visually appealing user interfaces. This ensures that apps and components built with lightning look and feel like part of the same system and improves user experiences. Salesforce Lightning Services take the lightning framework to the next level by offering a suite of services designed by CRM. These services are pivotal in creating personalized and engaging customer experiences. Some Key Services: Lightning Flow:- Lightning flows is a powerful automation tool within the Salesforce platform that allows users to create, design and automate business processes and workflows with ease. RedFerns Tech enables organisations to streamline and automate various tasks and processes, improving efficiency and enhancing the user and customer experience. Lightning Communities:- Lightning communities are a powerful way to connect and collaborate with customers, partners and employees. These communities are also integrated with Salesforce data which allows users to access customer data, cases, leads and other important information directly within the community. RedFerns Tech creates interactive community spaces that enhance engagement and self- service portals for customers where users can access knowledge articles , FAQs, and other resources to find answers to their questions and resolve the issues independently. Salesforce Lightning services not only improves user productivity but also enhances user experience, flexibility and provide streamlined processes. RedFerns Tech empowers organisations to create personalised data driven, & visually appealing customer experiences. What we offer Salesforce Software Development, Admin & Support ServicesRead moreData Science & AnalyticsRead moreMachine LearningRead moreHow can we help you?Your inquiry is important to us!

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age, providing exceptional customer experiences is paramount for businesses aiming to stay  
competitive and relevant. Salesforce, a leading customer relationship management (CRM)  
platform, has taken customer engagement to the next level with its Experience Cloud. This  
powerful tool empowers organizations to create immersive, personalized, and seamless  
experiences for their customers. In this blog, we'll delve into the Salesforce Experience  
Cloud and explore how it can drive sales, boost customer satisfaction, and propel your  
business forward. Understanding Salesforce Experience Cloud: Salesforce Experience Cloud,  
formerly known as Community Cloud, is a platform that allows organizations to build  
branded, self-service communities for their customers, partners, and employees. These  
communities serve as a hub for collaboration, engagement, and interaction, offering a wide  
range of features to enhance the user experience. Key Features of Salesforce Experience  
Cloud: Customization: Experience Cloud allows you to tailor your community's look and feel  
to match your brand. You can create a unique and engaging experience for your users with  
customizable themes, layouts, and branding options. Personalization: Leveraging Salesforce's  
AI capabilities, you can deliver personalized content, recommendations, and actions to each  
community member based on their preferences and behavior. This enhances engagement  
and fosters a sense of belonging. Multi-Channel Support: Experience Cloud enables seamless  
engagement across various channels, including web, mobile, and social media. This ensures  
that your customers can interact with your brand wherever they prefer. Self-  
Service: Customers can find answers to their questions, access resources, and even solve  
issues on their own within the community. This reduces the burden on your support teams  
and empowers users to be more self-reliant. Collaboration: Users can connect with each  
other, share insights, and collaborate on projects or tasks within the community. This  
encourages knowledge-sharing and teamwork. Data Integration: Experience Cloud can  
integrate with your Salesforce CRM and other data sources, providing a 360-degree view of  
customer data and enabling personalized interactions based on real-time information. The  
Guest User Concept: The guest user concept in Salesforce Experience Cloud allows  
individuals who are not authenticated users to access specific community features. This  
opens up a world of possibilities for organizations to provide valuable content and services  
to a broader audience, including prospective customers and the general public. Let's explore  
a POC scenario to illustrate this concept. Benefits of Salesforce Experience Cloud : Enhanced  
Customer Engagement: By providing a platform for customers to interact with your brand

and each other, you foster a sense of community and engagement. This can lead to increased brand loyalty and higher customer retention rates.

**Improved Sales Productivity:** Sales teams can use the community to share sales collateral, answer frequently asked questions, and collaborate with customers more effectively. This streamlines the sales process and can lead to shorter sales cycles.

**Data-Driven Insights:** With integrated analytics, you can gain valuable insights into community engagement and user behavior. This data can help you refine your sales and marketing strategies to better meet customer needs.

**Scalability:** Whether you have a small user base or a large one, Salesforce Experience Cloud scales to accommodate your needs. You can grow your community as your business expands.

**Reduced Support Costs:** As customers can find answers and solutions within the community, your support teams can focus on more complex issues. This can result in cost savings and faster response times for critical support requests.

**Benefits of Guest User Access:**

**Expanded Reach:** By removing login barriers, you can reach a broader audience and capture leads from interested individuals who might not have created an account otherwise.

**Streamlined Registration:** Guest users can easily register for events without the need for lengthy sign-up processes, enhancing their experience and increasing conversion rates.

**Data Collection:** You can collect valuable data on guest users, including their preferences and interests, which can inform your marketing and sales strategies.

**Community Engagement:** Guest users can participate in discussions and forums, providing opportunities for community growth and knowledge sharing.

**Post-Event Engagement:** By allowing guest users to access event resources, you extend the value of your community beyond the event itself, keeping users engaged over the long term.

**Conclusion:** Salesforce Experience Cloud stands as a transformative solution for businesses seeking to enhance customer experience and drive sales. In the context of our Proof of Concept (POC), we have demonstrated the platform's potential through a Salesforce Lightning Web Component (LWC) integrated with the newsapi.org API. This innovative integration allows for real-time fetching and display of the latest news information, all within the confines of a secure, engaging, and easily accessible environment. Hosted on an Experience Site, meticulously designed to be accessible to guest users, our POC underscores the importance of secure practices. Utilizing measures such as Content Security Policy (CSP) trusted sites, we ensure seamless image loading, creating a visually appealing and reliable user experience. Incorporating this setup into your Salesforce site not only provides a dynamic gateway for users to access current news content but also exemplifies the power of Salesforce Experience Cloud in action. By embracing this technology, businesses can create compelling, personalized, and secure digital spaces for their audience, enriching customer satisfaction, amplifying sales productivity, and illuminating valuable insights into user behavior. Harnessing the capabilities demonstrated in our POC, the Salesforce Experience Cloud emerges as an indispensable tool for contemporary enterprises. Its ability to amalgamate cutting-edge technologies, seamless integration, and robust security measures showcases its potential to revolutionize customer engagement. If you haven't explored this platform's possibilities yet, now is the time to unlock its potential and lead your business into a future of unparalleled customer interaction and satisfaction.

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**\*\*Best Services\*\***

**### Salesforce Integration, Software Development, Admin & Support Services & Migration**

**#### \*\*Salesforce Integration\*\***

Our Salesforce Integration Solutions enhance customer engagements, improve the ability to attract, retain, and delight clients.

#### #### **\*\*Salesforce App Development\*\***

RedFerns Tech offers innovative solutions to enhance Salesforce software development. Leveraging RedFerns' technology stack alongside Salesforce CRM capabilities opens up possibilities for seamless integration, advanced automation, and enhanced analytics.

#### #### **\*\*Salesforce Admin & Support\*\***

RedFerns Tech offers comprehensive Salesforce admin and support services to streamline and optimize your CRM operations.

#### #### **\*\*Salesforce Migration\*\***

RedFerns Tech offers Salesforce migration services to ensure a smooth and efficient transition while minimizing disruption to your business operations and maximizing the benefits of Salesforce for your business.

#### **\*\*Some of the Key Services:\*\***

- Sales Cloud Implementation
- Service Cloud Setup
- Custom Application Development
- Salesforce Integration
- Salesforce Training and Support
- Data Migration and Cleanup
- Experience Cloud Development
- Salesforce Analytics and Reporting
- Salesforce CPQ

#### ### **Data Science & Analytics**



Our data scientists utilize data to extract valuable insights, enabling informed decisions, trend prediction, and operational optimization. We uncover hidden opportunities within your data, driving efficiency and ensuring you stay ahead in your industry.

### ### Machine Learning

Our machine learning services bring a new level of intelligence to your operations, making processes efficient and delivering personalized experiences to customers. At RedFerns Tech, machine learning is a strategic advantage that underpins our commitment to innovation and excellence.

With this powerful combination, RedFerns Tech will empower you to achieve excellence, streamline your operations, and stay at the forefront of your industry. Join us on this transformative journey where technology, data, and machine learning meet to redefine what's possible.

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### \*\*OUR SERVICES\*\*

#### We Offer Professional Services For Business

We help businesses, from startups to large corporations, get the most out of their operations. We are skilled in all aspects of the services listed below.

### ### Salesforce Lightning Services

RedFerns Tech leverages Salesforce integration to create interactive community spaces that enhance engagement and self-service portals for customers. Users can access knowledge articles, FAQs, and other resources to find answers to their questions and resolve issues independently. [\[Read more\]](#)(#)

### ### Salesforce App Development

At RedFerns Tech, we create applications that address your business needs, whether it's for a sales app, services app, or customer solution. This improves customer interaction, automates processes, increases productivity, reduces manual data entry, and empowers organizations to provide more personalized and responsive customer experiences. [Read more](#)

### ### Salesforce Admin and Support

Salesforce admin and support are critical components of managing and maintaining a successful Salesforce implementation. RedFerns Tech provides Salesforce integration that your organization needs to optimize and thrive within the Salesforce ecosystem, ensuring seamless operation and user satisfaction. [Read more](#)

### ### Salesforce Sites & Communities

RedFerns Tech offers a dynamic platform for building digital spaces, fostering collaboration, and enhancing customer experiences. We elevate your organization's online presence and interactions with our innovative solutions. [Read more](#)

### ### Data Science

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### Public link update in Salesforce Winter '24 release

Salesforce Winter '24 includes an important update to public links, which are used to share Salesforce records with people outside of your organization. The update is designed to improve the security and reliability of public links.

#### What's changing?

Starting in Winter '24, all public links will be required to have a password or expiration date. This will help to prevent unauthorized access to your Salesforce records. You will also be able to set a custom domain name for your public links, which can help to improve your brand recognition and trust.

#### How to prepare for the change

To prepare for the public link update in Winter '24, you should:

- Review your existing public links:** Identify any public links that do not have a password or expiration date. You will need to update these links before Winter '24.
- Update your public link settings:** You can update your public link settings in the Setup menu. Under Security, select Public Links. Here, you can require a password or expiration date for all public links, and you can also set a custom domain name.
- Educate your users:** Let your users know about the upcoming change to public links. Explain why the change is happening and how it will impact them. You may also want to provide them with training on how to update their public links and how to use the new features.

#### Benefits of the public link update

The public link update in Winter '24 offers a number of benefits, including:

- Improved security:** By requiring a password or expiration date for all public links, Salesforce is helping to prevent unauthorized access to your Salesforce records.
- Increased reliability:** Public links are now more reliable than ever before. You can be confident that your links will not expire unexpectedly, and that they will be accessible to the people you share them with.
- Enhanced brand recognition:** You can now set a custom domain name for your public links, which can help to improve your brand recognition and trust.

Overall, the public link update in Salesforce Winter '24 is a positive change that will improve the security, reliability, and usability of public links. By following the tips above, you can prepare for the change and ensure a smooth transition.

#### To enable the expiration date and password feature in Salesforce Winter '24 release, follow these steps:

Go to Setup > Security > Public Links. Under Password and Expiration, select the Require a password or expiration date for all public links checkbox. Optionally, you can select the Require a custom domain name for all public links checkbox and enter your custom domain name. Click Save. Once you have enabled this feature, all new public links that you create will require a password or expiration date. You can also edit existing public links to add a password or expiration date.

#### To add a password or expiration date to an existing public link:

Go to the Public Links page. Click the Edit button for the public link that you want to

edit. Under Password and Expiration, add a password and/or expiration date. Click Save. Please note that this feature will be enabled by default in Winter '24. If you do not want to enable this feature, you can disable it by deselecting the Require a password or expiration date for all public links checkbox on the Public Links page. Here are some additional things to keep in mind when using the expiration date and password feature: Passwords must be at least 8 characters long and must contain a mix of upper and lowercase letters, numbers, and symbols. Expiration dates can be set for up to one year. Public links will expire automatically if they are not accessed within the specified expiration period. You can reset the expiration date for a public link at any time. You can also disable the password or expiration date for a public link at any time.

**Changing dashboard owner in Salesforce Winter '24 release update**

In the Salesforce Winter '24 release, Salesforce is introducing the ability to change the owner of a dashboard. This is a long-awaited feature that will make it easier to manage dashboards and ensure that they are always up-to-date.

**Who can change dashboard ownership?** To change dashboard ownership, you must have the following permissions: View All Data or View My Team's Dashboard

**Edit Access to the folder where the dashboard resides**

**How to change dashboard ownership**

To change dashboard ownership: Navigate to the Dashboards tab. Open the dashboard that you want to change the ownership of. Click the Change Owner button. Select the new owner of the dashboard from the list. Click Save.

**What happens when you change dashboard ownership?** When you change dashboard ownership, the new owner will have full control over the dashboard. They will be able to edit, delete, and share the dashboard. The old owner will no longer have access to the dashboard.

**Important things to note**

You cannot change the ownership of a dashboard that is shared with a public group. You cannot change the ownership of a dashboard that is used as a template for another dashboard. If you change the ownership of a dashboard that is part of a dashboard pack, the dashboard pack will not be updated. You will need to manually update the dashboard pack to include the new owner.

**Benefits of changing dashboard ownership**

There are a number of benefits to changing dashboard ownership, including:

- Improved dashboard management:** Changing dashboard ownership makes it easier to manage dashboards and ensure that they are always up-to-date. For example, if a dashboard creator leaves the company, you can easily transfer ownership of the dashboard to someone else.
- Increased collaboration:** Changing dashboard ownership makes it easier to collaborate on dashboards. For example, you can transfer ownership of a dashboard to a team member who is responsible for the data that the dashboard is based on.
- Improved security:** Changing dashboard ownership can help to improve security. For example, you can restrict ownership of sensitive dashboards to a select group of users.

Overall, the ability to change dashboard ownership is a welcome addition to Salesforce. It will make it easier to manage dashboards, improve collaboration, and enhance security.

**In the Salesforce Winter '24 release, Salesforce is introducing the ability to create custom reports of custom permission set and permission set group assignments.** This is a powerful new feature that will give you more visibility into who has access to what permissions in your organization.

**How to create a custom report of custom permission set and permission set group assignments**

To create a custom report of custom permission set and permission set group assignments: Navigate to the Reports tab. Click the

New Report button. Select Custom Report from the list. Give your report a name and description. Select the Custom Permission Set Assignments or Permission Set Group Assignments report type. Add the fields that you want to include in your report. Click Run Report. Your report will display a list of users and their custom permission set and permission set group assignments. You can use the filters and grouping options to customize the report to meet your needs.

**Benefits of creating a custom report of custom permission set and permission set group assignments**

There are a number of benefits to creating a custom report of custom permission set and permission set group assignments, including:

- Improved visibility:** Custom reports give you more visibility into who has access to what permissions in your organization. This can help you to identify potential security risks and ensure that users have the right permissions to do their jobs.
- Increased compliance:** Custom reports can help you to comply with industry regulations and standards. For example, you can use custom reports to generate a list of all users who have access to sensitive data.
- Improved auditability:** Custom reports can help you to improve the auditability of your security controls. For example, you can use custom reports to track changes to user permissions over time.

Overall, the ability to create custom reports of custom permission set and permission set group assignments is a powerful new feature that can help you to improve the security, compliance, and auditability of your Salesforce organization.

Here are some additional tips for using custom reports of custom permission set and permission set group assignments:

- You can use custom reports to create a dashboard of key security metrics, such as the number of users with access to sensitive data or the number of users with elevated permissions.
- You can use custom reports to generate alerts when changes are made to user permissions. This can help you to identify potential security risks early on.
- You can share custom reports with other users in your organization. This can help to improve collaboration and awareness of security risks.

**Custom error message through flow in Salesforce Winter '24 release**

In the Salesforce Winter '24 release, Salesforce is introducing the ability to display custom error messages in flows. This is a powerful new feature that will give you more control over the user experience and help you to provide more informative error messages to your users.

**How to display a custom error message in a flow**

To display a custom error message in a flow:

- Add a Custom Error element to your flow.
- In the Error Message field, enter the error message that you want to display to your users.
- Connect the Custom Error element to the element in your flow where the error can occur.

When the error occurs, the Custom Error element will display the error message that you specified.

**Benefits of displaying a custom error message in a flow**

There are a number of benefits to displaying a custom error message in a flow, including:

- Improved user experience:** Custom error messages can help to improve the user experience by providing more informative and actionable error messages.
- Increased compliance:** Custom error messages can help you to comply with industry regulations and standards. For example, you can use custom error messages to provide specific instructions to users on how to correct an error.
- Improved auditability:** Custom error messages can help you to improve the auditability of your security controls. For example, you can track the number of times that a particular error message is displayed.

Overall, the ability to display custom error messages in flows is a powerful new feature that can help you to improve the user experience,



compliance, and auditability of your Salesforce organization. Here are some additional tips for displaying custom error messages in flows: You can use merge fields to personalize the error message. For example, you can use the user.firstName merge field to include the user's first name in the error message. You can use conditional logic to display different error messages depending on the cause of the error. For example, you can display a different error message if the user does not have the required permissions or if the user has entered invalid data. You can use custom error messages to redirect the user to a specific page or to open a support ticket. This can help to resolve the error quickly and efficiently. [Read More Blogs](#) [Search Results](#) [See all results](#) [Share this post](#) [What we offer](#) [Salesforce Software Development, Admin & Support Services](#) [Read more](#) [Data Science & Analytics](#) [Read more](#) [Machine Learning](#) [Read more](#) [How can we help you?](#) Your inquiry is important to us!

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features related to AI in Salesforce, but today we'll talk about one of the new ones, Einstein GPT. Einstein GPT is similar to other GPTs on the market, such as Chat GPT, Google Bard, and so on, however, unlike these GPTs, Einstein GPT is only available within Salesforce.

**Einstein GPT 2** The functionality in Einstein GPT 2 is grouped into five categories: Sales GPT, Service GPT, Commerce GPT, Marketing GPT, Slack GPT, and Tableau GPT. So, in this blog, we are going to provide you a general overview of Commerce GPT, Marketing GPT, Slack GPT, and Tableau GPT.

**1. Commerce GPT:** Businesses can sell smarter and save time by automatically tailoring and innovating every aspect of the customer experience with commerce GPT. It creates products personalized to individual buyers based on consumer data, while also providing GPT-guided suggestions to help businesses reach their e-commerce goals.

**Commerce concierge:** This feature allows customers chat with the AI and have it suggest your products depending on the conversions that occur in the discussion; for example, if a customer provides a photograph of a product, the AI will respond in the following manner: – Hi Sam This product in the image belongs to this brand, and we have a similar product in our store as well. Would you want to add it to your cart?

**Generative product description:** As the name suggests this feature can automatically write a product descriptions for your products and save your time and efforts

**Smart promotion management:** This function enables us to determine what type of offers to create, which mode to send offers through, when to create offers, and to which set of customers to send this offer etc.

**Einstein product recommendation:** This function recommends products to customers based on their previous searches, their areas of interest, and their color preferences etc.

**Einstein commerce insights:** This will help us in identifying a pattern that will help us get more business. For example, if a product is added to the favorite list 30 times per day but is only purchased three times, Einstein commerce insights will highlight this issue, and if it is fixed, your company's ROI will instantly increase.

**2. Marketing GPT:** Marketing GPT enables marketing teams to use trustworthy generative AI to boost efficiency and deliver unprecedented personalisation on a vast scale by leveraging first-party data in the data cloud. It enables businesses to engage with clients through tailored interactions at every touchpoint by incorporating AI into the marketing cloud toolkit.

**Segment creation:** This helps us by grouping the products into different segments which helps in promoting a product to particular set of customers or can be used in campaigns

**Content creation and selection:** This function will generate email content and provide you ideas for creating an engaging email, such as what font and font size to use and where to place the product etc. which have a potential for conversion.

**AI powered and data integration:** Helps us to map the data from any data source to the data model present in your org. So we don't need to identify that this L\_name field from the data source needs to be mapped with the Last Name in your org.

**Automated planning and pacing:** This will help us identify how we are utilizing media storage and will suggest the appropriate media plan based on your usage.

**Journey optimization:** This enables us to make strategic decisions based on data, such as what style of communication should be used and when an email should be sent based on the type of customer.

**3. Slack GPT:** Slack GPT provides intelligence across automations, shared knowledge, and slack conversations.

**Summarize conversations and huddles:** This just summarizes all the unread conversations or huddle calls in a

particular channel and gives you the abstract of it. Communicate more effectively: The content of the message that you will send in slack can be distilled, and the tone can also be adjusted. Customer insights: It uses Salesforce 360 data and the data cloud to find trends and patterns in consumer behavior in order to boost sales and customer loyalty. For example, A customer is facing the same issues for a long time and he is raising a case continuously. So in this scenario the customer insights can highlight this to you and if possible you can replace the product and increase the loyalty of your customers<sup>4</sup>. Tableau GPT: Tableau drives better business outcomes and intelligent customer experience with insights everywhere for everyone. Tableau GPT functions as an assistant, using advanced generative AI capabilities to make data analysis easier and accessible to wider audiences. Natural language Queries: Users can ask tableau GPT questions in natural language, and it will respond with insights and visualizations. Automated Analytics: An overview of metrics that needs your instant attentions will be displayed at the top of the page. Secure and Compliant: Tableau GPT is built to be secure and consistent with industry standards. This means that businesses can be confident that their data is secure and that they are in compliance. Read More Blogs Search Results See all results Share this post What we offer Salesforce Software Development, Admin & Support Services Read more Data Science & Analytics Read more Machine Learning Read more How can we help you? Your inquiry is important to us!

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categories: Sales GPT, Service GPT, Commerce GPT, Marketing GPT, Slack GPT, and Tableau

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Service GPT.Sales GPT– Sales GPT provides trustworthy AI so that businesses may unlock

growth. Sellers can alter how they operate with generative AI and all data on a single

platform to sell faster, smarter, and more efficiently.Sales GPT provides us with the features

like Sales assistant, Einstein relationship insight, Conversation insight, Predictive insight,

Sales emails.Sales Assistant– It simply provides insights about a specific account (Clients)

by analysing data from Salesforce and external websites and preparing you to meet with

that account's clients so that you can use them during your conversation with them and

these insights can also be stored within the respective account inside Salesforce

itself.Einstein relationship insight– This feature allows you to determine whether a Lead or

Opportunity that you are presently processing has any relationship with any of your

Accounts (customers) or contacts by retrieving data from both within your Salesforce

organisation and from external websites and notifies you. so that this account or contact can

serve as a referral for your company and assist you in closing the dealConversion insights:

The Salesforce will record the call we had with the clients and not only build a transcript for

it, but it will also provide us with the abstract and key points from that call, which can be

saved in the Salesforce record itself.If the customer mentions a competitor during the call,

the AI will automatically highlight these points in the abstract. And we can acquire this

abstract without even entering the actual call that happened between your Sales rep and the

customer. This capability may also be utilised for calls made outside of Salesforce, such as

Zoom calls and Google meets, and so on.Predictive forecasting: It's essentially an AI-driven

forecast. It forecasts your organisation's data, which may be analysed in multiple patterns

and provide insights, allowing you to close deals faster or stop doing sales in unproductive

methods.For instance: Sales GPT can notify you if the current month's converted leads are

25% lower than the previous month's.Sales emails: It generates personalised emails

automatically by using insights from Salesforce data and external data to produce email

content such as an introduction to you for the clients, requesting a meeting with them, and

so on.Service GPT: Service GPT utilises real-time data from the data cloud together with

trusted AI capabilities to assist service teams in spending less time on task management and

more time on establishing customer loyalty at scale.Service GPT provides us with the

features like Service replies, Work summaries, Knowledge article, Mobile work briefing and

Case classifications. Service replies– Service replies provide a ready-made response for clients by going through the chat thread. This response will not be delivered automatically unless the sales representative finds it relevant. As a result, the end user has control over the chat responses. Work summaries– The Work Summaries provide an abstract of the entire case, such as the case response, replies, and to whom the case was initially assigned, to whom the case was transferred, and to whom the case was escalated, and provide an abstract of the complete Journey of the case. Knowledge article: Auto-generates and updates/creates your knowledge article based on real-time data obtained from the successful case closure conversation. So that if a similar type of scenario arises again, you can simply share this article with the customer, and the case will be closed without the need for a conversation from the sales rep. Mobile work briefings: It assists field service teams in getting ready for appointments by summarising essential information prior to arrival, allowing them to perform more efficiently. Case Classification: It is basically AI driven case routing. The new case will be automatically assigned to the team or an individual user based on their earlier performance on similar cases. Resources: Salesforce Announces on Sales GPT and Service GPT. Sales AI. Service AI. Video: AI Cloud: Explore the GPTs of Salesforce. Read More Blogs. Search Results. See all results. Share this post. What we offer. Salesforce Software Development, Admin & Support Services. Read more. Data Science & Analytics. Read more. Machine Learning. Read more. How can we help you? Your inquiry is important to us!

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