

Welcome to



Industry Cloud Starter Pack

Georgii Saveliev
Founder & Certified
Technical Architect,
Stratus Carta



INTRODUCTION



GEORGII SAVELIEV



- 8+ years with Salesforce, 15 years in IT
- Customer → SI → ISV → Salesforce → Founder @ Stratus Carta, Communications Cloud Boutique
- Salesforce Certified Technical Architect (CTA)
- 39x Salesforce Certified, 2x Salesforce APs



WHAT IS SALESFORCE?



Sales



Service



Platform



SALES CLOUD



Account & Contact Mgmt



Opportunity Mgmt



Reports & Dashboards



Salesforce Platform



SERVICE CLOUD



Case Management



Knowledge Management



OmniChannel Routing



Salesforce Platform



SALES & SERVICE CLOUD LAYER CAKE



SALES & SERVICE CLOUD LAYER CAKE

Add-On Products (Sales Engagement, Service Cloud Voice, etc)

Functional Modules (Opportunity Management, OmniChannel, etc)

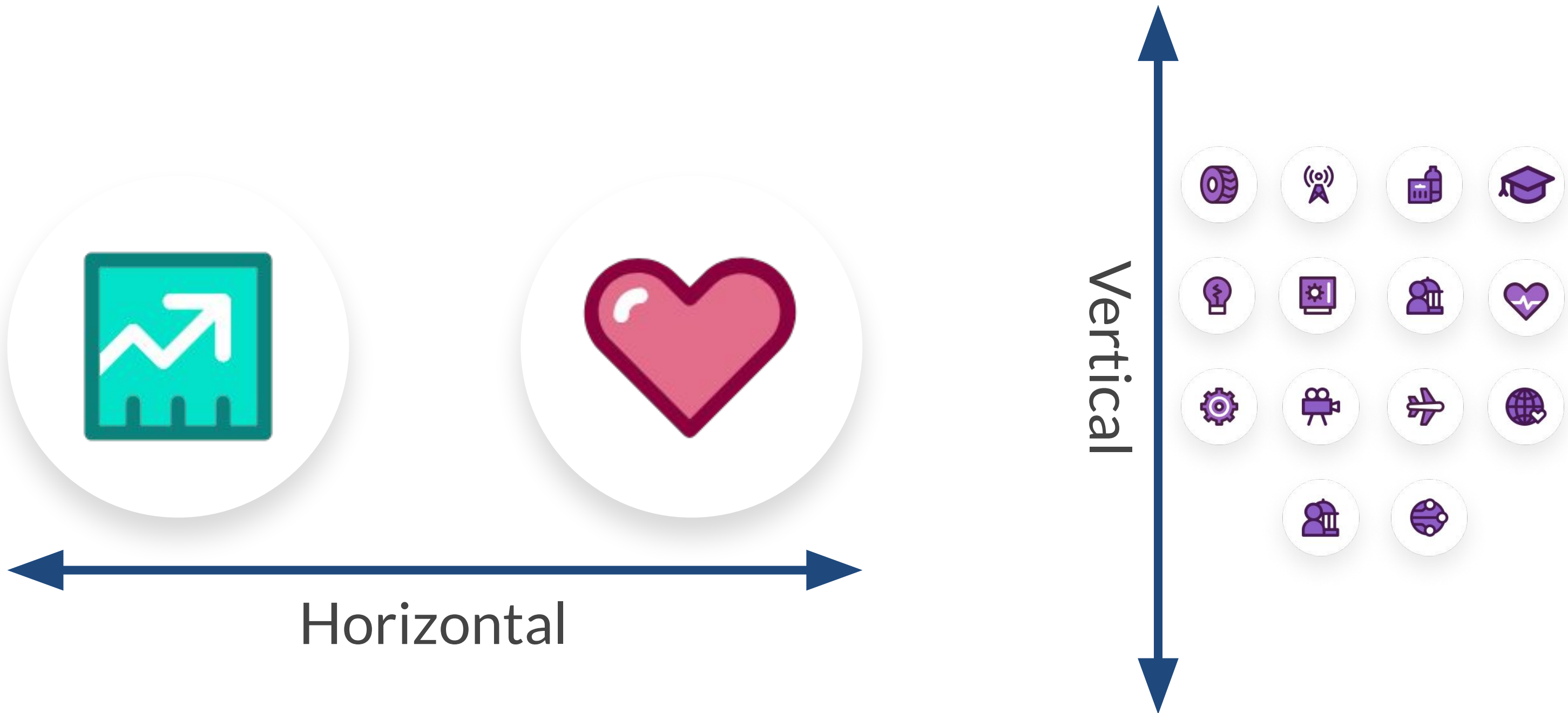
Data Model (Opportunity, Case, etc)

Flow

Salesforce Platform



INDUSTRY VERTICALS?



WHAT IS SALESFORCE INDUSTRIES?



Automotive



Communications



Consumer Goods



Education



Energy & Utilities



Financial
Services



Government



Health & Life
Sciences



Manufacturing



Media



Net Zero / Travel
& Hospitality



Nonprofit



Public Sector



Web3 (NFT) /
Technology



INDUSTRY CLOUDS



DECLARATIVE MICRO SERVICES

Alumni and Donor Engagement

Landing Pages/Forms

Territory Management

Recommendations Mgmt

Service Analytics

Declarative AI

Document Collaboration

Actionable Insights

Mobile

APIs, Integration, API Management

Budgeting

INDUSTRY CLOUD LAYER CAKE



INDUSTRY CLOUD LAYER CAKE

Add-Ons & Integrations with Other Salesforce Products

Functional Modules

Industry Data Model (in Standard or Managed Objects)

OmniStudio (Only Some Industry Clouds)

Salesforce Platform (+ Managed Package(s))



COMMUNICATIONS, MEDIA, ENERGY & UTILITIES



Communications



Media



Energy & Utilities



SALESFORCE PLATFORM



Sales



Service



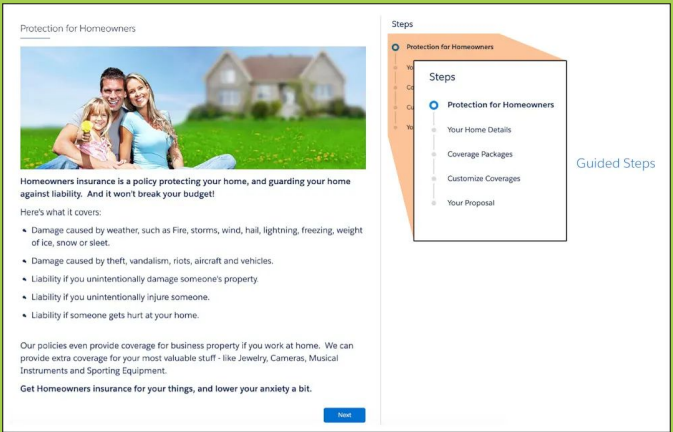
Platform



OMNISTUDIO

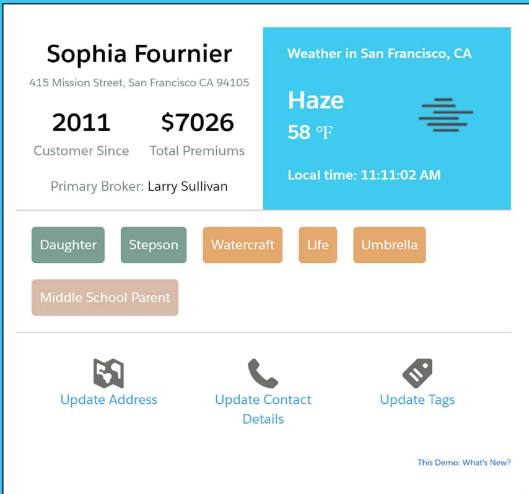
OmniScripts

Guided processes -
e.g. Buy journey
for mobile device +
service.
**Think more
powerful Screen
Flow.**



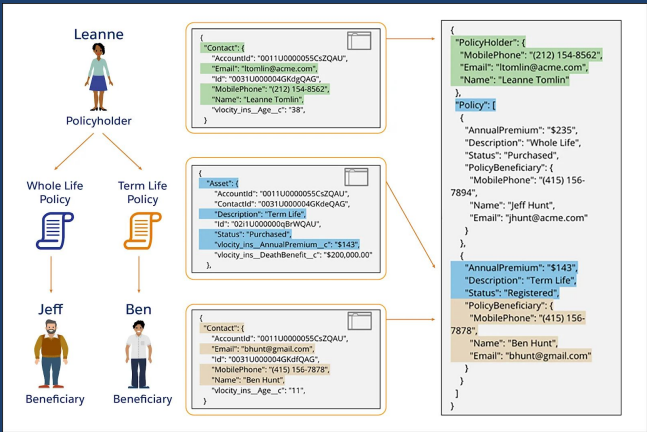
FlexCards

Drag-and-drop UIs
surfacing data
from Salesforce
and/or other
systems.
**Think declarative
LWC.**



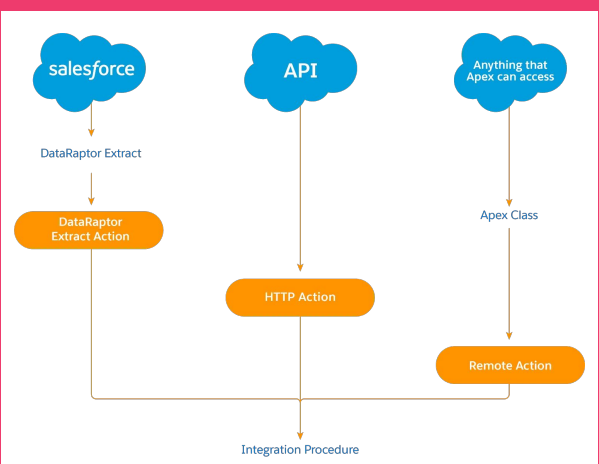
DataRaptors

Extract and load
data from/to
Salesforce.
Transform
payloads.
**Think declarative
SOQL/DML.**



Integration Procedures

Build
no-code/low-code
business logic.
**Think more
powerful
Autolaunched Flow.**



OMNISTUDIO

GA, unlimited usage 
GA, base allocation + add-on allocations 
Not available 

Licensing is either unlimited usage, or a base allocation of calls per month with additional allocation via add-on license
*Safe Harbor: I may be wrong and licensing does change regularly - check with your Salesforce AE for the latest!



Communications



Media



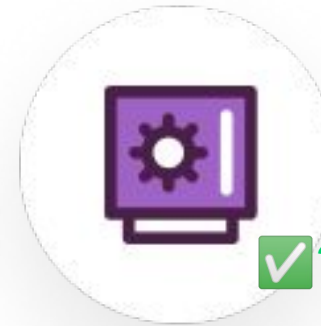
Energy &
Utilities



Public Sector



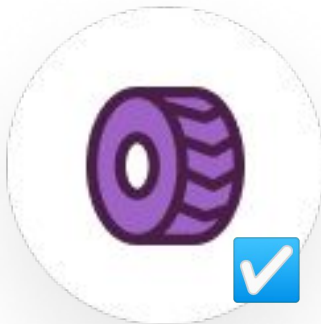
Health & Life
Sciences



Financial
Services



Nonprofit



Automotive



Manufacturing



Education



Net Zero / ~~Travel~~
& ~~Hospitality~~



Consumer
Goods



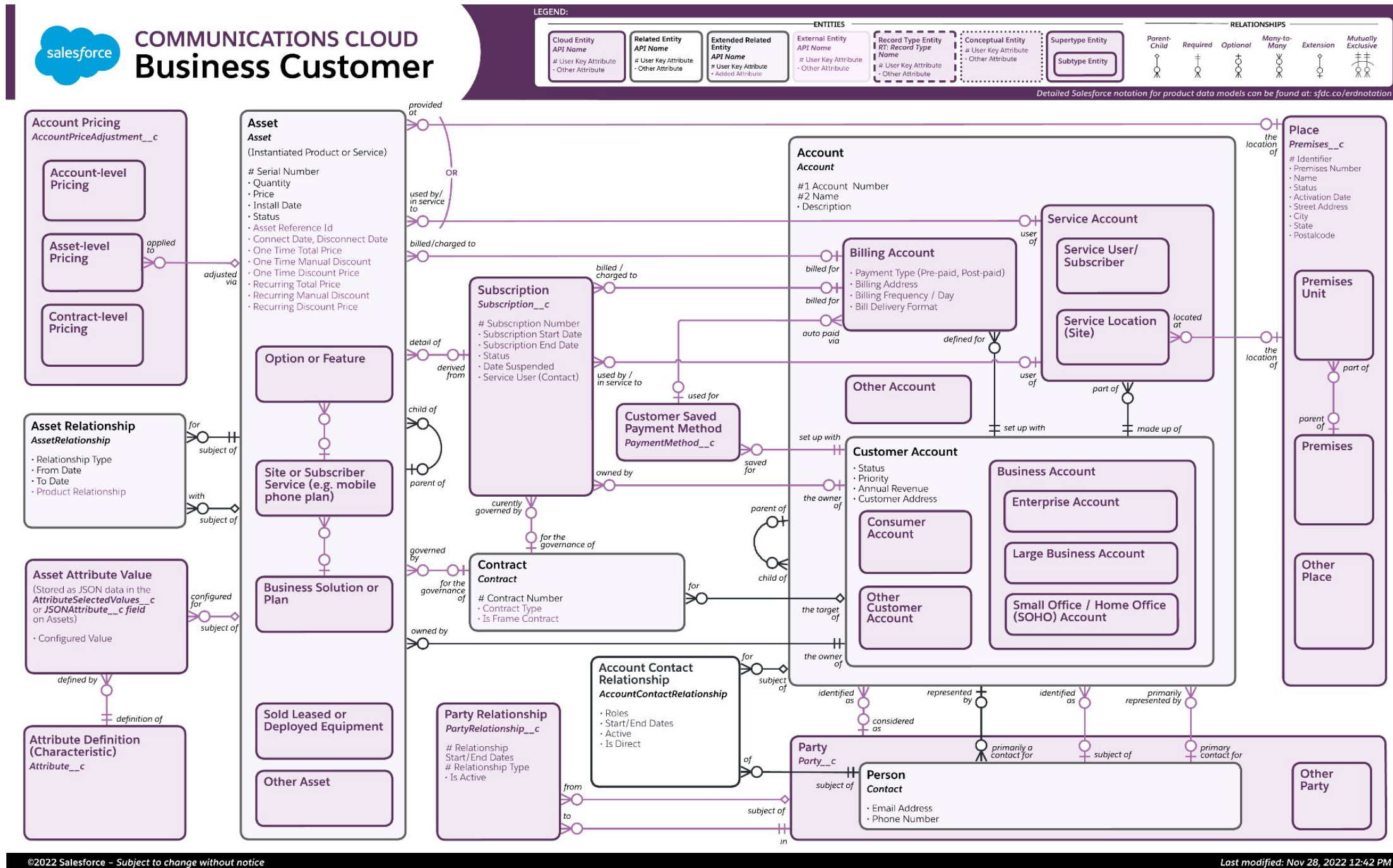
Web3 (NFT) /
Technology



Government



COMMUNICATIONS INDUSTRY DATA MODEL



FUNCTIONAL MODULES SUCH AS INDUSTRIES CPQ

Order 00000157
Delete
Apply Discount
▼

Account	Price List	Order Status	Approval
Industries CPQ	B2B Pricelist	Ready To Submit	Not Required

Catalog **Cart** Solution Details Details Related Lists

Cart (1)

▼ Products in your cart (1)

	Add	Quantity	One Time Charge	Recurring Charge	
☐ ▼ Business Internet Essential v1		1	\$0.00	\$30.00	⋮
Internet Security Software v1	Add	1	\$0.00	\$46.00	⋮
CPE v1	Add	1	\$0.00	\$0.00	⋮
Installation v1	Add	1			⋮

Catalog Preview ×

B2B Pricelist ▼

Search

Qualified Disqualified

Select Category

All Products

☐ Select All

☐ 2 GB 30 Days v1

Add On 2 GB 30 Days

[See Details](#)

One Time Total	Recurring Total
\$500.00	\$76.00



ENTERPRISE B2B SELF-SERVICE PORTAL (EXP CLOUD)



Quadstar

Home

Orders

Assets

Log Out

Welcome

Georgii Saveliev

Welcome to the Enterprise Self-Service Portal.

Existing Asset

Create an Order from Existing Assets

Add, remove, or modify asset characteristics.

Go to Assets



CME – COMMUNICATIONS CLOUD (COMMS)

B2B & B2C Portals
(Experience Cloud)

CRM Analytics Template

Einstein Discovery
Templates

Enterprise Sales Management

Multiplay Subscription Management

Enterprise
Product Catalog

Industries
CPQ

Digital
Commerce

Industries
OM

Contract
Lifecycle Mgmt

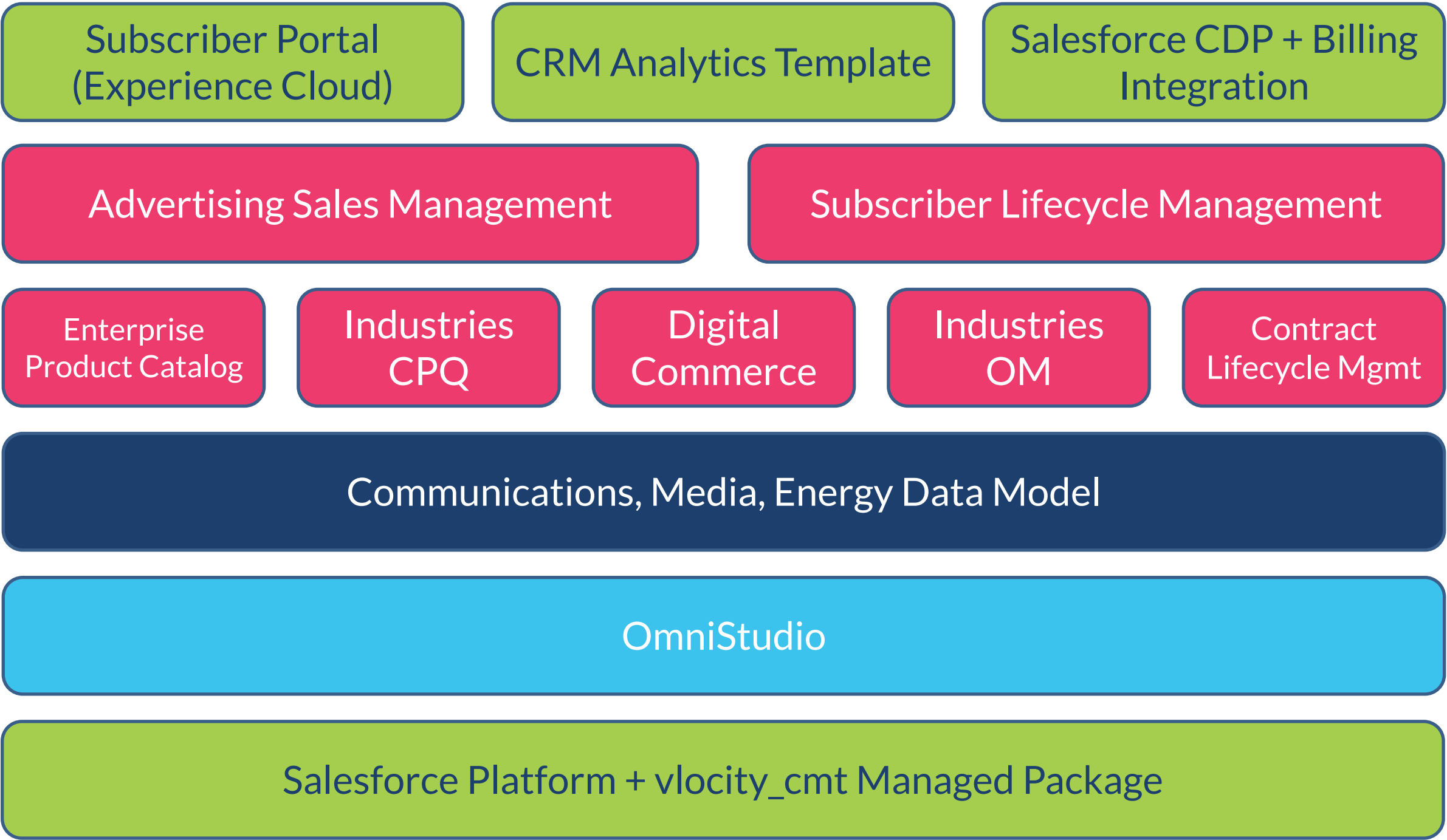
Communications, Media, Energy Data Model

OmniStudio

Salesforce Platform + vlocity_cmt Managed Package



CME – MEDIA CLOUD (MEDIA)



CME – ENERGY & UTILITIES CLOUD (E&U)

E&U Contact Center
Console App

Utility Self-Service Portal
(Experience Cloud)

Clean Energy Programs

Customer Acquisition Management

Large Account Sales Management

Enterprise
Product Catalog

Industries
CPQ

Digital
Commerce

Industries
OM

Contract
Lifecycle Mgmt

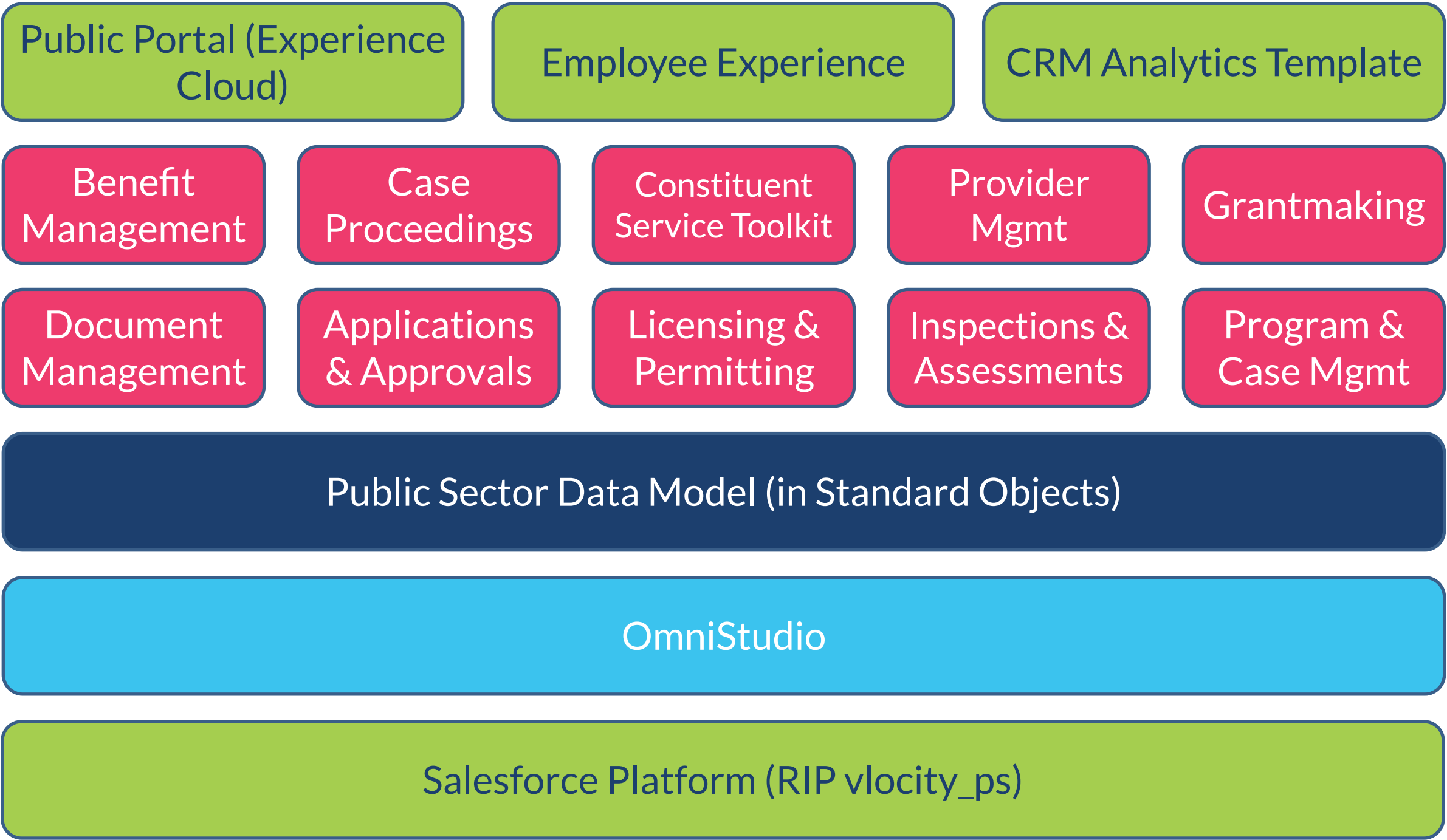
Communications, Media, Energy Data Model

OmniStudio

Salesforce Platform + vlocity_cmt Managed Package



PUBLIC SECTOR SOLUTIONS (PSS)



HEALTH CLOUD (HEALTH)

OmniStudio may be usage based licensing
check with your Salesforce AE

Patient Experience
Cloud Sites

CRM Analytics Template

Care Coordination for
Slack

Health Cloud for Life Sciences (Access to
Therapy, Provider Engagement, Commercial Excellent)

Health Cloud for Insurance

Care
Management

Electronic
Health Records

Appointment
Management

Provider
Network Mgmt

Utilization
Management

Health Data Model

OmniStudio (May be Usage Based Licensing)

Salesforce Platform + Health Managed Package + 9 Additional Managed Packages

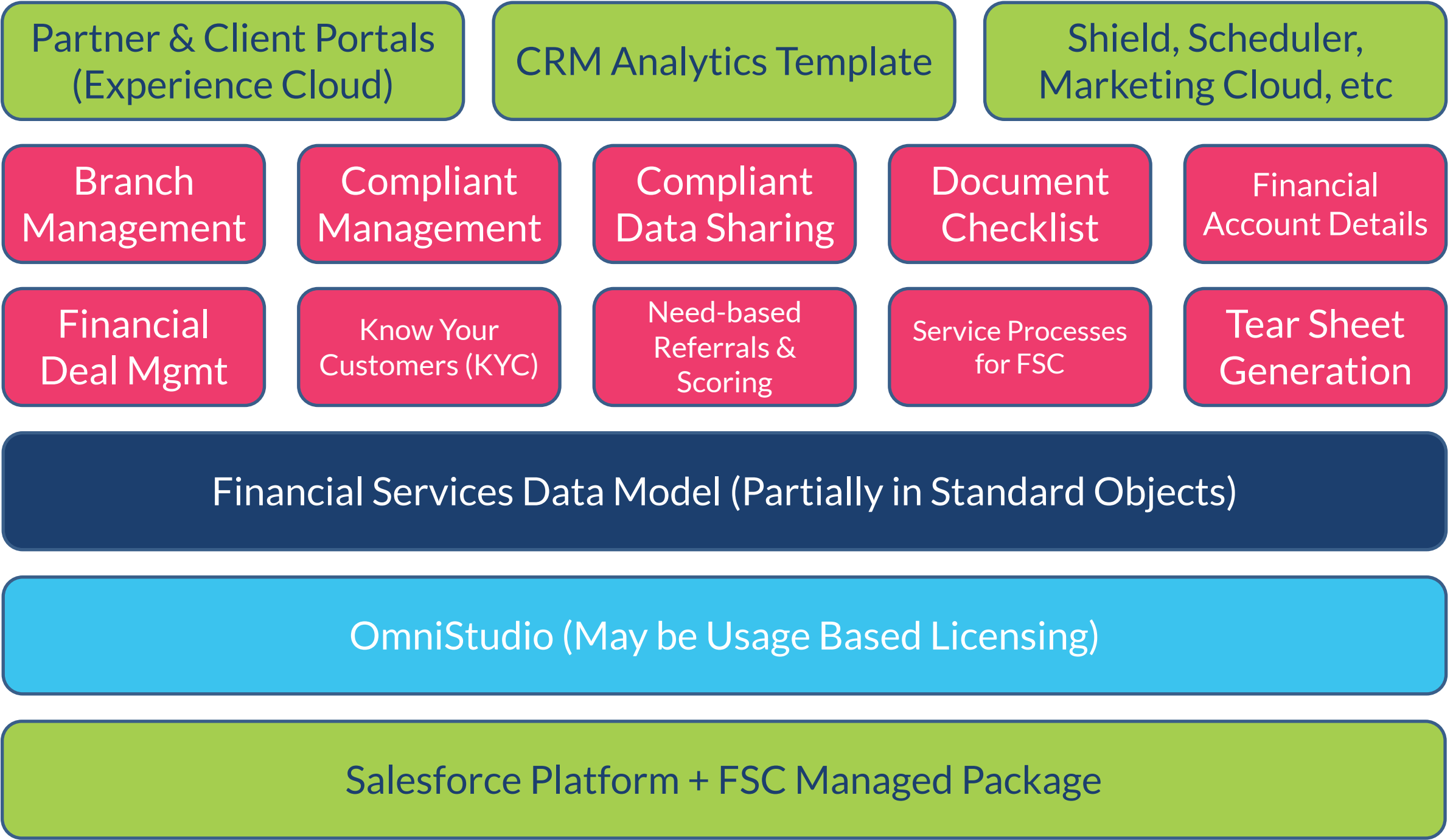
Sub-Verticals

- Medtech
- Payer
- Pharma & Life Sciences
- Provider
- Insurance



FINANCIAL SERVICES CLOUD (FSC)

OmniStudio may be usage based licensing
check with your Salesforce AE



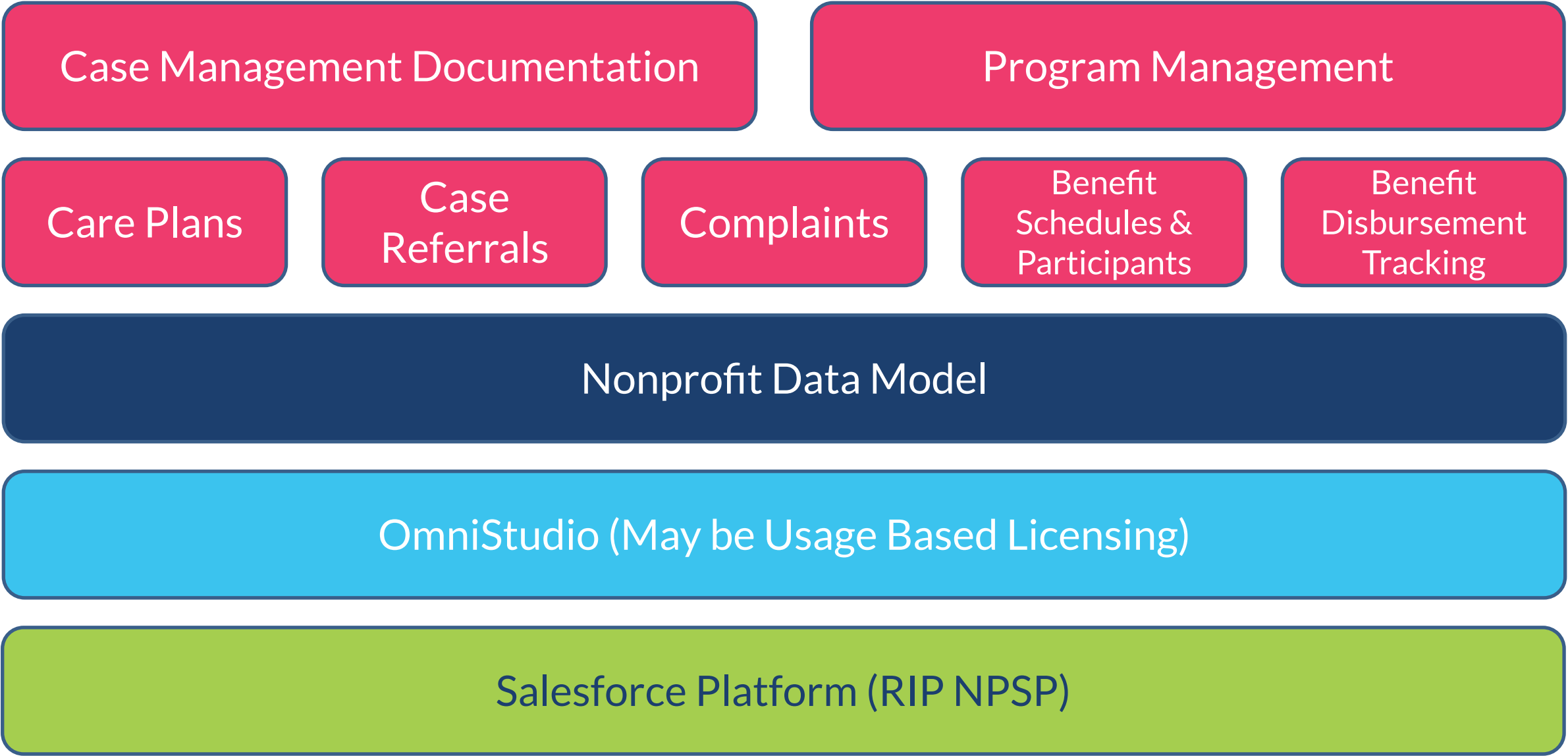
Sub-Verticals

- Retail Banking
- Wealth Management
- Insurance
- Mortgage
- Commercial Banking

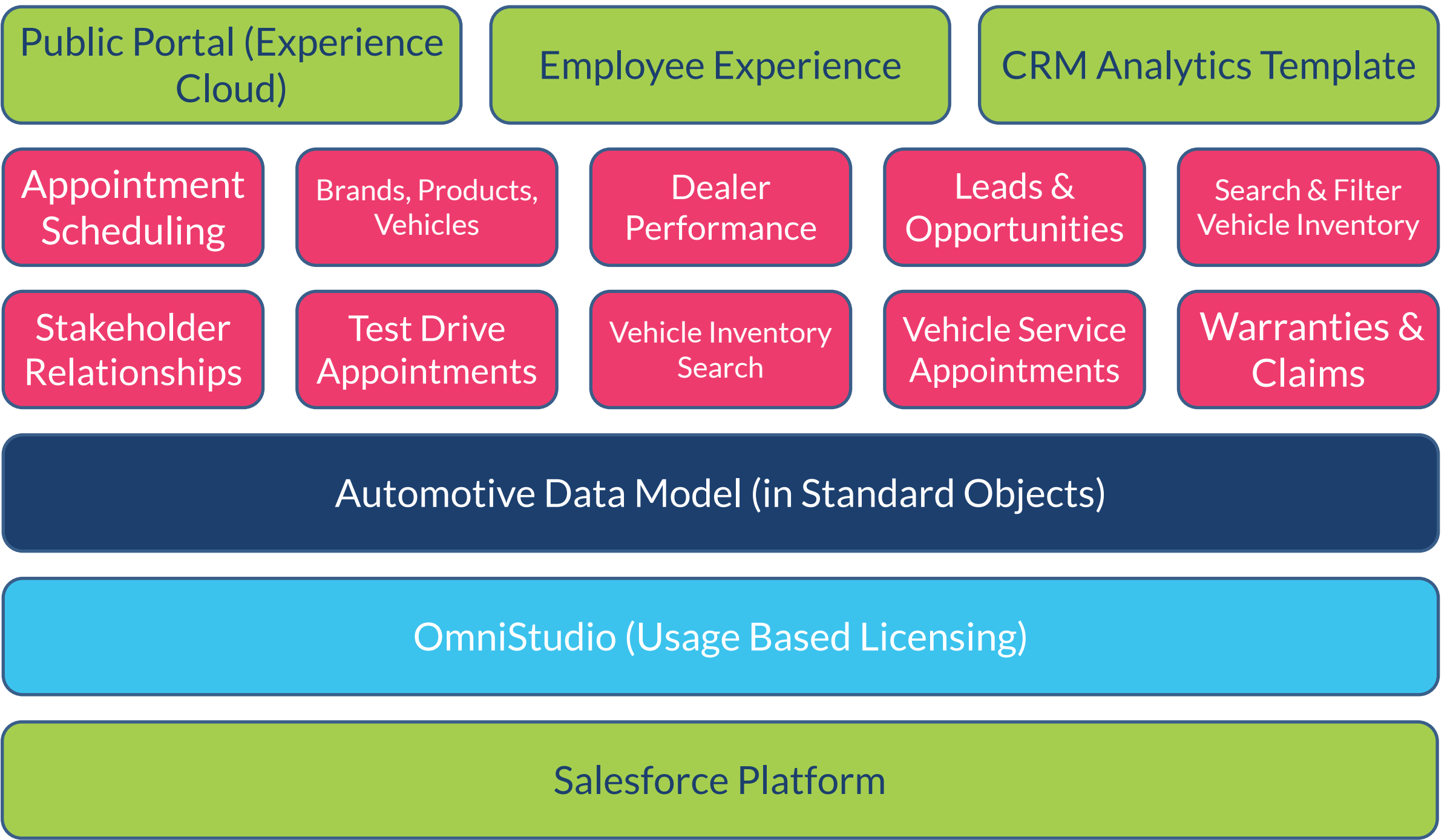


NONPROFIT CLOUD (NGO)

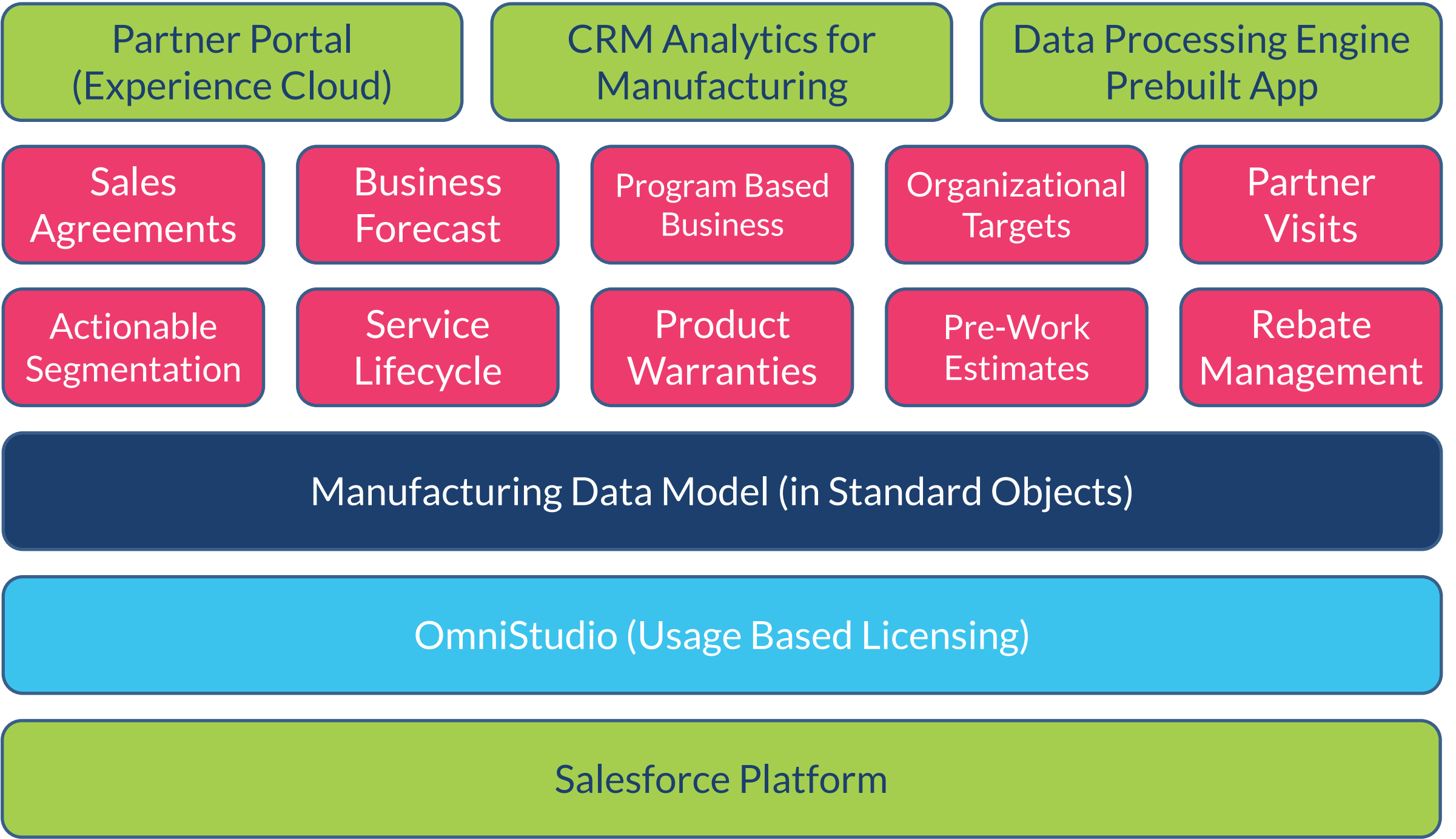
OmniStudio may be usage based licensing
check with your Salesforce AE



AUTOMOTIVE CLOUD (AUTO)



MANUFACTURING CLOUD (MFG)



EDUCATION CLOUD (EDU)

Learner Portal (Experience Cloud)

Scheduler for Education Cloud

Recruitment
& Admissions

Student
Success

Courses &
Curricula

Academic
Calendar

Program
Offerings

Suspects &
Prospects

Learner Care
Plan

Student
Success App

Application
Management

K12

Education Data Model (in Standard Objects)

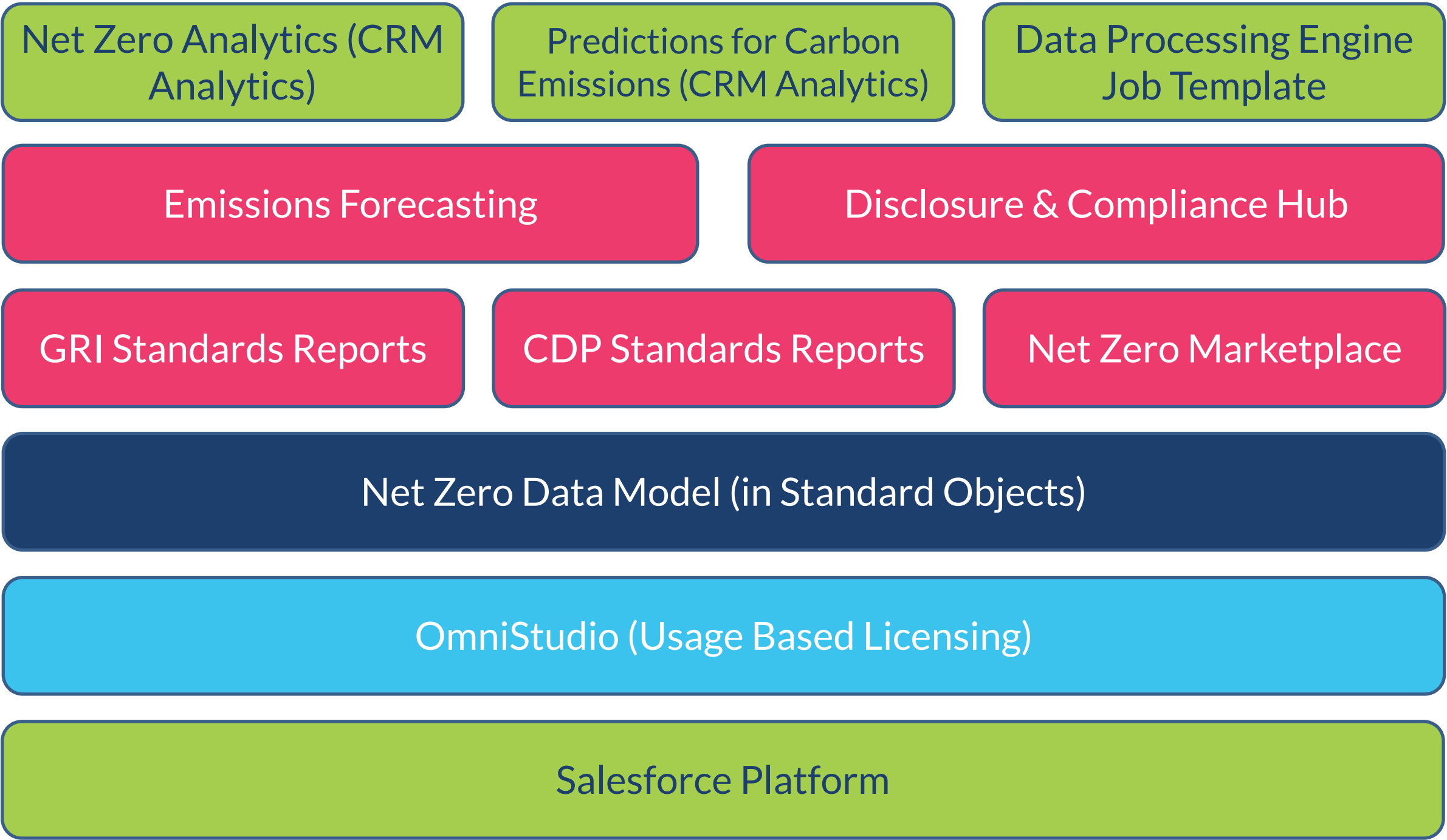
OmniStudio (Usage Based Licensing)

Salesforce Platform (RIP EDA)



NET ZERO

Travel and Hospitality isn't a full-fledged Industry Cloud and uses Sales, Service, CRM Analytics, and Net Zero Cloud (+ Marketing Cloud, Mulesoft)



CONSUMER GOODS CLOUD (RCG)

CRM Analytics for
Consumer Goods

Einstein Object
Detection

Einstein Visit
Recommendations

Retail Execution

Trade Promotion Management

Offline App

Promotion
Management

Customer
Business Plan

Trade
Calendar

Funds
Management

Consumer Goods Data Model

OmniStudio Not Available

Salesforce Platform + cgcloud Managed Package



WEB3 (formerly NFT CLOUD)

Collection Monitoring

Wallet Risk Scoring

Smart Contract
Template & Deployment

NFT Metadata
Management

General & Exclusive
Sales Contract Types

NFT Management
Security

Web3 Data Model

OmniStudio Not Available

Salesforce Platform + Managed Package?



GOVERNMENT CLOUD (GOV)



US Only

[Reference](#)

US Government Certifications

Education Cloud

Energy & Utilities Cloud

Financial Services Cloud

Health Cloud

Manufacturing Cloud

Net Zero Cloud

Nonprofit Cloud

Public Sector Cloud

OmniStudio Add On?

Salesforce Platform



ENABLEMENT & RESOURCES



OMNISTUDIO ENABLEMENT

Trailhead

Check out the following Trails



+2,000 POINTS

Trail

Get to Know OmniStudio

Provide guided experiences for Salesforce customers with the OmniStudio digital engagement suite.



+3,500 POINTS

Trail

Build Guided Experiences with OmniStudio

Develop guided experiences for Salesforce customers with the OmniStudio digital engagement suite.

OmniStudio Consultant

Design solutions using OmniStudio tools to meet customer business requirements



OmniStudio Developer

Develop OmniStudio solutions using declarative development tools



Apex Hours

Check out the free 18-part [OmniStudio series](#)



INDUSTRY CLOUD CREDENTIALS



Missing: Automotive, Manufacturing, Web3 (NFT), Government



INDUSTRY CLOUD ENABLEMENT

Trailhead

Detailed (10+ Modules): Consumer Goods, Education, Financial Services, Health, Net Zero, Nonprofit, Public Sector

Basic/Overview (1-3 Modules): Communications, Media, Energy, Manufacturing, Web3

Not Covered: Automotive, Gov

Partner Learning Camp (PLC)

For Industry Clouds with Accredited Professionals, check the Exam Guide and the linked courses.

For other Industry Clouds, generally PLC has good material, except: Automotive, Web3, and Government.

Salesforce Help

Generally good, but not as engaging as Trailhead or PLC. Does not cover much details on Web3 or Government Clouds.

Community

[Comms Cloud Starter Pack](#)

[Apex Hours](#)
[Industries CPQ](#)
[Industries OM](#)
[Health Cloud](#)
[Financial Services](#)
[Manufacturing](#)
[Education Cloud](#)

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Q&A

