



Industry Cloud Starter Pack



Georgii Saveliev

Founder, CTA

Stratus Carta



Thank you, sponsors!



Cloudzlab



Trailblazer
COMMUNITY



DOHRINII
TECHNOLOGIES



CLOUDASTICK
SYSTEMS



GRIDMATE



AGILE CLOUD CONSULTING
"SPRINT TO YOUR SUCCESS"

cloudcapita



MOMENTUM

Georgii Saveliev



Founder & Certified Technical Architect (CTA) @ Stratus Carta

- Based in Dubai, United Arab Emirates
- 8+ years with Salesforce, 15 years in IT
- Customer → SI → ISV → Salesforce → Founder @ Stratus Carta, Communications Cloud Boutique
- Salesforce Certified Technical Architect (CTA)
- 41x Salesforce Certified, 2x Salesforce APs



What is Salesforce?



Sales



Service



Platform

Sales Cloud



Account & Contact Mgmt



Opportunity Mgmt



Reports & Dashboards



Salesforce Platform

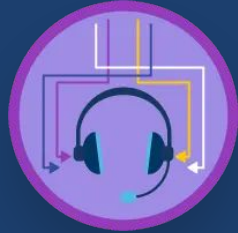
Service Cloud



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

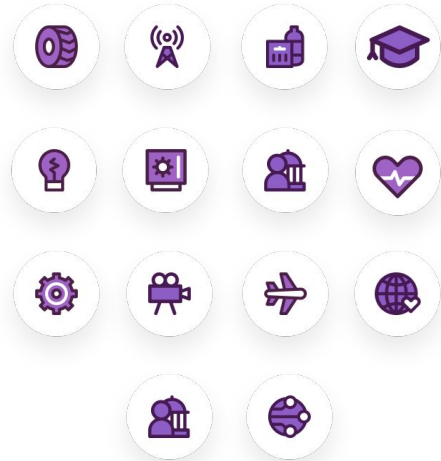


Industry Verticals?



Horizontal

Vertical



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



CUSTOMER EXPERIENCE LAYER (Digital & Human Engagement Channels)



INTEGRATED MARKETING, PRESENTATION, AND DONATION CAPTURE APIs

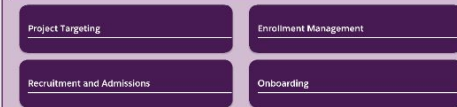
DECLARATIVE MICRO SERVICES

EDUCATION CLOUD

STUDENT EXPERIENCE



RECRUITMENT & ADMISSIONS



ADVANCEMENT



MARKETING



SALES



COMMERCE



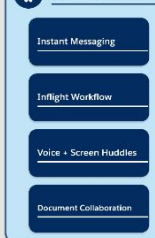
SERVICE



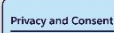
PLATFORM



COLLABORATION



ANALYTICS



MULESOFT ANYPOINT PLATFORM

APIs, Integration, API Management

ENTERPRISE BACK OFFICE SYSTEMS



ENTERPRISE CLOUD SERVICES



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



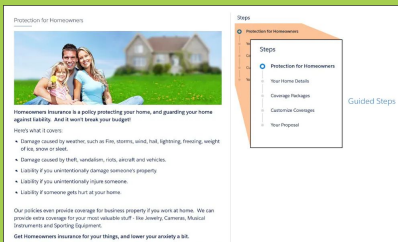
Platform

OmniStudio

OmniScripts

Guided processes -
e.g. Buy journey
for mobile device +
service.

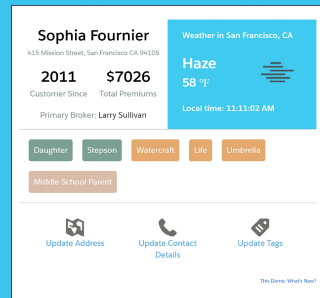
Think more
powerful Screen
Flow.



FlexCards

Drag-and-drop UIs
surfacing data
from Salesforce
and/or other
systems.

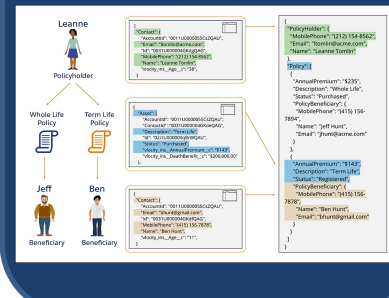
Think declarative
LWC.



DataRaptors

Extract and load
data from/to
Salesforce.
Transform
payloads.

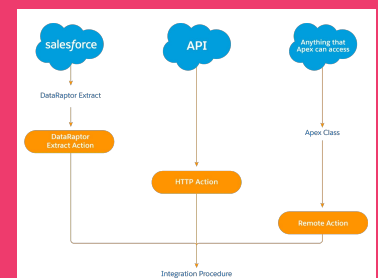
Think declarative
SOQL/DML.



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



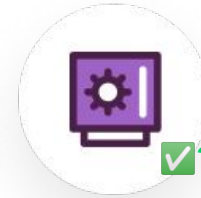
Energy &
Utilities



Public Sector



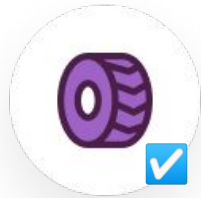
Health & Life
Sciences



Financial Services



Nonprofit



Automotive



Manufacturing



Education



Net Zero / Travel
& Hospitality



Consumer
Goods



Web3 (NFT) /
Technology



Government



Lost modified: Nov 28, 2022 12:42 PM

Functional Modules such as Industries CPQ

**Order**
00000157

[Delete](#) [Apply Discount](#)

Account
Industries CPQ

Price List
B2B Pricelist

Order Status
Ready To Submit

Approval
Not Required

Catalog **Cart** Solution Details Details Related Lists

Catalog Preview

B2B Pricelist

Q Search

Qualified

Disqualified

Select Category

All Products

☐ Select All

☐ 2 GB 30 Days v1

Add On 2 GB 30 Days
[See Details](#)

Cart (1)

Products in your cart (1)

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

One Time Total
\$500.00

Recurring Total
\$76.00

Enterprise Self-Service B2B Portal (Exp Cloud Site)

[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)

Subscriber Portal
(Experience Cloud)

CRM Analytics Template

Salesforce CDP + Billing
Integration

Advertising Sales Management

Subscriber Lifecycle 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 - 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)

Public Portal (Experience Cloud)

Employee Experience

CRM Analytics Template

Benefit Management

Case Proceedings

Constituent Service Toolkit

Provider Mgmt

Grantmaking

Document Management

Applications & Approvals

Licensing & Permitting

Inspections & Assessments

Program & Case Mgmt

Public Sector Data Model (in Standard Objects)

OmniStudio

Salesforce Platform (RIP vlocity_ps)



Health Cloud (Health) (HLS)

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)

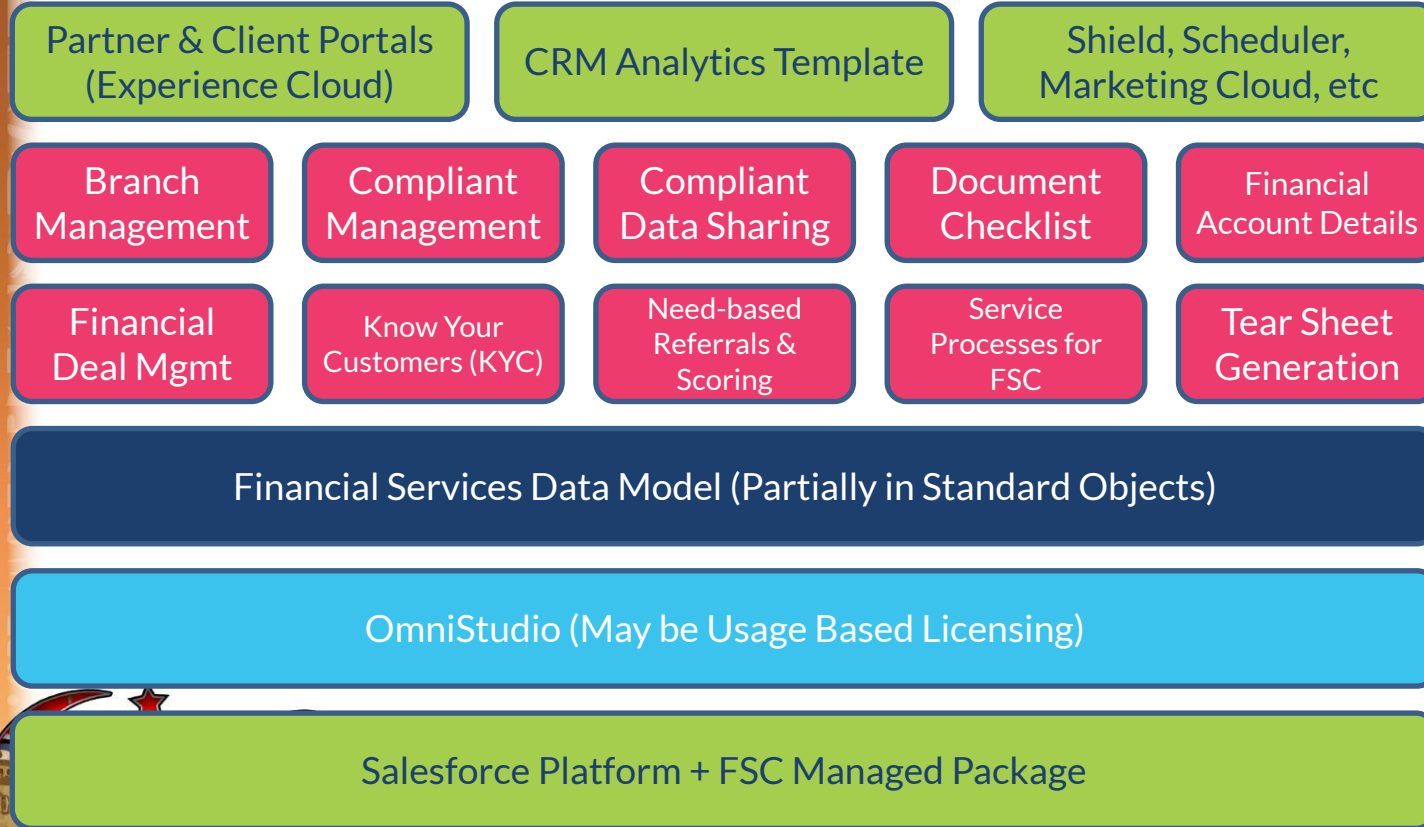
Salesforce Platform + Health Managed Package + 9 Additional Managed Packages

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

Non-Profit Cloud (NGO)

OmniStudio may be usage based licensing
check with your Salesforce AE

Case Management Documentation

Program Management

Care Plans

Case
Referrals

Complaints

Benefit
Schedules &
Participants

Benefit
Disbursement
Tracking

Nonprofit Data Model

OmniStudio (May be Usage Based Licensing)

Salesforce Platform (RIP NPSP)



Automotive Cloud (Auto)

Public Portal (Experience Cloud)

Employee Experience

CRM Analytics Template

Appointment Scheduling

Brands, Products, Vehicles

Dealer Performance

Leads & Opportunities

Search & Filter Vehicle Inventory

Stakeholder Relationships

Test Drive Appointments

Vehicle Inventory Search

Vehicle Service Appointments

Warranties & Claims

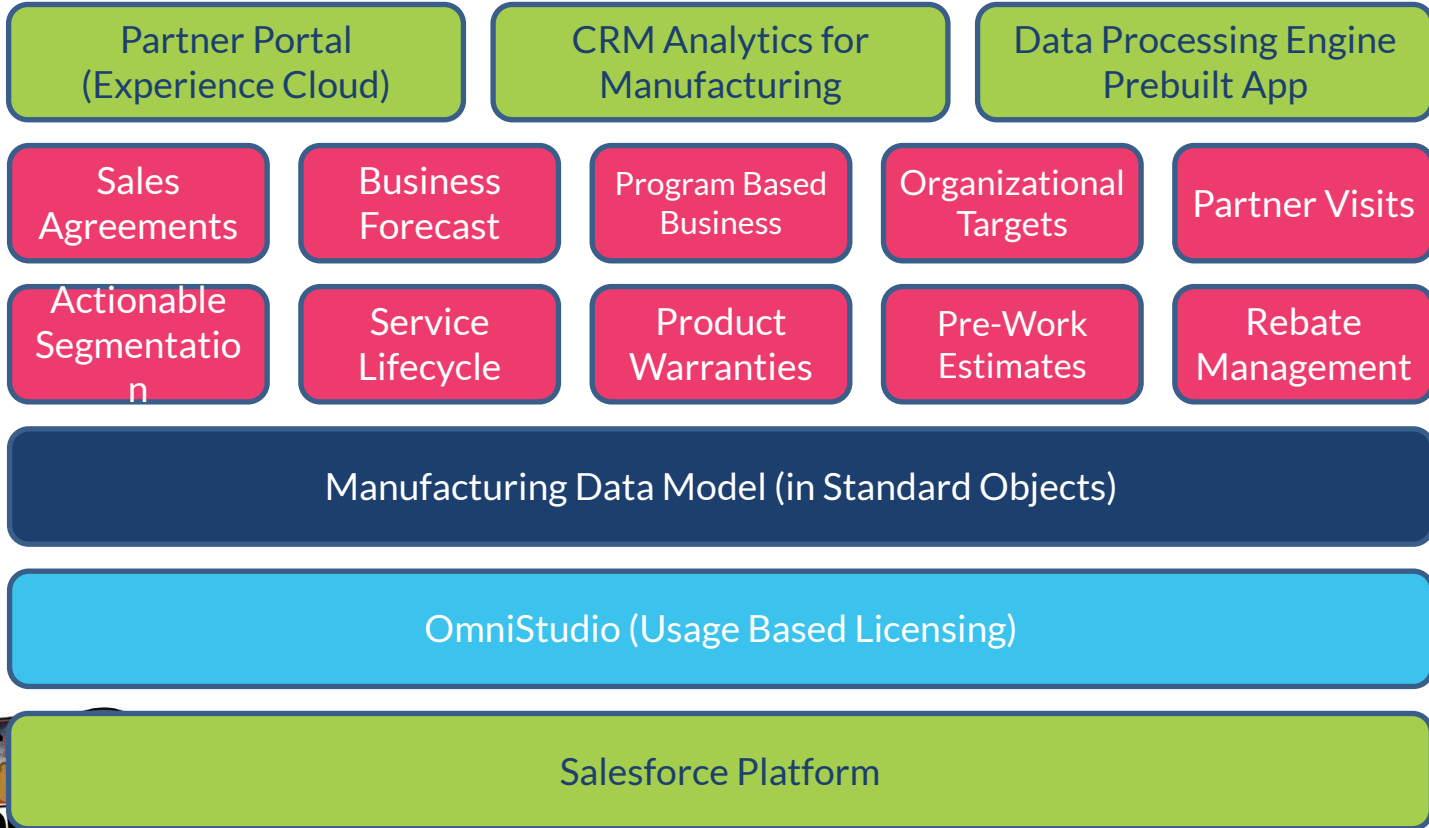
Automotive Data Model (in Standard Objects)

OmniStudio (Usage Based Licensing)

Salesforce Platform



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)

Net Zero Analytics (CRM Analytics)

Predictions for Carbon Emissions (CRM Analytics)

Data Processing Engine
Job Template

Emissions Forecasting

Disclosure & Compliance Hub

GRI Standards Reports

CDP Standards Reports

Net Zero Marketplace

Net Zero Data Model (in Standard Objects)

OmniStudio (Usage Based Licensing)

Salesforce Platform



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



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

dineshyadav.com

Industry Cloud Credentials



Missing: Automotive, Web3 (NFT), Government

Q & A



Thank you!

