



Industry Cloud Starter Pack



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#NAD2023





Our Speaker



Georgii Saveliev

Founder & Communications Cloud Architect @ Stratus Carta

- 8+ years with Salesforce, 15 years in IT
- Customer → SI → ISV → Salesforce → Founder @ Stratus Carta, Communications Cloud Boutique
- Salesforce Certified Technical Architect (CTA)
- 40x 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)

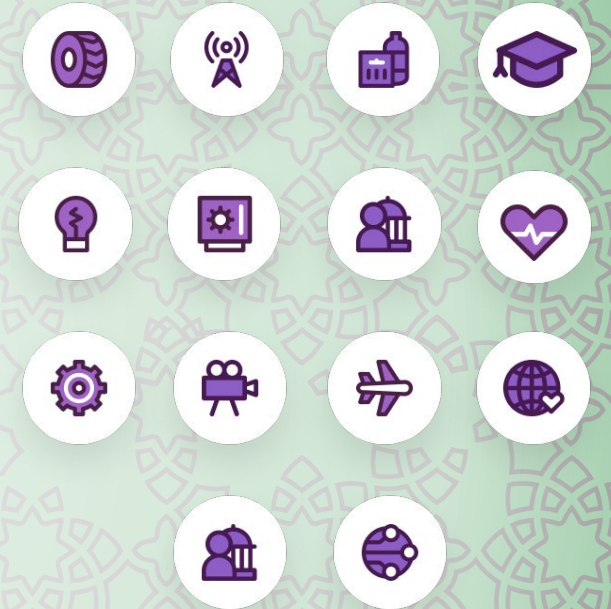
Flow

Salesforce Platform

INDUSTRY VERTICALS?



Vertical



Horizontal

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

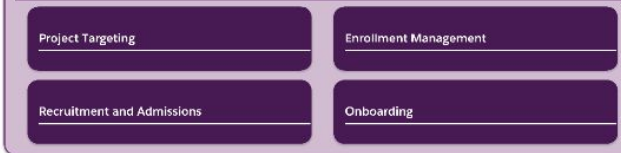
DECLARATIVE MICRO SERVICES

EDUCATION CLOUD

STUDENT EXPERIENCE



RECRUITMENT & ADMISSIONS



ADVANCEMENT



MARKETING



SALES



COMMERCE



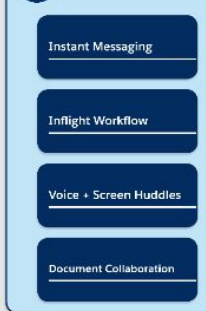
SERVICE



PLATFORM



COLLABORATION



ANALYTICS



Education Data Architecture



Customer 360

Privacy and Consent

Business Process Library



Einstein Automation

Scalability & Performance

Security + Shield

Identity & Access Management

Salesforce DX + ALM

Mobile

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, AND ENERGY & UTILITIES



Communications



Media



Energy & Utilities

SALESFORCE PLATFORM



Sales



Service



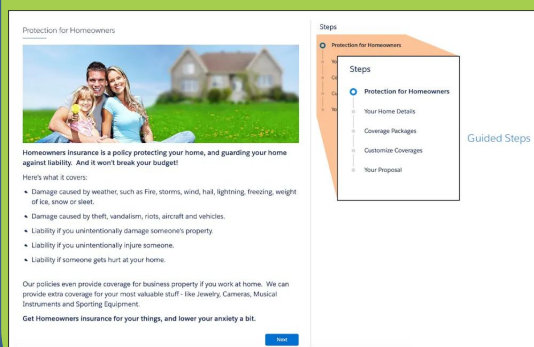
Platform

OMNISTUDIO

OmniScripts

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

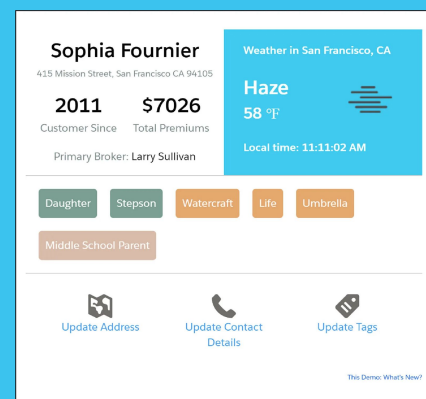
Think more
powerful Screen
Flow.



FlexCards

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

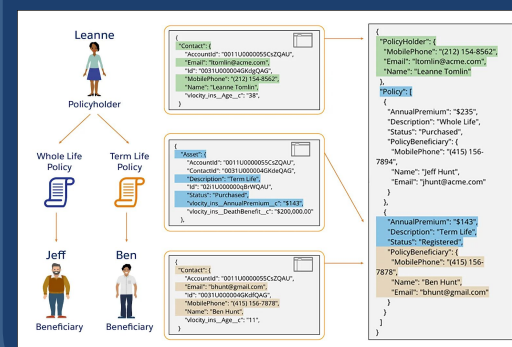
Think declarative
LWC.



DataRaptors

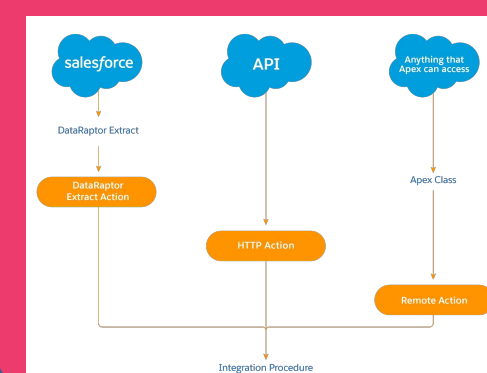
Extract and load
data from/to
Salesforce.
Transform
payloads.

Think declarative
SOQL/DML.



Integration Procedures

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



OMNISTUDIO

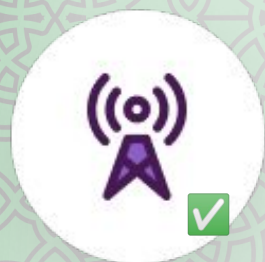
GA, unlimited usage ✓

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

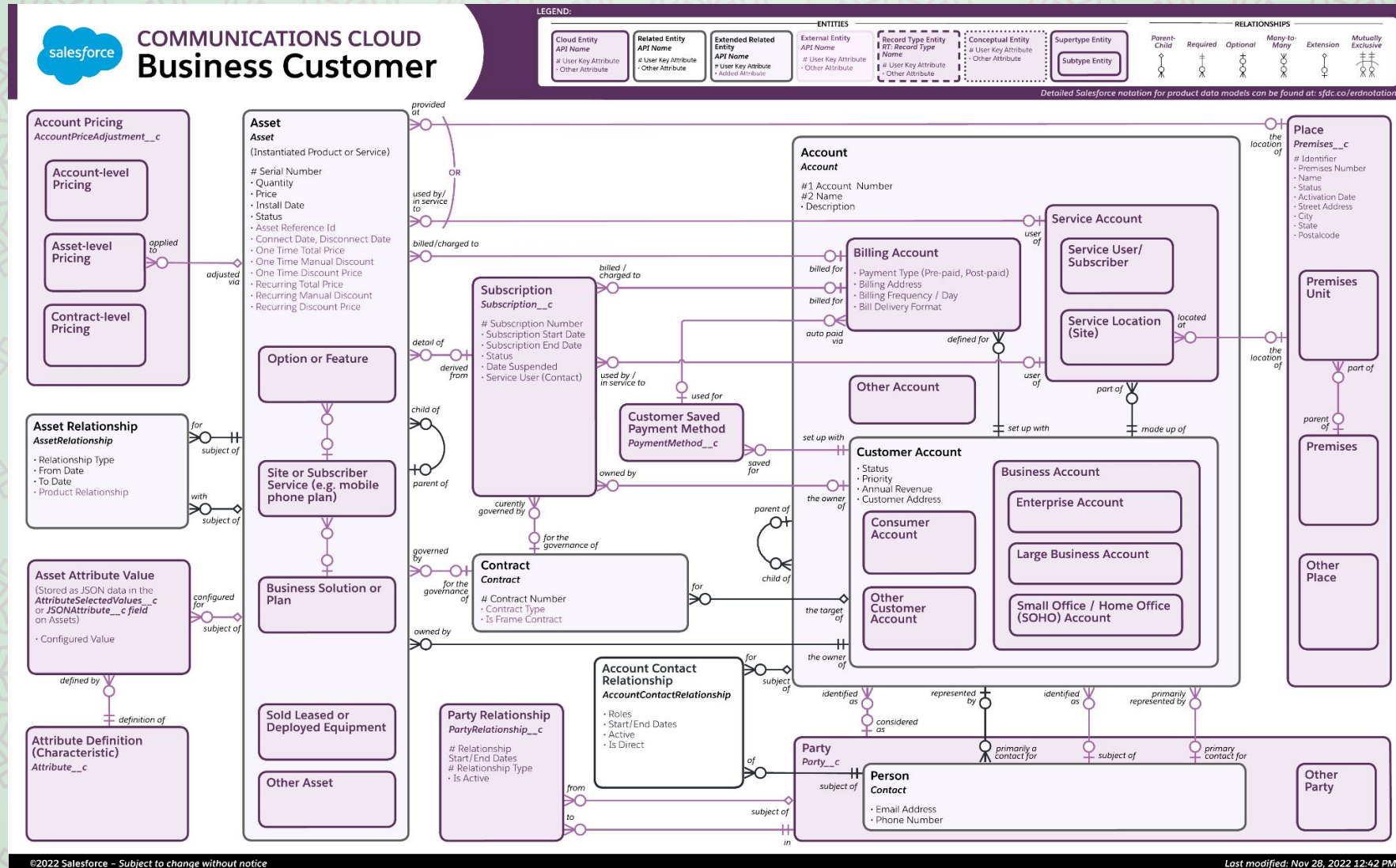


Education

Net Zero / Travel
& HospitalityConsumer
GoodsWeb3 (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

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

One Time

Recurring

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 B2B SELF-SERVICE PORTAL (EXPERIENCE CLOUD SITE)

 **Quadstar**

HomeOrdersAssets

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 (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

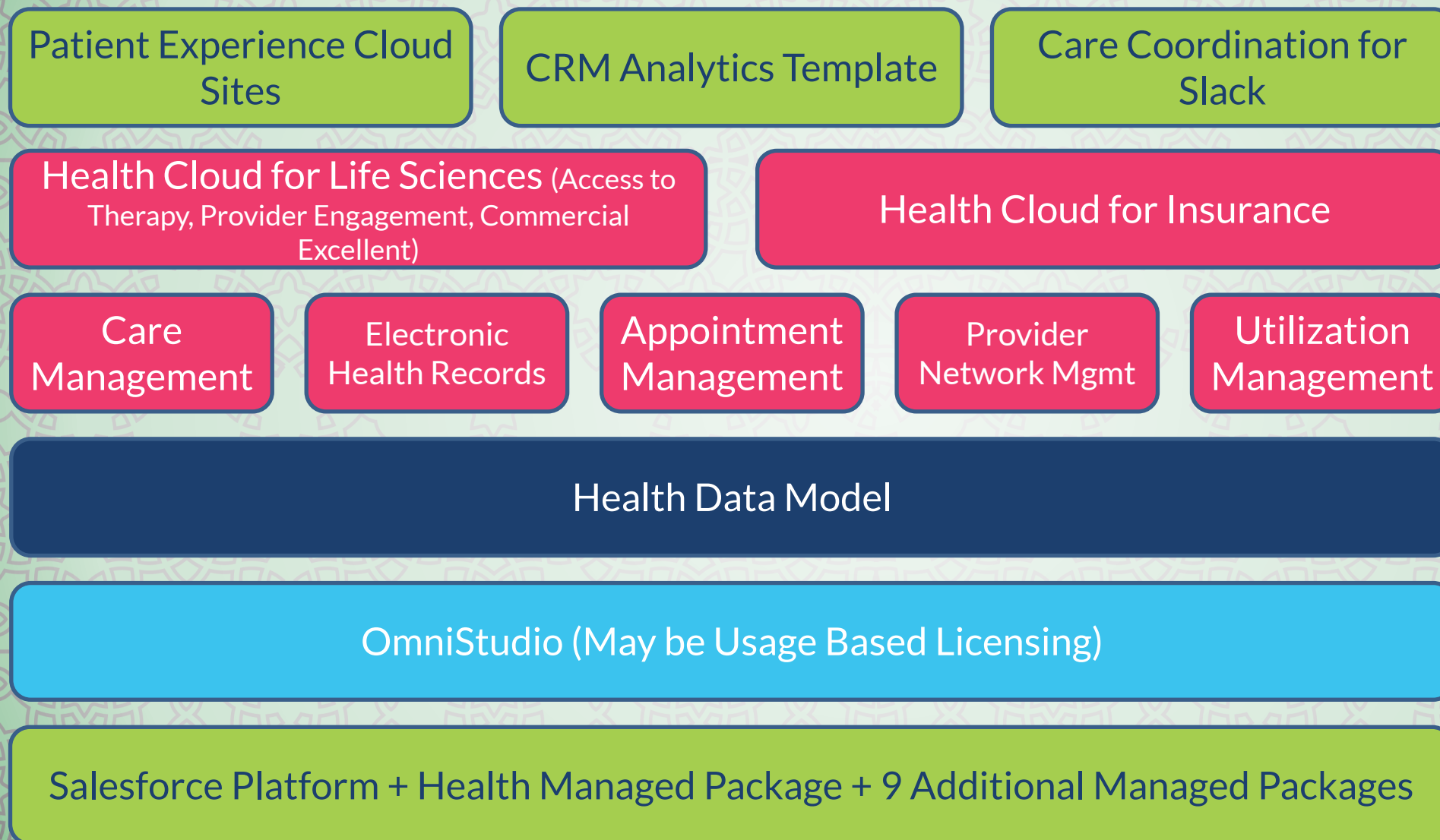
Public Sector Data Model (in Standard Objects)

OmniStudio

Salesforce Platform (RIP vlocity_ps)

HEALTH CLOUD (HEALTH)

OmniStudio may be usage based licensing
check with your Salesforce AE

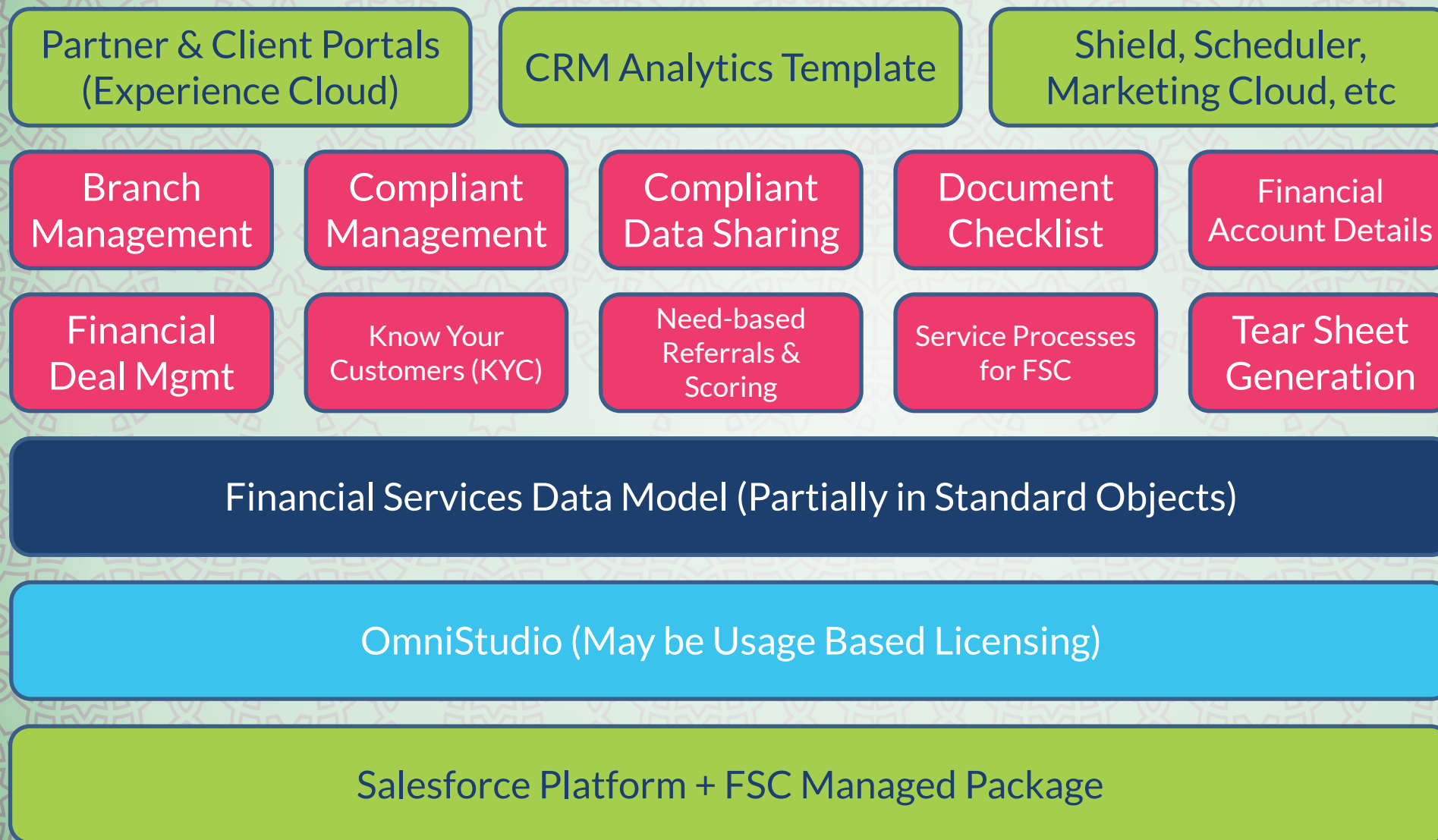


Sub-Verticals

- 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

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)

Partner Portal
(Experience Cloud)

CRM Analytics for
Manufacturing

Data Processing Engine
Prebuilt App

Sales
Agreements

Business
Forecast

Program Based
Business

Organizational
Targets

Partner
Visits

Actionable
Segmentation

Service
Lifecycle

Product
Warranties

Pre-Work
Estimates

Rebate
Management

Manufacturing Data Model (in Standard Objects)

OmniStudio (Usage Based Licensing)

Salesforce Platform

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

OMNISTUDIO ENABLEMENT

Trailhead

Check out the following Trails



Trail +2,000 POINTS

Get to Know OmniStudio

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



Trail +3,500 POINTS

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

dineshyadav.com



Q&A

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