CzechDreamin 2019

Technical Conference about Salesforce

August 16

Prague Congress Centre, Czech Republic

ORGSTEWARD
Monitor your Salesforce environments

pwc

Keboola

CLOUDERIA
CRM Consulting Services

SERĈANTE

salesforce Trailblazer COMMUNITY

CzechDreamin

Meet the team

Martin Humpolec
Captain
@mhumpolec

Petr Mudroch
Commander
@petrmudroch

Ales Jenik
Undercover

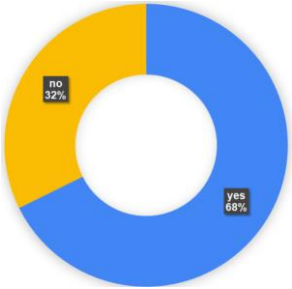
Kristyna Turner
Commander
@KristynaTurner

Lukáš Razim
Commander

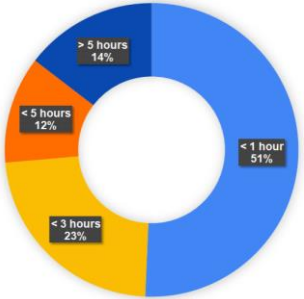
Michal Furmanek
Commander

Attendees quiz statistics

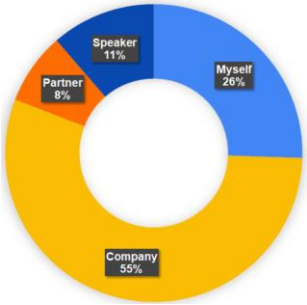
Is this your first Dreamin event?

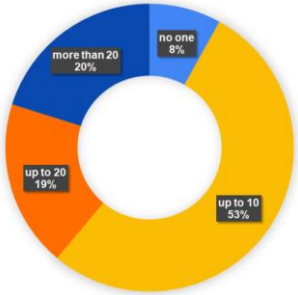


How long was your travel to CD?

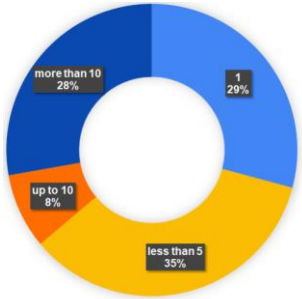


Who paid for your ticket?

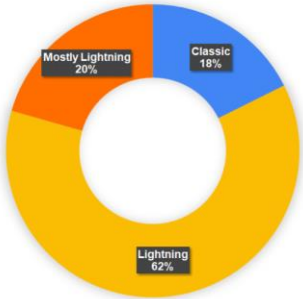




How many people do you know here?



How many other SF events have you attended?



Lightning or Classic?

See all photos here

What did the audience say about us….

“Perfect catering ;-)”

“It was hard to pick sessions because there was always more than one I wanted to attend. Thanks to Martin and the team for a great event.”

“The event was great, food was great, the speakers were great. My only complaint is I had a hard time to choose which sessions to attend. I wanted to see them all!”

“It's all about the hospitality, which makes the difference between a nice event and an awesome experience. This was definitely the latter.”

“I have enjoyed the conference a lot, nice people, interesting presentations and overall well-organized event."

Platinum Sponsors

ORGSTEWARD
Monitor your Salesforce environments

pwc

Keboola

Silver Sponsors

CLOUDERIA
CRM Consulting Services

SERÂNTE

salesforce Trailblazer COMMUNITY

Media Partners

tyinternety.cz

COMPUTERWORLD FROM IDG

SVĚTCHYTŘE CZ

CIO Applications europe

h2omedia.cz

@CzechDreamin #CD19

CzechDreamin

Jennifer Sacks - Keynote speaker

Download presentation

Jennifer shared her journey with Salesforce and how it listens to customers from her for nearly ten years with the company. She provided an overview of how Salesforce evolved - from collecting service cases of suggestions to building a robust online and live customer listening function. Jennifer also shared the importance of using an array of methods, rudimentary to sophisticated, to listen to internal and external customers to understand their needs and how offerings do and don't currently meet them.

In this session, Jennifer highlighted how it's important to dig behind seemingly un-useful feedback to uncover what a customer is trying to convey. Using both the data, insights, and stories from customers can help align teams to then drive action, which is a critical step to building trust with those you're collecting feedback from.

Are Large Scale Salesforce Implementations Mission Possible? Tips, Tricks & Observations

Jan Malý, Lea Harmady

Download presentation

Large scale Salesforce implementations can be mission possible. You have to know and manage your key stakeholders, have strong product owners or project sponsors. It is good to consider applying 80:20 rule for harmonization purpose, use OOTB functionalities as much as possible. The iterative project approach can be an alternative between a waterfall project management approach being used often at the client in reality and the client demanded agile principles. Master data management is a key driver for current and future data quality. Consider using accelerators, vertical solutions, 3rd party applications to speed up the implementation, utilize pilots, MVPs. Bear in mind that scope, time, cost project triangle is still applicable. Value delivered can be monitored by using existing business KPIs to show the improvements.

Salesforce Architecture Framework

Martin Kona

Download presentation

Martin’s session was about how to apply enterprise architecture framework (TOGAF) on Salesforce projects in order to achieve successful implementation and governance. The focus was on Salesforce specific concerns contained by architecture phases like data model design, product road map, environment strategy, deployment strategy and many more.

IdeaExchange Reimagined – Shaping Salesforce Products

Scott Allan, Jennifer Sacks

Download presentation

Jennifer and Scott from the Salesforce Customer & Market Insights team shared how their team is focused on reimagining the IdeaExchange to better connect the Trailblazer Community to the product planning process. The IdeaExchange Reimagined effort is currently focused on building a program where product managers curate a list of top IdeaExchange ideas ahead of each product release. The list, made of up of top ideas that the teams could conceivably start development work on in the next release cycle, is then put forth to the community to prioritize during a two-week window. The final prioritized list then gets handed back to the product teams as an input to the release planning process.

Discover Social Studio: the Product, the Use & the Connector

Ines Garcia

Download presentation

In discover Social Studio session, we did exactly that. Covering key concepts and playing with them live and with our audience, navigated around all the product including Social Studio Automate and all the tools there, and rather than telling you a story we created it together: from publishing to engaging, the power of what topic profiles can bring as is not only about managing your @mentions! and the ease of Analyze can make you look like a pro. Last but not least is how this sits with your 'everything else' Salesforce and the intricacies of the connector today, give it a vote: tiny.cc/socialstudio.

OrgSteward (Platinum sponsor)

OrgSteward is a cloud-based solution for monitoring and auditing Salesforce environments. This useful tool analyses configuration, code, and data to improve the performance and capabilities of your Administrators, Developers and Support team.

With more than 100 predefined actions and checks, you can get quick and complex insight into current configuration, ensure best practices in code or proactively monitor potential incidents. All actions and checks can be executed manually or scheduled on an hourly, daily or monthly basis.

Campaign Influence & the Marketing Metrics that Matter

Andrea Tarrell

Download presentation

Do you know which of your marketing efforts is paying off? Our marketing teams have more data at their fingertips than ever before – pageviews, clicks, time on site, number of fans, bounce rate and more. But how do you translate all of this information into actionable KPIs that help you improve the performance of your campaigns?
Topics Covered: At this session, we discussed best practices for reporting on and attributing results, including:

- ❑ Vanity metrics to ignore
- ❑ The data you need to improve your campaigns
- ❑ Attribution & how to approach it with Pardot & Salesforce
- ❑ Knowing your audience – what KPIs to share, when, and with who

Don’t Smell like Teen Marketing – the Real Omnichannel Orchestration

Gianluigi Morselli, Francisco Javier Romero París

Download presentation

Omnichannel marketing unifies two crucial concepts: the ability to provide a cohesive user experience among online and offline channels and the ability to send cross channel messages based on customer preferences and actions.

Marketing cloud offers those functionalities and even more, connecting you with Google Analytics, DMP, AdWords, FacebookAds, Mobile Apps, WeChat, Social Accounts, Litmus (...and more...), and can effectively make your omnichannel strategy real.

To guarantee data quality and an effective omnichannel data set, some architectural aspects have to be taken into consideration when configuring the platform.

Mulesoft Integration: a Talk Between SalesforceCat and SalesforceDog!

Julio Diego Barrado, Fernández & Laura Diaz

Download presentation

This is the story of how Max the Mule helped long-time enemies #SalesforceCat and #SalesforceDog organize the best party ever. SalesforceCat and SalesforceDog were trying to organize a party but SalesforceDog could not understand all the meooooooows from SalesforceCat, therefore the party planning was a disaster.

Fortunately Max the Mule stepped in with its amazing integration skills to help them understand each other and get the best party ever up and running. Managing Data Integration is commonly one of the most important aspects of a Salesforce implementation. Companies need to have a good data migration strategy when they move from their legacy systems to Salesforce or simply when they want all their systems to seamlessly communicate.

We have learned how to use the out-of-the-box connectors provided by the Mulesoft Anypoint Platform to build scalable data integrations and flows with minimal code. Integrating with any application, data source, and device, whether they are cloud-based or on-premise systems.

Salesforce Implementation within PwC Central and Eastern Europe

Georgy Avilov

Download presentation

People will drive digital transformation. Or will fail. Focus on adoption - plan it as a long-term journey, not just as a project. Remember - your employees are different and they won't change overnight. Engage leaders, let everybody follow and don't let them get bored.

Immersive learning and gamification will facilitate adoption as well, Client IQ will measure progress and Introhive will automate some of the routine tasks.

Salesforce is providing you with technically outstanding software and a lot of integrated solutions. Use them to leverage adoption.

Of course tailoring KPI-s will motivate people even more. But the best buy in happens when you sell smth bigger than what you were supposed to offer - like-new ideas or even new philosophy. In PwC we are tailoring Salesforce to Sales skills training providing our people with a new way of working. That combination gives us smth more than a new tool - it opens new horizons.

PwC (Platinum sponsor)

PwC Customer Technology is a leading IT consulting company specializing in the implementation of innovative IT solutions in the area of Customer Experience and Customer Relationship Management (CRM). The team consists of over 400 specialists who have completed implementations in Poland, Germany, Great Britain, France, USA, and South Africa.

PwC CTech also offers its suite of products specialized for telco, media, and financial services industries in both on-premises and SaaS in the Cloud models.

How to Lose a Project in 5 Ways and How Consultants, Admins, and End Users Can Avoid These Issues

Jasmine Ashley

Download presentation

How to lose a project in 5 ways is a telling of scenarios and examples of 5 core activities present in a project that influence its outcomes. Roles, Communication, Tools, Testing, and Documentation.

This session provided perspective from both the customer and the consultant experience. For customers who may be starting their salesforce journey, it provided a checklist and insight into what they should expect when engaging with a consultant. For the consultant that has experienced one or many projects, it gave insight into the position of a customer, nostalgia for past project experiences and reinforces already established best practices.

This session was for every consultant, customer and end-user to understand each other's position and expectations when starting a project to ensure the project's success.

It’s better in Lightning: Leverage Lightning Flows For More Efficient Sales Practices

Mihaela Muresan

Download presentation

There are many advantages to move to Lightning if you haven't already, and one of the most powerful Lightning-only tools is the Cloud Flow Designer, which allows you to create Lightning Flows. A well-structured Lightning Flow will do more than automate your processes: it will save time, clicks, and most importantly - it will guide your business users through the Sales process, making sure they always focus on the next most important step they need to take in order to close the deal.

Reporting Hidden Secrets: What You Should Know!

Paul Ginsberg

Download presentation

Attendees came out knowing when certain report types automatically exist, and when they needed to go and create custom report types themselves, along with the many advantages and disadvantages. They also learned about Cross Filters (which is included with Reporting in Enterprise Edition and above, on Sales and Service Clouds)... how you can't see cross filtered information, but you can see the influence of additional object: whether that is Accounts without Opportunities, or Contacts without recent Tasks, or just for deduplication. Last but not least, they also learned about the importance of empowering end-users to create and run their reports, allowing them to make their insights on their data, unlocking decision making.

Boost Your App with Platform Cache Learn How to Leverage the Platform Cache to Improve Your App's Performance

Daniel Stange

Download presentation

For Web Applications, caching is a common strategy to improve performance and reliability. Yet, it's a lesser-known feature that there is "Platform Cache" as a built-in mechanism for Salesforce developers to add to their app design. Leveraging the Platform Cache can reduce your SOQL queries for certain types of data and can cut the retrieval time for data to just a few Milliseconds. 10 MB of Platform Cache is free for all orgs starting from Enterprise Edition, so you can start right now in your sandbox without the need for extra licenses.

Use cases for the Platform cache are everything that's either expensive to retrieve from the database or expensive to hold in the memory. This could be all kind of data that isn't changing too often, but crucial for Apex code (and especially code run from the frontend or in Triggers, while users are waiting and seeing a spinner): Schedules, mapping tables, taxonomies, pricing logic - at this point, you will have read at least one keyword for some Apex heavy lifting that is implemented in your org as well.

Keboola (Platinum sponsor)

Keboola brings data engineering and data analytics together on one single platform that anyone can use. One-click managed infrastructure, a data hub, user provisioning, process automation – all rolled into one platform. Machine learning-based solutions provide predictive support, one-click scaffolding and much more! No setup required, one click and you are ready to go!

Piggybacking Platform Events

Igor Chtivelband

Download presentation

Platform Events is a powerful instrument, which can be applied, even if your organization is still not ready to go ""all-in"" with the event-driven architectural approach.
In Billie, Platform Events are used to inform admins about production issues, dispatch emails with individual attachments or to update locked records asynchronously. It is not precisely what Platform Events were designed for, that is why the second name of this session is ""How we crack nuts with the Great Seal of England""

Community Events: Build Your New Worldwide Salesforce #Ohana

Laura Diaz, Julio Diego Barrado Fernández, Pedro M. Molina Gomez

Download presentation

The Salesforce Community is constantly growing and evolving, people engage with it and get a lot of new exciting experiences.
As team members of the Community led event dreamOlé, we want to share our very own experience, a group of 8 individuals who live in different cities and even in different countries and who attend weekly remote meetings to organise an event that changes location every year... Remotely organising an event from multiple remote locations!!
See how we build our event and put all the pieces together!!

The Trial – Clicks, Code, and Kafka,

Christian Szandor Knapp, Daniel Stange

Download presentation

People using some combination of Apex and Flow/Process Builder can experience ‘Too many DML statements’ or ‘CPU Time Limit exceeded’ exceptions. Resist the urge to fingerpoint at a specific implementation detail or an AppExchange Package and test your flows during development for specific scenarios including differing batch sizes.

By testing your flows with various batch sizes, you will better understand how Flow and Apex handle bulkification differently. The talk was about getting a grip on what is actually happening between Process Builder and Sub Processes or Process Builder and invocable methods.

Lightning Web Components – A New Era

René Winkelmeyer

Download presentation

With the rise of Lightning Web Components, a new era for building custom applications on the Salesforce platform emerged. Being based on web standards, this new programming model enables developers to leverage standard web development skills for crafting their custom components. In this session, we'll walk through about what Lightning Web Components are, how to build and deploy them, and how to run them everywhere.

Clouderia (Silver sponsor)

Clouderia provides CRM consulting and implementation services for companies of all sizes to improve their productivity and profitability.

Our team has successfully delivered over 120 Salesforce.com projects with 10k+ users since we established our first cloud practice in 2010. With our proven track record in delivering Salesforce.com solutions, we believe we are ideally placed to partner with you on your CRM projects.

Lightning BaseComponent & LWC BaseService

Svatopluk Sejkora

Download presentation

During this session we talked about how one usually do apex calls, spinner showing and user notification. We found out it is not the best approach on how to handle these operations as they tend to be underestimated and repeated endlessly every single time you need to use them. We have seen that a framework can be created quite easily to minimize work effort, speed up the development process and to keep a high standard and function across all developers. We had a quick talk about javascript promises too as they are a vital part of any lightning development efforts. We have seen how the framework operates and how it is used to accomplish daily tasks with a high level of confidence. We have gone through the patterns that are used within our implementation and hopefully you will be able to use them in your implementation soon!

Quit Jesting and Test your Lightning Web Components

Philippe Ozil

Download presentation

This developer session introduced Lightning Web Component testing. It started with an overview of the testing environment built around the Jest framework. We learned how the environment operates in complete isolation from the Salesforce Platform and lets you run tests locally. We then covered the basics of writing tests with a "Given, When, Then" pattern.

Bypassing Validation Rules Through Automation

Aaron Crear

Download presentation

During this presentation, we showed two examples of uses cases that prevent users from manually updating records, but allow them to update records through automation fired by logging activities. Both solutions are completely declarative.

Live Refactoring Custom Settings into Custom Metadata Types

Vladimir Gerasimov

Download presentation

Are you using custom settings or custom objects to store configuration data in your Salesforce app? This is so last century! If you want to party with all the cool kids on the block, you need to start using custom metadata types! In this session we provided an overview of custom metadata types and why they are the configurational engine for your apps and packaged and will take an existing Salesforce app which uses custom settings and refactor it in real-time to use custom metadata types instead, changing Apex classes, post-install scripts, tests, validation rules, and formula fields.

Sercante (Silver sponsor)

Sercante — aka the Spot for Pardot — makes marketing teams successful on the Salesforce platform. With employees and clients across the globe, they specialize in Pardot implementations, managed services, complex process integration with Sales Cloud, and developing custom third party integrations using the Pardot API.

SERÂNTE

Quick Start to Field Service Lightning

Pawel Dobrzynski

Download presentation

Have you ever wondering what Field Service Lightning is about? And why it is the fastest-growing product in Salesforce portfolio? In this session, we learned how Salesforce FSL helps to solve common issues that are faced by organizations with mobile workers.
In this 2.5 hours hands-on workshop, we had a chance to configure field service workforce and scheduled our first appointments. We focused on the base concepts of the Field Service Lightning that gave us a fair understanding of this solution and set a ground for further learning.

Get the Analytics Edge, Learn Einstein Analytics

Rikke Hovgaard

Download presentation

This workshop was for all who are interested in Einstein Analytics but don't know where to start.

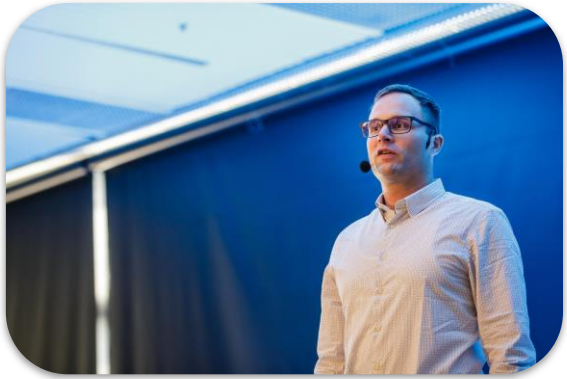
It provided a perfect overview of the platform and it allowed us to build our first dashboard. Most of the attendees left the workshop understanding the basics of Einstein Analytics as well as be equipped to take our analytics and data skills to the next level.

Czechitas

Ondřej Čejka

Download presentation

10% - that is how many women are working as ICT specialists now in the Czech Republic. It is the smallest number of all EU countries.
Diversity in work teams is necessary for economic growth as women as men have different life experiences and bring new product views. The women who attend Czechitas IT courses are women who want to change the field in which they were working after maternity leave, women who are unsatisfied at their current jobs etc. Czechitas courses are also attended by students of IT majors usually in their first grades and they come to enjoy the attention we give everyone.



Trailblazer Community

Join groups to learn Salesforce with peers, build your network, and find mentors.

Salesforce is the Customer Success Platform. Our social and mobile cloud technologies—including our flagship sales and CRM applications—help companies connect with customers, partners, and employees in entirely new ways.

salesforce

Trailblazer COMMUNITY

CzechDreamin 2020!

May 28, Prague

JOIN US