



CLOUD CRM (CCRM)

Prepared for MUNI 2023

OBSAH

01

Dnešní přednášející

02

Enehano - kdo jsme

03

Salesforce platform

04

Organizace předmětu

05

Ukončení předmětu

JAKUB HANÁK

Jakub is our Salesforce Consultant and teamleader. He works for Enehan for almost 3 years

JAKUB HANÁK

Salesforce and Tableau Consultant

+ MORE ABOUT JAKUB

- 4+ years of experience with Business analysis, system analysis, requirements analysis, solution design, management.
- Experience with Data analysis and Tableau
- 2+ year in Salesforce solutions delivery.
- 10x Salesforce certified, 2x Tableau Certified

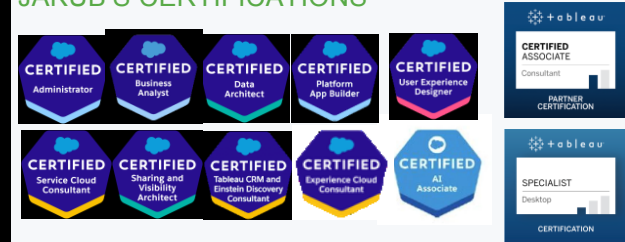
enehan 



EXPERIENCE WITH CLOUDS AND PRODUCTS



JAKUB'S CERTIFICATIONS



JAKUB WORKED ON PROJECTS FOR COMPANIES



MATEJ BIROŠ

Matej is Salesforce consultant in Enehan, working there for more than 1 year. Has experience with Sales, support and administration

MATEJ BIROŠ

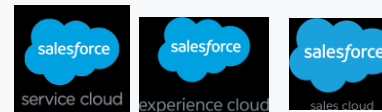
Salesforce consultant

+ MORE ABOUT MATEJ

- 1+ years experienced IT professional
- 1+ years Salesforce
- Experience with Business analysis and consulting



EXPERIENCE WITH CLOUDS AND PRODUCTS



MATEJ'S CERTIFICATIONS



MATEJ WORKED ON PROJECTS FOR COMPANIES



ABOUT ENEHANO



- Found in 2016 - Jiří Mach & Michal Peška
- 65+ Salesforce consultants
- Offices: Prague (CZ), Brno (CZ), Bratislava (SK), Košice (SK)



OUR CUSTOMERS

Finance services

HOME CREDIT



RIXO

Equa bank



hyp

ZONKY

ČMSS



MONETA

ČSOB Pojišťovna

Raiffeisen Bank International

SaaS / Disruptors



carvago.

PRICE f(x)

STORYOUS.



ROUVY
INDOOR CYCLING REALITY

Other industries



BONTONFILM



axians



Chytrý Honza.cz
Srovnej. Vyber. Ušetř.



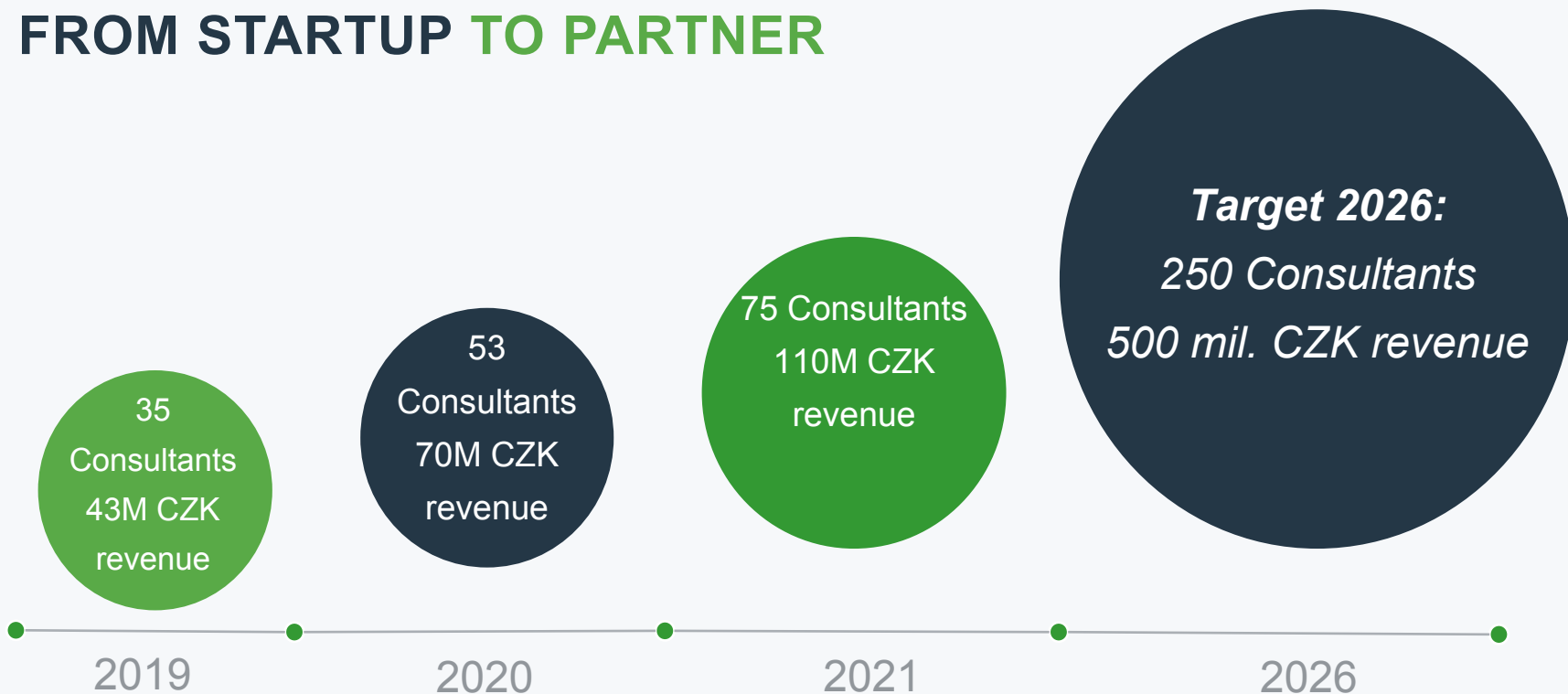
T-Mobile



RAMIRENT



FROM STARTUP TO PARTNER



OUR VALUES

Drive us in our day to day lives.



I SHARE



I CARE



I GROW



I HAVE FUN



DELIVERY PILÍŘE



CRM &

SALESFORCE PLATFORM

WHAT IS CRM?

“Customer Relationship Management (CRM) is a **strategy** that companies use to manage **interactions with customers and potential customers**. CRM helps organisations **streamline processes, build customer relationships**, increase sales, improve customer service, and increase profitability.”

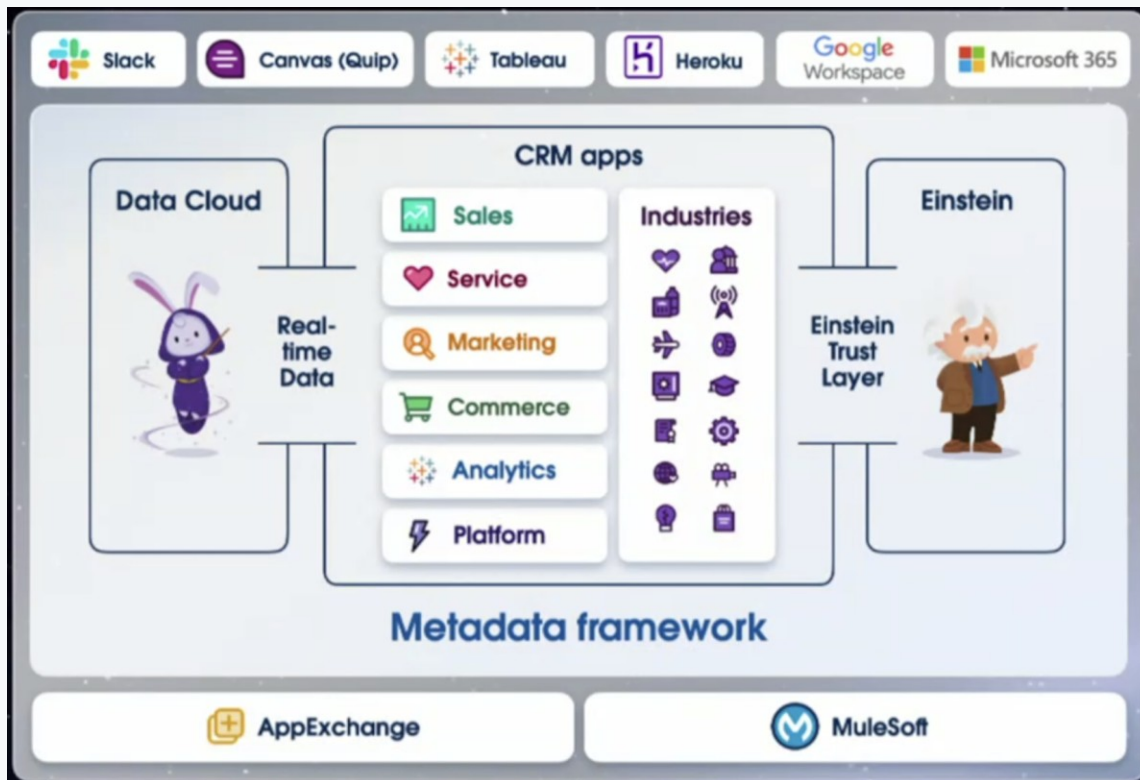
Customer Lifecycle Journey



SALESFORCE PRODUCT



SALESFORCE FUTURE



Product Advantage

Most complete portfolio in the industry



Sales



Service



Marketing



eCommerce



Communities



Collaboration



Cloud Platform



Integration



Industries



Empower Everyone to Improve the Customer Experience



Build apps so other departments can help your sales and service teams

Supply Chain

✔ Quality Control | 📄 Licensing | 🎯 Projects

HR

👤 Onboarding | 👤 Recruiting | 🏠 Benefits

Operations

📦 Deliveries | 🔍 Inspections | 📦 Fulfillment

Finance

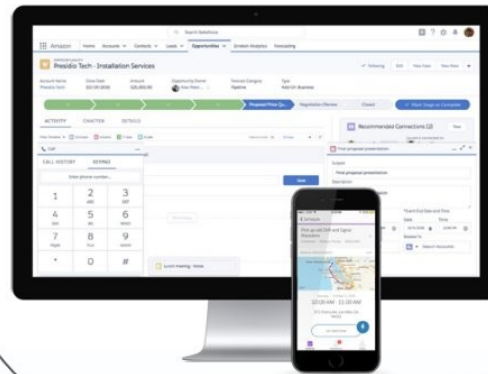
📊 Compliance | 📄 POs | 📅 Monthly Close

Marketing

📄 Quality Control | 📄 Licensing | 📄 Projects

Legal

📁 Files | 📁 Case Management | ⌚ Time Keeping



Empowering Everyone to Build Apps

Business users and developers can prototype and build together



LOW CODE

Toya
Gatewood
Salesforce Admin

Jordan
McDaniel
Developer & Architect

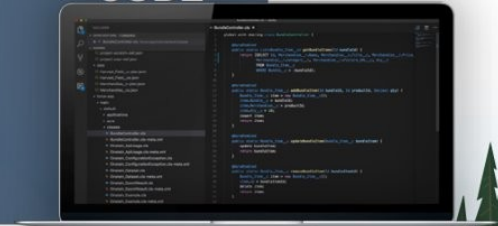


NO CODE

PRO
CODE



BUSINESS
USERS



DEVELOPERS



Install Pre-Built Apps from AppExchange



The fastest path to business impact is with pre-built apps, components and templates

5.7M

App Installs

3.5K

AppExchange Apps

No-Code

Conga 

Talkdesk 


MapAnything 

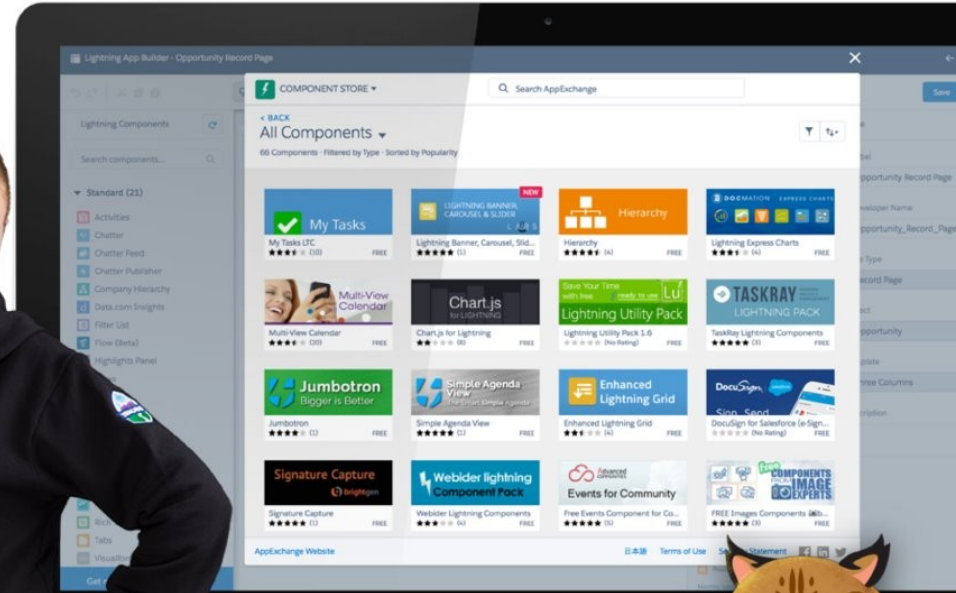
Propel 

Financial Force 

Sage People 

nCino 

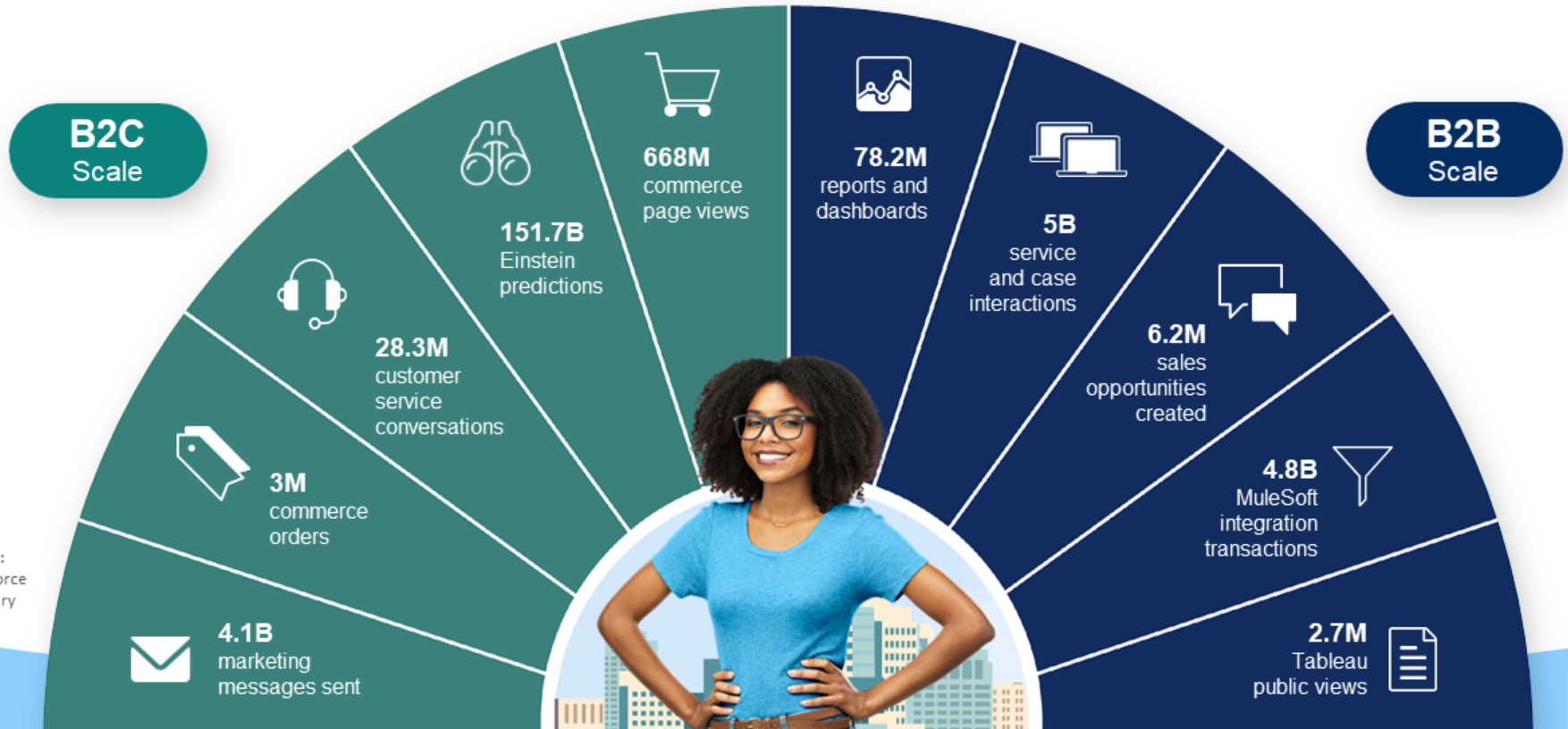
Veeva 



Julia Creanga
Distributor Portal Director



24 Hours in the Life of Salesforce



Source:
Salesforce
February
2022



TRAILHEAD

ORGANIZACE

PŘEDBĚŽNÝ ROZVRH

Týden	Datum	Přednáška	Seminář
1	26.09.	Úvod do CRM (Enehan) – Jakub Hanák , Matej Bíroš	Intro do Salesforce platformy – Matej Bíroš
2	3.10.	Datové modelování v Salesforce – Lukáš Andres	Datové modelování (praktické příklady), security, role a permissions
3	10.10.	Sales – Martin Hronek	Ronald Kláčman (Salesforce)
4	17.10.	Marketing – Jakub Lysáček	Marketing – Jakub Lysáček
5	24.10.	Service a Experience cloud - Jiří Karpíšek	Service a Experience cloud - Jiří Karpíšek
6	31.10.	Business Analysis – Jan Zámotný	Business Analysis – Jan Zámotný
7	7.11.	Není výuka (čtecí týden)	
8	14.11.	Automatizace procesů část I. – Martin Humpolec	Automatizace procesů část II. – Martin Humpolec
9	21.11.	Development v Salesforce – Linda Langerová	Programování v Salesforce, Front end + backend - Linda Langerová
10	28.11.	Integrace - TBD	Integrace - TBD
11	5.12.	Reporting v SF – Jakub Hanák	Tableau – Jakub Hanák
12	12.12.	Project Management a Product Lifecycle – Tereza Janková	Dotazy před odevzdáním projektů - Matej Bíroš, Jakub Hanák
13	19.12.	Prezentace projektů	

POŽADAVKY

í

Ukončení předmětu

1. Individuální úkol

- Dokončit nejméně jeden superbadge v rámci platformy Trailhead

2. Týmový úkol

- Skupiny po 2-3 lidech
- Zadání dostanete formou business požadavků
- Implementace v rámci demo orgu Salesforce
- Dokumentace hotové práce
- Prezentace

Deadline – 16.12. 23:59

THANK YOU

We are looking forward to hearing from you




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