

Diagrams and what to think about

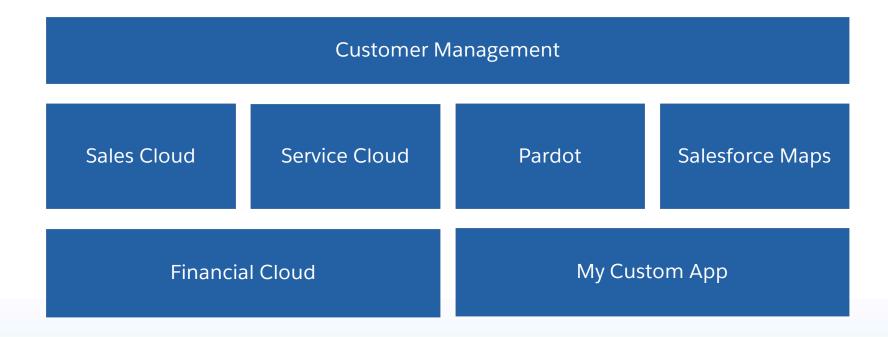


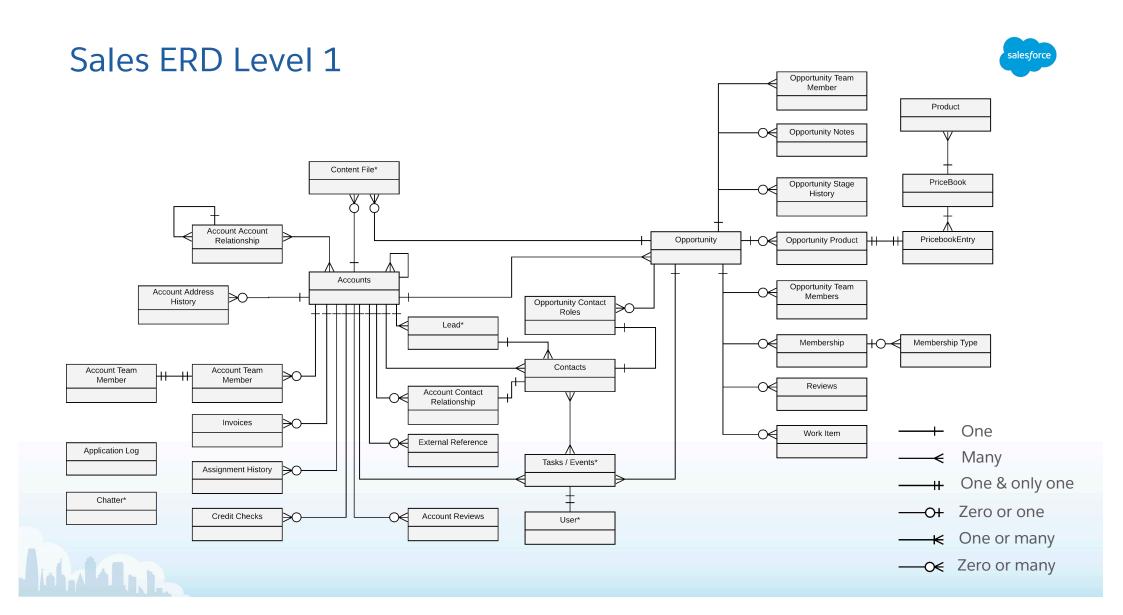
- Who is the target audience?
- Define the subject areas
- Level of Abstraction
- Current, Transition or Future State

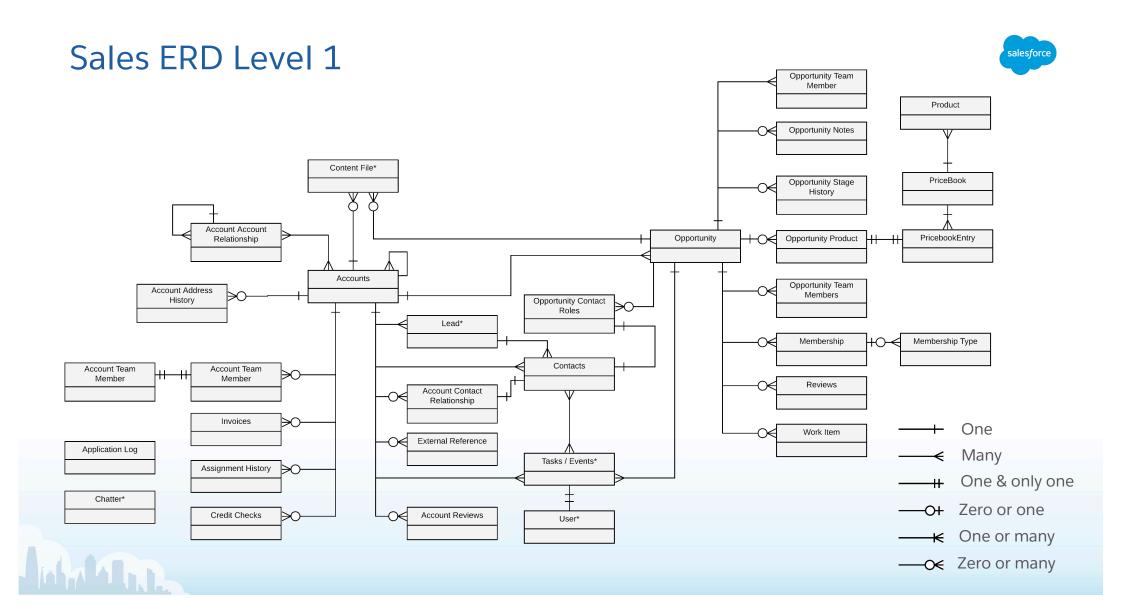


Subject Areas



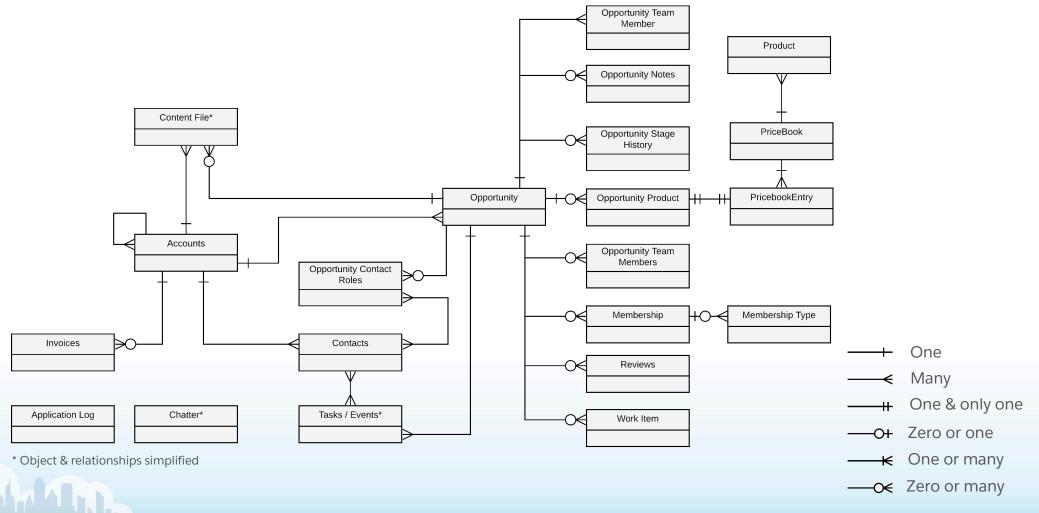






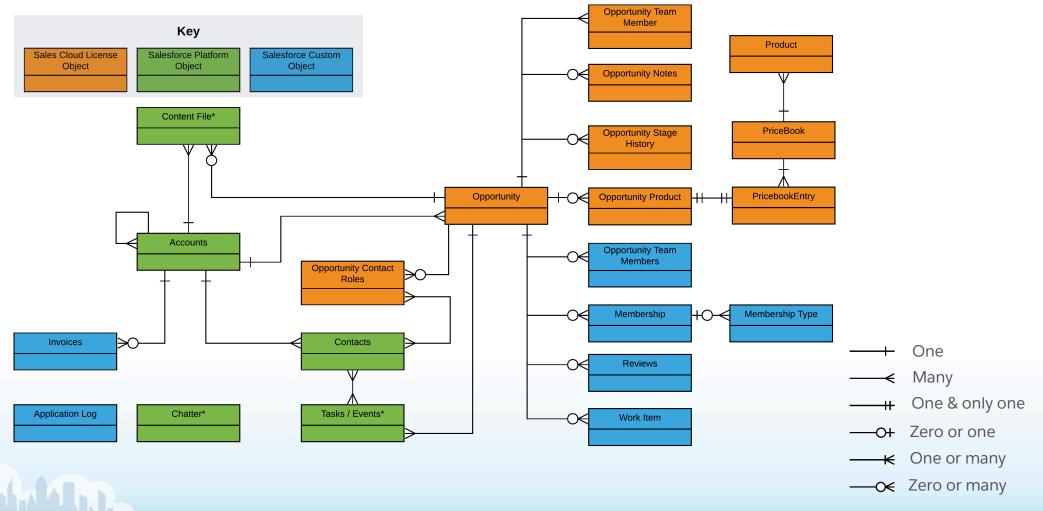
Sales ERD Level 1





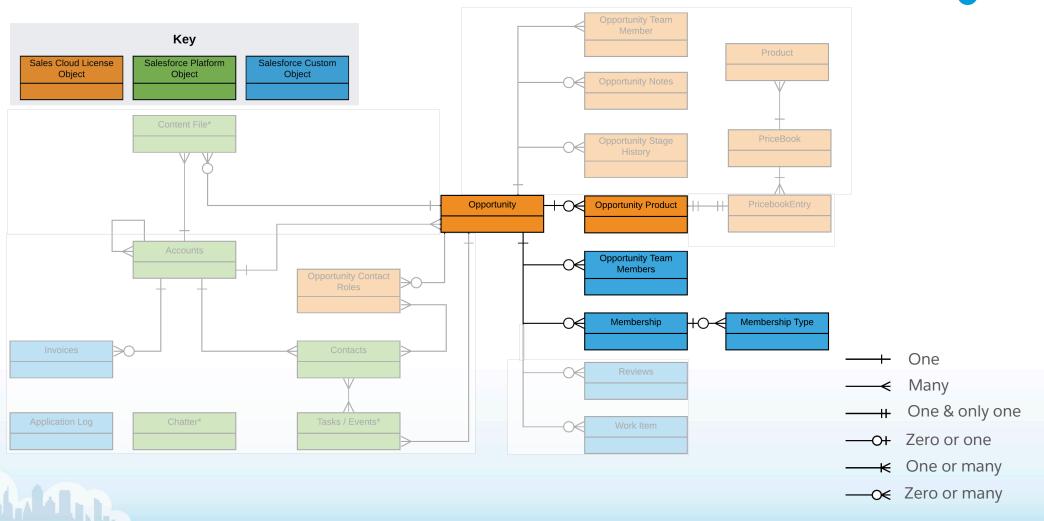
Sales ERD Level 1





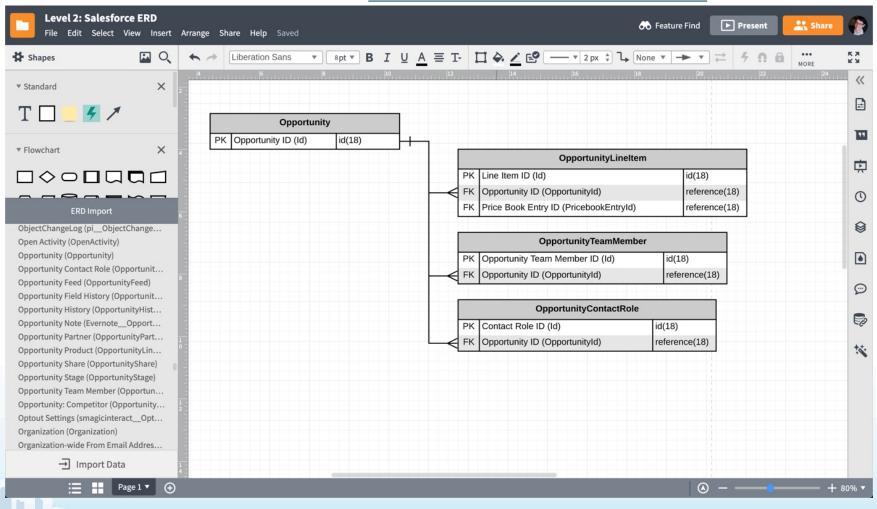
Sales ERD Level 1





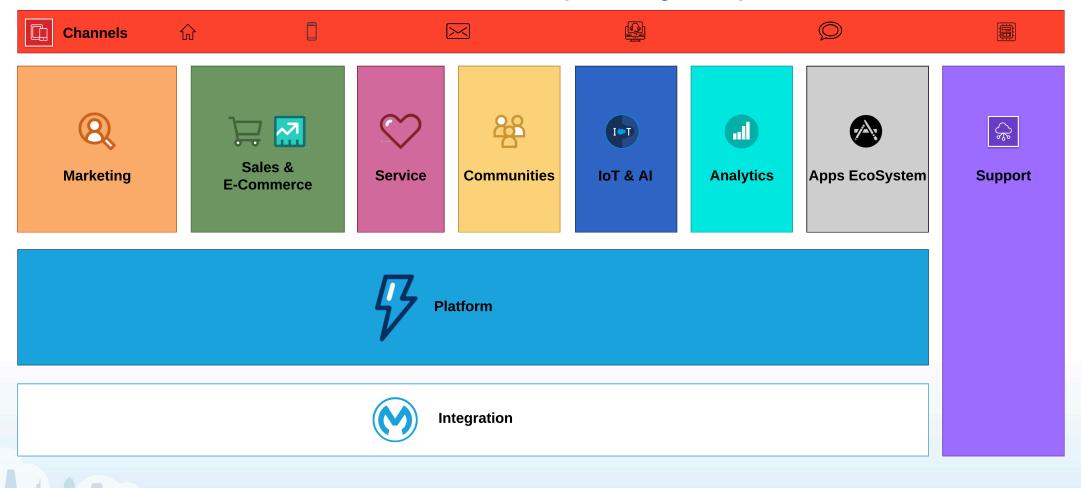
ERD Level 2: Lucid Chart - www.LucidChart.com





Level 0: Salesforce Functional Capability Map





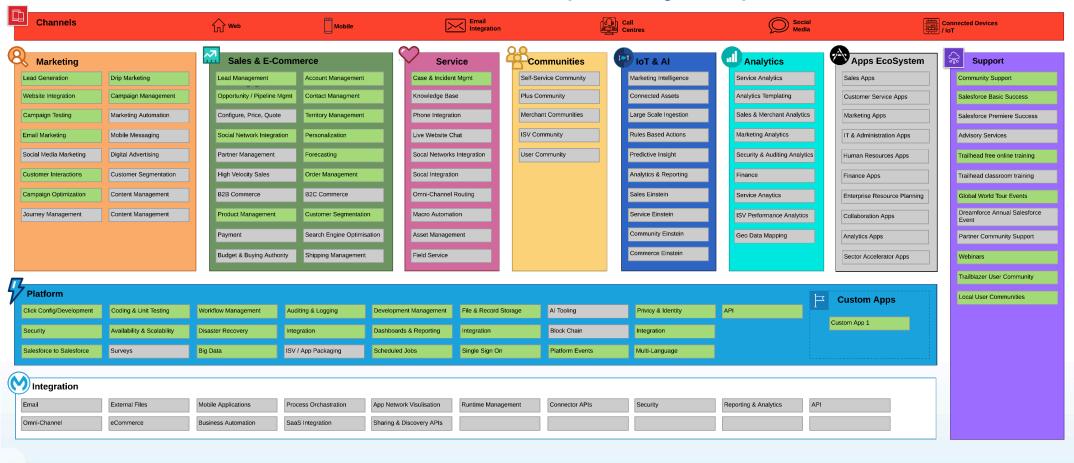
Level 1: Salesforce Functional Capability Map



Channels	nnels			Email Integration		Call Centres		<u> </u>	Connected Devices / IoT	
Marketing		Sales & E-0	Commerce	Ser	vice #	Communities	loT & Al	Analytics	Apps EcoSystem	Support
Lead Generation	Drip Marketing	Lead Management	Account Managemen	Case & Incider	nt Mgmt Se	lf-Service Community	Marketing Intelligence	Service Analytics	Sales Apps	Community Support
Website Integration	Campaign Management	Opportunity / Pipeline	Mgmt Contact Managment	Knowledge Ba	se Plu	us Community	Connected Assets	Analytics Templating	Customer Service Apps	Salesforce Basic Success
Campaign Testing	Marketing Automation	Configure, Price, Qua	te Territory Managemen	Phone Integral	ion	erchant Communities	Large Scale Ingestion	Sales & Merchant Analytics	Marketing Apps	Salesforce Premiere Success
Email Marketing	Mobile Messaging	Social Network Integr	ation Personalization	Live Website C	hat	/ Community	Rules Based Actions	Marketing Analytics	IT & Administration Apps	Advisory Services
Social Media Marketing	Digital Advertising	Partner Management	Forecasting	Socal Network	s Integration Us	er Community	Predictive Insight	Security & Auditing Analytics	Human Resources Apps	Trailhead free online training
Customer Interactions	Customer Segmentation	High Velocity Sales	Order Management	Socal Integrati	on		Analytics & Reporting	Finance	Finance Apps	Trailhead classroom training
Campaign Optimization	Content Management	B2B Commerce	B2C Commerce	Omni-Channel	Routing		Sales Einstein	Service Anaytics	Enterprise Resource Planning	Global World Tour Events
Journey Management	Content Management	Product Management	Customer Segmentat	ion Macro Automa	tion		Service Einstein	ISV Performance Analytics	Collaboration Apps	Dreamforce Annual Salesfore
		Payment	Search Engine Optim	Asset Manage	ment		Community Einstein	Geo Data Mapping	Analytics Apps	Partner Community Support
		Budget & Buying Auth	ority Shipping Managemen	Field Service			Commerce Einstein		Sector Accelerator Apps	Webinars
										Trailblazer User Community
Platform								T T	□ Custom Apps	Local User Communities
Click Config/Development	Coding & Unit Testing	Workflow Management	Auditing & Logging	Development Management	File & Record Storage	Al Tooling	Privicy & Identity	API		
Security	Availability & Scalability	Disaster Recovery	Integration	Dashboards & Reporting	Integration	Block Chain	Integration		Custom App 1	
Salesforce to Salesforce	Surveys	Big Data	ISV / App Packaging	Scheduled Jobs	Single Sign On	Platform Events	Multi-Language			
Integration				_						
Email	External Files	Mobile Applications	Process Orchastration	App Network Visulisation	Runtime Management	Connector APIs	Security	Reporting & Analytics	Pl	
Omni-Channel	eCommerce	Business Automation	SaaS Integration	Sharing & Discovery APIs						

Level 1: Salesforce Functional Capability Map





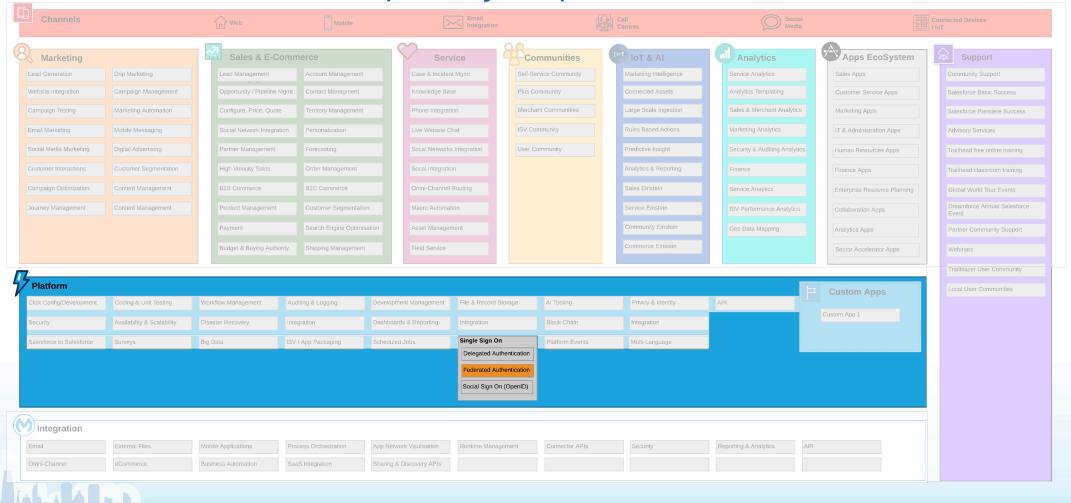
Level 1: Salesforce Capability Map > Purchased not using?





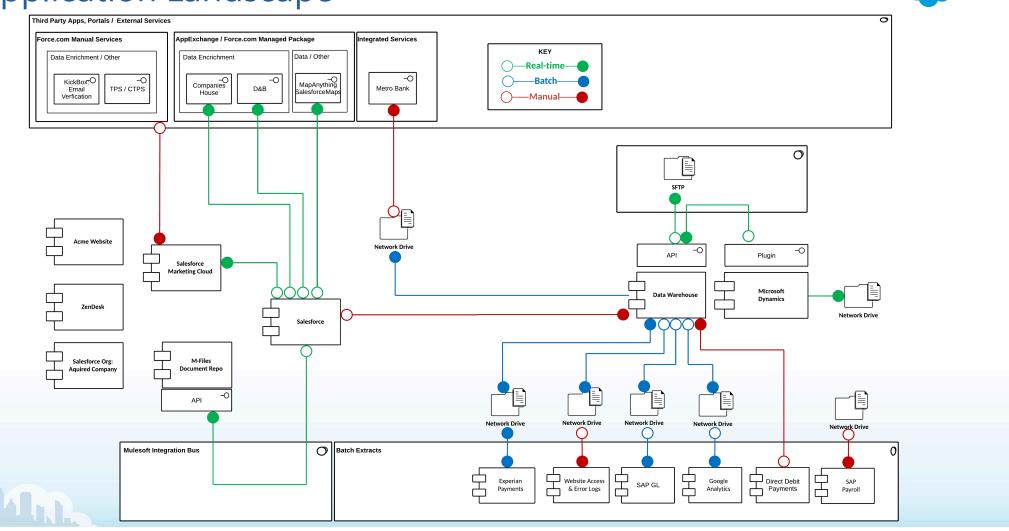
Level 2: Salesforce Capability Map





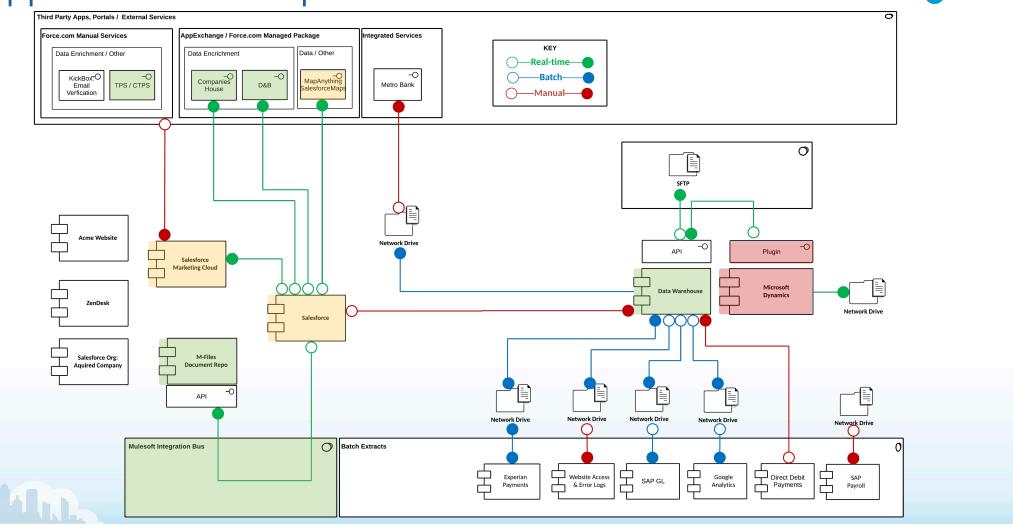
Application Landscape





Application Landscape

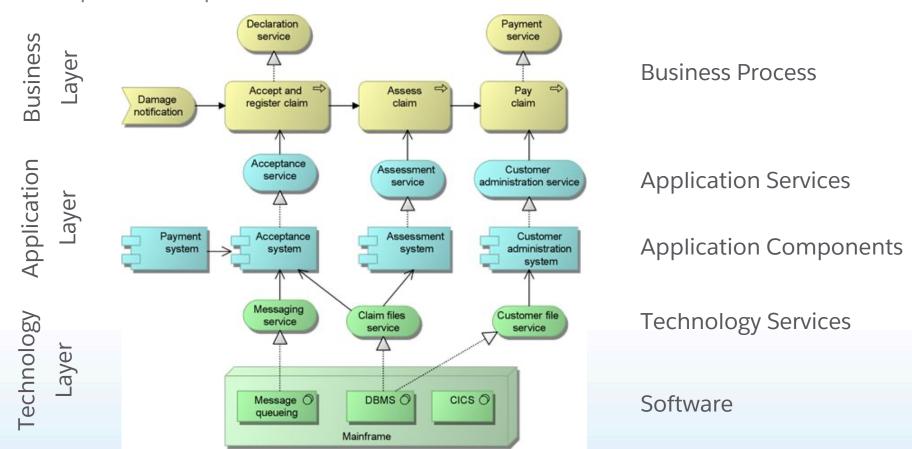




ArchiMate



Insurance claim process depicted in ArchiMate



Sales Process / "Value Chain" Front Office Processes Middle Office Processes **Back Office Processes** Roles Data Functional / System Capabilities

"Value Chain" Front Office Processes Middle Office Processes **Back Office Processes** Roles Data Functional / System Capabilities salesforce salesforce

salesforce

Sales Process / "Value Chain" Front Office Processes Middle Office Processes **Back Office Processes** Roles Data Functional / System Capabilities Benefits / Value



