Salesforce Functional Capability Map

Channels

Marketing	Sales & E-Commerce	Service	Communities	IoT & AI	Analytics	Apps EcoSystem	Support

Platform

Integration

Salesforce Functional Capability Map

radnip.com/salesforce-capability-model

Channels

Web	Mobile	Email Integration	Call Centres	Social Media	Connected Devices / IoT

Marketing

Lead Generation	Drip Marketing
Website Integration	Campaign Management
Campaign Testing	Marketing Automation
Email Marketing	Mobile Messaging
Social Media Marketing	Digital Advertising
Customer Interactions	Customer Segmentation
Campaign Optimization	Content Management
Journey Management	

Sales & E-Commerce

Lead Management	Account Management
Opportunity / Pipeline Mgmt	Contact Managment
Configure, Price, Quote	Territory Management
Social Network Integration	Personalization
Partner Management	Forecasting
High Velocity Sales	Order Management
B2B Commerce	B2C Commerce
Product Management	Customer Segmentation
Payment	Search Engine Optimisation
Budget & Buying Authority	Shipping Management

Service

- Case & Incident Mgmt
- Knowledge Base
- Phone Integration
- Live Website Chat
- Socal Networks Integration
- Chatbot
- Omni-Channel Routing
- Macro Automation
- Asset Management
- Field Service

Communities

- Self-Service Community
- Plus Community
- Merchant Communities
- ISV Community
- User Community

IoT & AI

- Marketing Intelligence
- Connected Assets
- Large Scale Ingestion
- Rules Based Actions
- Predictive Insight
- Analytics & Reporting
- Sales Einstein
- Service Einstein
- Community Einstein
- Commerce Einstein

Analytics

- Service Analytics
- Analytics Templating
- Sales & Merchant Analytics
- Marketing Analytics
- Security & Auditing Analytics
- Finance
- Service Anaytics
- ISV Performance Analytics
- Geo Data Mapping

Apps EcoSystem

- Sales Apps
- Customer Service Apps
- Marketing Apps
- IT & Administration Apps
- Human Resources Apps
- Finance Apps
- Enterprise Resource Planning
- Collaboration Apps
- Analytics Apps
- Sector Accelerator Apps

Support

- Community Support
- Salesforce Basic Success
- Salesforce Premiere Success
- Advisory Services
- Trailhead free online training
- Trailhead classroom training
- Global World Tour Events
- Dreamforce Annual Salesforce Event
- Partner Community Support
- Webinars
- Trailblazer User Community
- Local User Communities
- MyTrailhead

Platform

Click Config/Development	Coding & Unit Testing	Workflow Management	Auditing & Logging	Development Management	File & Record Storage	AI Tooling	Privicy & Identity	API
Security	Availability & Scalability	Disaster Recovery	Integration	Dashboards & Reporting	Integration	Block Chain	Integration	Doc Collaboration
Salesforce to Salesforce	Surveys	Big Data	ISV / App Packaging	Scheduled Jobs	Single Sign On	Platform Events	Multi-Language	

Custom Apps

<<Custom App 1>>

Integration

Email	External Files	Mobile Applications	Process Orchastration	App Network Visulisation	Runtime Management	Connector APIs	Security	Reporting & Analytics	API
Omni-Channel	eCommerce	Business Automation	SaaS Integration	Sharing & Discovery APIs				

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Single Sign On
- Delegated Authentication
- Federated Authentication
- Social Sign On (OpenID)

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