






Channels      


IoT & AI



Marketing


Sales & E-Commerce



Service


Communities


Analytics


Apps EcoSystem


Salesforce Support

 **Platform**

 **Integration**


Community Support



Salesforce Functional Capability Map

radnip.com/salesforce-capability-model

Channels

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

IoT & AI

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

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 Management
- 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
- Social Networks Integration
- Chatbot
- Omni-Channel Routing
- Macro Automation
- Asset Management
- Field Service

Communities

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

Analytics

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

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
- Privity & 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

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

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

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	Customer360 Data Manager
Loyalty Management	Sales Engagement

Sales & E-Commerce

Lead Management	Account Management
Opportunity / Pipeline Mgmt	Contact Management
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

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Chatbot
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Macro Automation
Asset Management
Field Service

Engagement

Self-Service Community
Plus Community
Merchant Communities
ISV Community
User Community
Commerce Portal
CMS
Mass Collaboration (Slack)

Analytics

Service Analytics
Analytics Templating
Sales & Merchant Analytics
Marketing Analytics
Security & Auditing Analytics
Finance
Service Analytics
ISV Performance Analytics
Geo Data Mapping
On Premise Analytics (Tableau)

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

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Dreamforce Annual Salesforce Event

Community Support

Community Support
Local User Communities
Trailblazer User Community
Community Conferences

Platform

Click Config/Development	Coding & Unit Testing	Workflow Management	Auditing & Logging	Development Management	File & Record Storage	AI Tooling	Privity & Identity	API	Local Data Residency (Hyperforce)	Custom Apps <<Custom App 1>>
Security	Availability & Scalability	Disaster Recovery	Integration	Dashboards & Reporting	OData	Block Chain	File & Data Collaboration	DevOps		
Salesforce to Salesforce	Surveys	Big Data	ISV / App Packaging	Scheduled Jobs	Single Sign On	Platform Events	Multi-Language	Security Command Centre	Step by Step Training Prompts	

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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- Development Management
- File & Record Storage
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- API
- Local Data Residency (Hyperforce)
- Security
- Availability & Scalability
- Disaster Recovery
- Integration
- Dashboards & Reporting
- OData
- Block Chain
- File & Data Collaboration
- DevOps
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