

# **GUDLAVALLERU ENGINEERING COLLEGE**

(An Autonomous Institute with Permanent Affiliation to JNTUK, Kakinada)

**Seshadri Rao Knowledge Village, Gudlavalleru**



**Department of Computer Science and Engineering**

**Workshop on**

**“Sales force ADX 201”**

# **GUDLAVALLERU ENGINEERING COLLEGE**

(An Autonomous Institute with Permanent Affiliation to JNTUK, Kakinada)  
Seshadri Rao Knowledge Village :: Gudlavalleru

**Department of Computer Science and Engineering**

## **CIRCULAR**

16<sup>th</sup> September 2019

This is to inform III B.Tech I semester CSE & IT students that the department is organizing one week **Workshop on "Salesforce ADX 201"** by **ICT Academy** from 23<sup>rd</sup> - 27<sup>th</sup> Sep. In this regard, the interested students can register for the workshop with Mrs. K.Nandini, Asst. Prof of CSE.



**HoD, CSE**

Head of the Department  
Computer Science and Engineering  
Gudlavalleru Engineering College  
Seshadri Rao Knowledge Village  
GUDLAVALLERU - 521 356

## Keynote on Salesforce Essentials for Business Specialists

### What is Salesforce?

Salesforce is a customer relationship management solution that brings companies and customers together. It is one integrated CRM platform that gives all your departments — including marketing, sales, commerce, and service — a single, shared view of every customer.

### What is CRM?

Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

When people talk about CRM, they are usually referring to a CRM system, a tool that helps with contact management, sales management, productivity, and more.

A CRM solution helps you focus on your organization's relationships with individual people — including customers, service users, colleagues, or suppliers — throughout your lifecycle with them, including finding new customers, winning their business, and providing support and additional services throughout the relationship.

### What is Salesforce Trailhead?

Trailhead is the fun way to learn and empowers everyone to skill up for the future. With Trailhead, Trailblazers are transforming their careers, their companies and their communities.

### The big idea behind Trailhead?

- Accessible learning — make it free and available to anyone regardless of background, age, gender, ability, learning style, or belief
- Gamified learning — make it engaging, hands-on, motivational and fun, help people to reach their learning goals.
- Short, bite-sized content — make it easy to consume wherever, whenever and remove the intimidation of learning a new skill.
- Life-long learning — make it continuous with fresh content that keeps up with the latest technology trends.

### Theme of FDP

- Completing the Business Administration Specialist Superbadge in Salesforce Trailhead.

### What You'll Be Doing to Earn This Superbadge

- Clean and import account data
- Create users and manage access
- Create email templates for new marketing needs
- Configure UI tools for a new product type
- Create reports and dashboards
- Manage and apply Chatter tools

### Concepts Tested in This Superbadge

- Data import
- User permissions and management
- Email templates
- UI configuration
- Reports and dashboards in Lightning Experience

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**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING**

**Sales force ADX201 WORKSHOP ATTENDANCE SHEET**

Date: 23/9/19

S.No	Roll No.	Name of the Student	Signature	
			Fore Noon	After Noon
1	17481A0501	ACHANTA KAVYA SRI	A. Kavya Sri	A. Kavya Sri
2	17481A0502	ADAPA DEEPTHI	A-Deepti	← ABSENT →
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5	17481A0509	ATTUNURU NAVYA SRI	A. Navya Sri	A. Navya Sri
6	17481A0515	BATTINA LAKSHMI BHARATHI	B. Lakshmi Bharathi	B. L. Bharathi
7	17481A0516	B. MOHANA SOWMYA	B. Mohana Sowmya	B. Mohana Sowmya
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9	17481A0529	CHINTA JEEVANAJYOTHI	Ch. Jeevanajyothi	Ch. Jeevanajyothi
10	17481A0530	CHINTA MOUNIKA	Ch. Mounika	Ch. Mounika
11	17481A0533	DAKA SANDHYA	D. Sandhya	D. Sandhya
12	17481A0537	DONEPALLI SRAVANTHI	D. Sravanthi	D. Sravanthi
13	17481A0539	DEVANABOINA RAMA SAI	D. Rama Sai	D. Rama Sai
14	17481A0552	GRANDHI SAI NITISH	G. Sai Nitish	G. Sai Nitish
15	17481A0554	GUMPA GAYATHRI PRIYA	G. Gayathri Priya	G. Gayathri Priya
16	17481A0562	J. S. S. SOWMYA KUMARI	J. Sowmya	J. Sowmya
17	17481A0567	KAKANI PRAGNA	K. Pragna	K. Pragna
18	17481A0579	KHATEEJA	Khateeta	Khateeta
19	17481A0582	KODE SAI GAYATHRI	K. Sai Gayathri	K. Sai Gayathri
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22	17481A0586	K JHANSI LAKSHMI	← ABSENT →	← ABSENT →
23	17481A0588	K.LAKSHMI SUPRAJA	K. L. Supriya	K. L. Supriya
24	17481A0592	K. TEJA PRAVEEN KUMAR	K. T. P. Kumar	K. T. P. Kumar
25	17481A0595	KOTA RENCY	K. Rency	K. Rency
26	17481A0598	KUCHIPUDI ANUSHA	K. Anusha	K. Anusha
27	17481A05A2	MADDU PRATHIBHA	M. Prathibha	M. Prathibha
28	17481A05A4	MANDAPATI HEMA	M. Hema	M. Hema
29	17481A05A5	MARNI THARUN KISHORE	M. Tharun Kishore	M. Tharun
30	17481A05A7	MATLAPUDI JAYA ABHIGNA	M. J. Abhigna	M. J. Abhigna
31	17481A05B9	M. ARDRA MEGHANA SIMON	Meghana	Meghana
32	17481A05C4	NEMMALURU SNEHA PRIYA	N. Sneha Priya	N. Sneha Priya
33	17481A05D0	PAMARTHI JAHNAVI DEVI	P. Jahnavi	P. Jahnavi
34	17481A05D3	PARASARLA NIVAS	P. Nivas	P. Nivas
35	17481A05D4	P. PAVAN SAI KRISHNA	P. Pavan Sai Krishna	P. Pavan Sai Krishna
36	17481A05D6	PATNALA KALPANA	P. Kalpana	P. Kalpana
37	17481A05D7	PATNALA VENKATA SAI	P. Venkata Sai	P. Venkata Sai
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39	17481A05E0	PECHETTI VINAY VARSHITH	← ABSENT →	← ABSENT →
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41	17481A05E4	PONNAPATI KAVYA	P. Kavya	P. Kavya

42	17481A05E9	P. L.NAGA SOWJANYA	← ABSENT →	
43	17481A05G5	S.TARA VIJAYA LAKSHMI	Tara	Tara
44	17481A05G9	SUGASANI AKHILA SRI	S.Akhila sri	S.Akhila sri
45	17481A05H0	S. V. J.KRISHNA SAARUPYA	S.V.Krishna	S.V.Krishna
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59	17481A05M3	MANYAM SRINIHARIKA	M.Sri Niharika	M.Sri Niharika
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63	17485A0518	KJAYANJALI	K.Jayanjali	← AR →
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HoD, CSE

Head of the Department

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5	17481A0509	ATTUNURU NAVYA SRI	A.Navya Sri	A.Navya Sri
6	17481A0515	BATTINA LAKSHMI BHARATHI	←ABSENT→	→
7	17481A0516	B. MOHANA SOWMYA	B.Mohana Sowmya	B.Mohana Sowmya
8	17481A0525	CHADALAVADA DASHARNA	ch.dasharna	ch.dasharna
9	17481A0529	CHINTA JEEVANAJYOTHI	Ch.Jeevanajyothi	Ch.Jeevanajyothi
10	17481A0530	CHINTA MOUNIKA	Ch.Mounika	Ch.Mounika
11	17481A0533	DAKA SANDHYA	D.Sandhya	D.Sandhya
12	17481A0537	DEVANABOINA RAMA SAI	D.Rama Sai	D.Rama Sai
13	17481A0539	DONEPALLI SRAVANTHI	D.Sravanthi	D.Sravanthi
14	17481A0552	GRANDHI SAI NITISH	G.Sai Nitish	G.Sai Nitish
15	17481A0554	GUMPA GAYATHRI PRIYA	G.Gayathri Priya	G.Gayathri Priya
16	17481A0562	J. S. S. SOWMYA KUMARI	J.Sowmya	J.Sowmya
17	17481A0567	KAKANI PRAGNA	K.Pragna	K.Pragna
18	17481A0579	KHATEEJA	Khateer	Khateer
19	17481A0582	KODE SAI GAYATHRI	K.Gayathri	K.Gayathri
20	17481A0583	K.MONIKA KEERTHANA	K.Monika	K.Monika
21	17481A0584	KOLLA VENKATESH	K.Venkatesh	K.Venkatesh
22	17481A0586	K JHANSI LAKSHMI	K.Jhansi Lakshmi	K.Jhansi Lakshmi
23	17481A0588	K.LAKSHMI SUPRAJA	K.L.Supraja	K.L.Supraja
24	17481A0592	K.TEJA PRAVEEN KUMAR	K.T.P.Kumar	K.T.P.Kumar
25	17481A0595	KOTA RENCY	K.Rency	K.Rency
26	17481A0598	KUCHIPUDI ANUSHA	K.Anusha	K.Anusha
27	17481A05A2	MADDU PRATHIBHA	Prathiba	Prathiba
28	17481A05A4	MANDAPATI HEMA	M.Hema	M.Hema
29	17481A05A5	MARNI THARUN KISHORE	M.Tharun	M.Tharun
30	17481A05A7	MATLAPUDI JAYA ABHIGNA	M.J.abhigna	M.J.abhigna
31	17481A05B9	M. ARDRA MEGHANA SIMON	Meghana	Meghana
32	17481A05C4	NEMMALURU SNEHA PRIYA	N.Sneha	N.Sneha

S.No	Roll No.	Name of the Student	Signature	
			Fore Noon	After Noon
33	17481A05D0	PAMARTHI JAHNAVI DEVI	P. Jahnnavi	P. Jahnnavi
34	17481A05D3	PARASARLA NIVAS	P. Nivas	P. Nivas
35	17481A05D4	P. PAVAN SAI KRISHNA	P. Pavan Sai	P. Pavan Sai
36	17481A05D6	PATNALA KALPANA	P. Kalpana	P. Kalpana
37	17481A05D7	PATNALA VENKATA SAI	P. Venkata Sai	P. Venkata Sai
38	17481A05D9	PAVULURI HEMA SUJATHA	P. Hema	P. Hema
39	17481A05E0	PECHETTI VINAY VARSHITH	P. Vinay Varshith	P. Vinay Varshith
40	17481A05E1	PILLI VAISHNAVI SINDHU	P. V. Sindhu	P. V. Sindhu
41	17481A05E4	PONNAPATI KAVYA	P. Kavya	P. Kavya
42	17481A05E9	P. L.NAGA SOWJANYA	← ABSENT →	← ABSENT →
43	17481A05G5	S.TARA VIJAYA LAKSHMI	Tara	Tara
44	17481A05G9	SUGASANI AKHILA SRI	S. Akhila Sri	S. Akhila Sri
45	17481A05H0	S. V. J.KRISHNA SAARUPYA	S. Saarupya	S. Saarupya
46	17481A05H9	TIRIVEEDULA SRAVANI	T. Sravani	T. Sravani
47	17481A05I2	TUMMALA EEKSHITHA	T. Eekshitha	T. Eekshitha
48	17481A05I3	UDATHU MANASA	U. Manasa	U. Manasa
49	17481A05I8	VADDI POOJITHA	V. Poojitha	V. Poojitha
50	17481A05J7	VUYYURU KARTHIK REDDY	V. Karthik	V. Karthik
51	17481A05J9	YASASVI KAMMILI	← ABSENT →	← ABSENT →
52	17481A05K3	KOTA SIVA NARAYANA	K. Siva	K. Siva
53	17481A05K6	MERUGUMALA DIVYA SRI	M. Divya Sri	M. Divya Sri
54	17481A05L0	K. VENKATA RUCHITHA	K. V. Ruchitha	K. V. Ruchitha
55	17481A05L2	B. L. HARI PRASANNA	B. L. H. Prasanna	B. L. H. Prasanna
56	17481A05L5	KALLURI SARVANI	← ABSENT →	← ABSENT →
57	17481A05L8	MAMIDISSETTY SRAVANI	M. Sravani	M. Sravani
58	17481A05L9	GANTA VANDANA	G. Vandana	G. Vandana
59	17481A05M3	MANYAM SRINIHARIKA	M. Sri Niharika	M. Sri Niharika
60	17481A05N0	ALLAMNENI JAYANTH	A. Jayanth	A. Jayanth
61	16481A0548	G. S. KRISHNA CHAITANYA	G. S. K. Chaitanya	G. S. K. Chaitanya
62	16481A0579	K. RADHA SAHITI	K. R. Sahiti	← AB →
63	17485A0518	K JAYANJALI	K. Jayanjali	← AB →
64	15481A0507	A BRAHMENDRA REDDY	A. B. Brahmendra	A. B. Brahmendra
65	15481A05M1	U TEJA	U. Teja	U. Teja

  
HoD, CSE

Head of the Department  
Computer Science & Engineering  
Gudlavalleru Engineering College  
GUDLAVALLERU - 521 356

**GUDLAVALLERU ENGINEERING COLLEGE**  
 (An Autonomous Institute with Permanent Affiliation to JNTUK, Kakinada)  
 Seshadri Rao Knowledge Village, Gudlavalluru  
**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING**  
**Sales force ADX201 WORKSHOP ATTENDANCE SHEET**

Date: 27/9/19

S.No	Roll No.	Name of the Student	Signature	
			Fore Noon	After Noon
1	17481A0501	ACHANTA KAVYA SRI	A. Kavya Sri	A. Kavya Sri
2	17481A0502	ADAPA DEEPTHI	A. Deepthi	A. Deepthi
3	17481A0503	ADDANKI VEENA MADHURI	A. Veena Madhuri	A. Veena Madhuri
4	17481A0508	ASMA BEGUM	Asma Begum	Asma Begum
5	17481A0509	ATTUNURU NAVYA SRI	A. Navya Sri	A. Navya Sri
6	17481A0515	BATTINA LAKSHMI BHARATHI	B. L. Bharathi	Bharathi.
7	17481A0516	B. MOHANA SOWMYA	B. Mohana Sowmya	B. Mohana Sowmya
8	17481A0525	CHADALAVADA DASHARNA	Ch. Dasharna	Ch. Dasharna
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10	17481A0530	CHINTA MOUNIKA	Ch. Mounika	Ch. Mounika
11	17481A0533	DAKA SANDHYA	D. Sandhya	D. Sandhya
12	17481A0537	DEVANABOINA RAMA SAI	D. Rama Sai	D. Rama Sai
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17	17481A0567	KAKANI PRAGNA	K. Pragna	K. Pragna
18	17481A0579	KHATEEJA	Khateja	← AB →
19	17481A0582	KODE SAI GAYATHRI	K. Sai Gayathri	K. Sai Gayathri
20	17481A0583	K. MONIKA KEERTHANA	K. Monika	K. Monika
21	17481A0584	KOLLA VENKATESH	K. Venkatesh	K. Venkatesh
22	17481A0586	K JHANSI LAKSHMI	K. Jhansi Lakshmi	K. Jhansi Lakshmi
23	17481A0588	K. LAKSHMI SUPRAJA	K. L. Supraja	K. L. Supraja
24	17481A0592	K. TEJA PRAVEEN KUMAR	K. T. P. Kumar	K. T. P. Kumar
25	17481A0595	KOTA RENCY	K. Rency	K. Rency
26	17481A0598	KUCHIPUDI ANUSHA	K. Anusha	K. Anusha
27	17481A05A2	MADDU PRATHIBHA	M. Prathibha	M. Prathibha
28	17481A05A4	MANDAPATI HEMA	M. Hema	M. Hema
29	17481A05A5	MARNI THARUN KISHORE	M. Tharun	M. Tharun
30	17481A05A7	MATLAPUDI JAYA ABHIGNA	M. Jaya Abhigna	M. Jaya Abhigna
31	17481A05B9	M. ARDRA MEGHANA SIMON	Meghana	Meghana
32	17481A05C4	NEMMALURU SNEHA PRIYA	N. Sneha Priya	N. Sneha Priya

S.No	Roll No.	Name of the Student	Signature	
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34	17481A05D3	PARASARLA NIVAS	P. Nival	P. Nival
35	17481A05D4	P. PAVAN SAI KRISHNA	P. Pavan Sai Krishna	P. Pavan Sai Krishna
36	17481A05D6	PATNALA KALPANA	P. Kalpana	P. Kalpana
37	17481A05D7	PATNALA VENKATA SAI	P. Venkata Sai	P. Venkata Sai
38	17481A05D9	PAVULURI HEMA SUJATHA	P. Hema	P. Hema
39	17481A05E0	PECHETTI VINAY VARSHITH	P. Vinay Varshith	P. Vinay Varshith
40	17481A05E1	PILLI VAISHNAVI SINDHU	P. V. Sindhu	P. V. Sindhu
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56	17481A05L5	KALLURI SARVANI	← AB →	← AB →
57	17481A05L8	MAMIDISSETTY SRAVANI	M. Sravani	M. Sravani
58	17481A05L9	GANTA VANDANA	G. Vandana	G. Vandana
59	17481A05M3	MANYAM SRINIHARIKA	M. Sri Niharika	M. Sri Niharika
60	17481A05N0	ALLAMNENI JAYANTH	A. Jayanth	A. Jayanth
61	16481A0548	G. S. KRISHNA CHAITANYA	G. S. K. Chaitanya	G. S. K. Chaitanya
62	16481A0579	K. RADHA SAHITI	K. R. Sahiti	K. R. Sahiti
63	17485A0518	K JAYANJALI	K. Jayanjali	K. Jayanjali
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65	15481A05M1	U TEJA	U. Teja	U. Teja



HoD, CSE  
Head of the Department

Computer Science & Engineering  
Gudlavalleru Engineering College  
GUDLAVALLERU - 521 356



# CLASS COMPLETION CERTIFICATE

Presented to:

**Battina Lakshmi Bharathi**

for the successful completion of:

**Lightning Experience Reports and Dashboard Specialist Superbadge**  
**Business Administration Specialist Superbadge**  
**Security Specialist Superbadge**

Date: **September 28th, 2019**





# CLASS COMPLETION CERTIFICATE

Presented to:

**Bezawada Mohana Sowmya**

for the successful completion of:

**Lightning Experience Reports and Dashboard Specialist Superbadge**  
**Business Administration Specialist Superbadge**  
**Security Specialist Superbadge**

Date: **September 28th, 2019**





# CLASS COMPLETION CERTIFICATE

Presented to:

**Ch.Jeevana Jyothi**

for the successful completion of:

**Lightning Experience Reports and Dashboard Specialist Superbadge**  
**Business Administration Specialist Superbadge**  
**Security Specialist Superbadge**

Date: **September 28th, 2019**





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## **PROGRAM REPORT**

**Name of the Program:** Workshop on "Sales force ADX 201"

**Date:** 23<sup>rd</sup> to 27<sup>th</sup> September 2019

**Details of the Resource Person:** P.Kranthi Kumar, Senior Technical Trainer, ICT Academy

### **Objective of the Program:**

- To know how raise the total sales numbers in each period, generally each week, month or quarter.
- Sales forces record the number of customers served daily, and sales managers view detailed reports displaying trends in daily sales volume.

### **Outcomes of the Program:**

- Student can increase there analytical skills.
- Student can make the Deployment of Account Planning properly.

**No. of Participants:**75

### **Concluding Remarks:**

Sales force has essentially changed how enterprise software is delivered and used. Its software is cloud-based and hence doesn't need IT experts to set up a, experts, Sales force has defined the ideal way as to how to connect with customers. Building a meaningful and lasting bond with the customers, identifying their needs, addressing problems faster, and deploy apps that are customer-focused is all possible through Sales force.



**Coordinator**



**Head of the Department**  
Computer Science and Engineering  
Gudlavalleru Engineering College  
Seshadri Rao Knowledge Village  
GUDLAVALLERU - 521 356



AY: (19-20) (4)

# Summary Of Workshop

## BSX Faculty Ambassador programme

### Course Overview

The Salesforce Fundamentals for Business Administration Specialists course will provide you with an understanding of what's possible with the Salesforce platform, its specific applications, and their business values and benefits. You will be given an overview of the Salesforce Clouds and how they integrate and interconnect. By learning the features and processes of the platform, you will be able to more effectively support day-to-day Salesforce business operations within your organization.

### Course Objective

Through the interactive lectures, discussions, and hands-on exercises, you will learn to recognize the important elements of the implementation lifecycle, the key considerations to drive user adoption, and the important components of ongoing management of your Salesforce environment.

### Agenda:

**Module 1:** Reports & Dashboards for Lightning Experience

**Unit 1:** Introduction to Reports and Dashboards in Lightning Experience

**Unit 2:** Create Reports with the Report Builder

**Unit 3:** Format Reports

**Unit 4:** Visualize Your Data with the Lightning Dashboard Builder

**Unit 5:** Extend Your Reporting Strategy with AppExchange

**Module 2:** Data Security

Overview of Data Security

Control Access to Fields

Control Access to Records

Control Access to Objects

Create a Role Hierarchy

**Module 3:** Customize an Org to Support a New Business Unit

Manage User Access

Manage Chatter

Modify Your Data Model

Configure email letterhead and Template

Automate Your Business Process

**Module 4:** Create Reports and Dashboards for Sales and Marketing Managers

Create Report and Dashboard Folders

Create a Simple Custom Report

Filter Your Reports

Group and Categorize Your Data

Use summary formulas in your reports

Manage Reported Data

Visualize Your data