Salesforce

Salesforce is a world-leading customer relationship management (CRM) platform that empowers businesses to connect with their customers in unique ways. It offers an array of tools for sales, service, marketing, and more, all unified on a cloud-based platform. Salesforce's commitment to innovation ensures the platform is continually evolving. In today's digital age, businesses are constantly seeking ways to enhance customer experiences, and Salesforce professionals are in high demand. Salesforce is the 5th most in-demand IT skill on job postings worldwide!

Access Salesforce

Salesforce provides access to the software as labs through the Trailhead Academy courses. Access to the Trailhead Academy is gained by signing up for an account at **https://trailhead.salesforce.com/** using your UCInetID.

Benefits:

Gain hands-on experience with the Salesforce platform, products, and services including but not limited to:

- Navigating Salesforce and learning how to use the tool
- Learning the skills to become a Salesforce administrator
- Salesforce full-stack development / Web application development

Learn to Use Salesforce

Salesforce's Trailhead Academy (https://trailhead.salesforce.com) resource houses an extensive repository of Salesforce-specific learning materials. All are provided at no charge and include courses for certification preparation, technical learning, and general education about the product. Once signed in, learners can choose learning paths based on their career interests.

Udemy for UCI is available to everyone with a UCInetID and can be found at (https://uci.udemy.com/organization/home/). Udemy provides a variety of courses on Salesforce ranging from introductory to various certifications.

The Hub at the ANTrepreneur Center

Come visit The Hub workspace at the ANTrepreneur Center on campus, where you can play, explore, and interact with various tools. The facilities are designed to facilitate learning, brainstorming, and interaction with others. At The Hub, you will find dedicated desks and collaboration tools such as electronic whiteboards, stand-up desks and even under-desk treadmills.

For Additional details regarding The Hub or Amazon Web Services contact: **elp@uci.edu**

UCI The Hub

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