Salesforce B2B Commerce on lightning

<u>Course outline</u>

Module 1: Introduction to Salesforce B2B Commerce on Lightning

This module provides an introduction to Salesforce B2B Commerce on Lightning, a powerful e-commerce platform that enables businesses to create and manage their online stores. It covers the basics of setting up a store, managing products, and creating customer accounts. It also covers the basics of creating and managing orders, as well as understanding the different types of payment methods available. Finally, it provides an overview of the different features and tools available to help businesses maximize their success.

Lessons

- Overview of Salesforce B2B Commerce on Lightning
- Understanding the Benefits of Salesforce B2B Commerce on Lightning
- Setting Up Your Salesforce B2B Commerce on Lightning Environment
- Configuring Your Salesforce B2B Commerce on Lightning Storefront
- Creating and Managing Products in Salesforce B2B Commerce on Lightning
- Managing Orders and Payments in Salesforce B2B Commerce on Lightning
- Understanding the Salesforce B2B Commerce on Lightning Security Model
- Integrating Salesforce B2B Commerce on Lightning with Other Systems
- Troubleshooting and Optimizing Salesforce B2B Commerce on Lightning
- Best Practices for Salesforce B2B Commerce on Lightning

After completing this module, students will be able to:

- Understand the fundamentals of Salesforce B2B Commerce on Lightning, including its architecture, features, and capabilities.
- Create and configure a B2B Commerce site on Lightning.
- Utilize the Lightning App Builder to customize the user experience.
- Leverage the Salesforce Commerce Cloud platform to manage orders, customers, and products.

Module 2: Understanding the Salesforce B2B Commerce Architecture

Module 2: Understanding the Salesforce B2B Commerce Architecture is a course designed to help learners understand the architecture of Salesforce B2B Commerce on the Lightning platform. It covers topics such as the Salesforce B2B Commerce data model, the Lightning App Builder, and the Lightning Component Framework. It also provides an overview of the Salesforce B2B Commerce APIs and how to use them to integrate with external systems.

Lessons

- Overview of Salesforce B2B Commerce Architecture
- Exploring the Salesforce B2B Commerce Data Model
- Understanding the Salesforce B2B Commerce Business Processes
- Configuring the Salesforce B2B Commerce User Interface
- Integrating Salesforce B2B Commerce with External Systems
- Leveraging Salesforce B2B Commerce APIs
- Managing Security and Access Control in Salesforce B2B Commerce
- Optimizing Performance in Salesforce B2B Commerce
- Troubleshooting Common Issues in Salesforce B2B Commerce
- Best Practices for Developing on Salesforce B2B Commerce

After completing this module, students will be able to:

- Understand the different components of the Salesforce B2B Commerce architecture and how they interact with each other.
- Identify the different types of data that are stored in the Salesforce B2B Commerce architecture.
- Utilize the Salesforce B2B Commerce architecture to create and manage customer accounts, orders, and other related data.
- Develop custom solutions to extend the capabilities of the Salesforce B2B Commerce architecture.

Module 3: Setting up and Configuring Salesforce B2B Commerce

Module 3 of the Salesforce B2B Commerce on Lightning course covers the setup and configuration of Salesforce B2B Commerce. It provides an overview of the features and capabilities of the platform, and how to use them to create a successful B2B eCommerce experience. It also covers topics such as setting up product catalogs, creating customer accounts, and configuring payment methods.

Lessons

- Overview of Salesforce B2B Commerce
- Understanding the Salesforce B2B Commerce Architecture
- Setting up the Salesforce B2B Commerce Environment
- Configuring the Salesforce B2B Commerce Platform
- Integrating Salesforce B2B Commerce with External Systems
- Creating and Managing Products in Salesforce B2B Commerce
- Creating and Managing Price Lists in Salesforce B2B Commerce
- Creating and Managing Orders in Salesforce B2B Commerce
- Creating and Managing Quotes in Salesforce B2B Commerce
- Creating and Managing Contracts in Salesforce B2B Commerce
- Creating and Managing Accounts in Salesforce B2B Commerce
- Creating and Managing Contacts in Salesforce B2B Commerce
- Creating and Managing Payment Methods in Salesforce B2B Commerce
- Creating and Managing Shipping Methods in Salesforce B2B Commerce
- Creating and Managing Promotions in Salesforce B2B Commerce
- Creating and Managing Reports in Salesforce B2B Commerce
- Creating and Managing Dashboards in Salesforce B2B Commerce

- Creating and Managing Custom Objects in Salesforce B2B Commerce
- Creating and Managing Custom Fields in Salesforce B2B Commerce
- Creating and Managing Custom Workflows in Salesforce B2B Commerce

After completing this module, students will be able to:

- Understand the architecture and components of Salesforce B2B Commerce on Lightning.
- Configure the Salesforce B2B Commerce on Lightning environment.
- Set up and manage user accounts, roles, and permissions.
- Create and manage product catalogs, pricing, and promotions.

Module 4: Creating and Managing Products and Categories

Module 4 of the Salesforce B2B Commerce on Lightning course covers the creation and management of products and categories. It provides an overview of the product and category setup process, including how to create and manage product and category records, as well as how to use product and category relationships to create a product hierarchy. Additionally, the module covers how to use product and category attributes to customize product and category records.

Lessons

- Understanding the Product Model
- Creating and Managing Products
- Creating and Managing Categories
- Configuring Product Search
- Managing Product Visibility
- Managing Product Relationships
- Managing Product Variants
- Managing Product Bundles
- Managing Product Options
- Managing Product Images
- Managing Product Reviews
- Managing Product Pricing
- Managing Product Availability
- Managing Product Promotions
- Managing Product Attributes
- Managing Product Feeds
- Managing Product Tax
- Managing Product Shipping
- Managing Product Returns
- Managing Product Inventory

After completing this module, students will be able to:

- Understand the different types of products and categories available in Salesforce B2B Commerce on lightning.
- Create and manage products and categories in Salesforce B2B Commerce on lightning.

- Utilize the product and category management tools to optimize product visibility and searchability.
- Leverage product and category data to create targeted marketing campaigns.

Module 5: Managing Orders and Payments

Module 5 of the Salesforce B2B Commerce on Lightning course covers the fundamentals of managing orders and payments. It covers topics such as creating orders, managing order statuses, setting up payment methods, and processing payments. It also covers how to use Salesforce B2B Commerce to manage customer accounts, track order history, and manage returns and refunds.

Lessons

- Understanding the Order Management Process
- Configuring Payment Methods
- Setting Up Payment Gateways
- Managing Payment Transactions
- Processing Refunds and Returns
- Automating Payment Processing
- Troubleshooting Payment Issues
- Analyzing Payment Performance
- Optimizing Payment Processing
- Integrating with Third-Party Payment Providers

After completing this module, students will be able to:

- Understand the different order and payment statuses in Salesforce B2B Commerce on lightning.
- Utilize the Order Management Console to manage orders and payments.
- Create and manage payment methods and payment profiles.
- Configure payment gateways and payment processors.

Module 6: Managing Customers and Accounts

Module 6: Managing Customers and Accounts in Salesforce B2B Commerce on lightning course provides an overview of how to manage customers and accounts in Salesforce B2B Commerce. It covers topics such as creating and managing customer accounts, setting up customer groups, and managing customer profiles. It also covers how to use the Salesforce B2B Commerce API to manage customer accounts and profiles.

Lessons

- Understanding Customer Accounts
- Creating and Managing Customer Accounts
- Managing Customer Profiles
- Setting Up Payment Methods
- Managing Customer Orders
- Managing Customer Returns
- Managing Customer Loyalty Programs

- Analyzing Customer Data
- Leveraging Customer Insights
- Automating Customer Communications

After completing this module, students will be able to:

- Understand the different types of customer accounts and how to create them in Salesforce B2B Commerce on lightning.
- Utilize the customer account hierarchy to manage customer relationships.
- Create and manage customer accounts, contacts, and user profiles.
- Leverage customer account data to create targeted marketing campaigns.

Module 7: Creating and Managing Promotions

Module 7: Creating and Managing Promotions for Salesforce B2B Commerce on lightning course provides an overview of how to create and manage promotions in Salesforce B2B Commerce on lightning. It covers topics such as creating and managing promotions, setting up promotion rules, and using the Promotion Builder. It also covers how to use the Promotion Builder to create and manage promotions, and how to use the Promotion Builder to set up promotion rules.

Lessons

- Overview of Promotions
- Creating Promotions
- Managing Promotions
- Promotion Rules
- Promotion Sets
- Promotion Scheduling
- Promotion Reporting
- Promotion Optimization
- Promotion Troubleshooting
- Best Practices for Promotions

After completing this module, students will be able to:

- Understand the different types of promotions available in Salesforce B2B Commerce on lightning.
- Create and manage promotions in Salesforce B2B Commerce on lightning.
- Utilize the Promotion Builder to create and manage promotions.
- Leverage the Promotion Manager to monitor and analyze the performance of promotions.

Module 8: Integrating with Third-Party Systems

Module 8: Integrating with Third-Party Systems is a course module that covers how to integrate Salesforce B2B Commerce on lightning with third-party systems. It covers topics such as setting up and configuring third-party integrations, understanding the different types of integrations, and troubleshooting integration issues. It also provides hands-on exercises to help students gain practical experience in integrating Salesforce B2B Commerce on lightning with third-party systems.

Lessons

- Overview of Third-Party Integrations with Salesforce B2B Commerce
- Setting Up Third-Party Integrations with Salesforce B2B Commerce
- Configuring Third-Party Integrations with Salesforce B2B Commerce
- Troubleshooting Third-Party Integrations with Salesforce B2B Commerce
- Best Practices for Integrating with Third-Party Systems
- Leveraging APIs for Third-Party Integrations
- Automating Third-Party Integrations with Salesforce B2B Commerce
- Security Considerations for Third-Party Integrations
- Managing Third-Party Integrations with Salesforce B2B Commerce
- Optimizing Third-Party Integrations with Salesforce B2B Commerce

After completing this module, students will be able to:

- Understand the different types of third-party integrations available with Salesforce B2B Commerce on lightning.
- Implement the necessary steps to integrate Salesforce B2B Commerce with third-party systems.
- Utilize the Salesforce B2B Commerce APIs to integrate with third-party systems.
- Troubleshoot and debug any integration issues that may arise.

Module 9: Managing Content and Assets

Module 9: Managing Content and Assets in Salesforce B2B Commerce on lightning course covers how to create and manage content and assets in Salesforce B2B Commerce. It covers topics such as creating and managing content, creating and managing assets, and using content and assets in product and category pages. It also covers how to use the Content Builder to create and manage content and assets.

Lessons

- Understanding Content and Asset Management
- Creating and Managing Content
- Managing Assets in Salesforce B2B Commerce
- Working with Content Variations
- Using Content Sets
- Working with Content Rules
- Managing Content Approvals
- Working with Content Types
- Managing Content and Assets in Salesforce B2B Commerce
- Troubleshooting Content and Asset Issues

After completing this module, students will be able to:

- Understand how to create and manage content assets in Salesforce B2B Commerce on lightning.
- Be able to create and manage content assets such as images, videos, and documents.
- Learn how to use the Content Builder to create and manage content assets.

- Be able to use the Content Asset Library to store and manage content assets.

Module 10: Optimizing Performance and Security

Module 10 of the Salesforce B2B Commerce on Lightning course focuses on optimizing performance and security. It covers topics such as best practices for performance optimization, security considerations, and how to use the Salesforce Security Checklist. It also provides guidance on how to use the Salesforce Performance Toolkit to identify and address performance issues.

Lessons

- Understanding the Security Model of Salesforce B2B Commerce on Lightning
- Best Practices for Securing Your Salesforce B2B Commerce on Lightning Environment
- Optimizing Performance with Salesforce B2B Commerce on Lightning
- Leveraging Salesforce B2B Commerce on Lightning for Improved Security
- Troubleshooting Performance Issues with Salesforce B2B Commerce on Lightning
- Enhancing Security with Salesforce B2B Commerce on Lightning
- Utilizing Salesforce B2B Commerce on Lightning for Improved Performance
- Implementing Security Controls for Salesforce B2B Commerce on Lightning
- Optimizing Performance with Salesforce B2B Commerce on Lightning Tools
- Enhancing Security with Salesforce B2B Commerce on Lightning Tools

After completing this module, students will be able to:

- Understand the importance of performance and security in Salesforce B2B Commerce on lightning.
- Implement best practices to optimize performance and security of Salesforce B2B Commerce on lightning.
- Utilize the Salesforce Security Model to secure data and transactions.
- Monitor and troubleshoot performance and security issues in Salesforce B2B Commerce on lightning.

Module 11: Troubleshooting and Debugging

Module 11 of the Salesforce B2B Commerce on Lightning course covers troubleshooting and debugging techniques for Salesforce B2B Commerce. It provides an overview of the tools and techniques available to help identify and resolve issues, as well as best practices for debugging and troubleshooting. It also covers how to use the Salesforce B2B Commerce Debug Logs to identify and resolve issues.

Lessons

- Identifying and Resolving Common Issues in Salesforce B2B Commerce
- Debugging and Troubleshooting Salesforce B2B Commerce
- Analyzing and Resolving Performance Issues in Salesforce B2B Commerce
- Debugging and Troubleshooting Lightning Components
- Debugging and Troubleshooting Apex Code
- Debugging and Troubleshooting Visualforce Pages
- Debugging and Troubleshooting Workflows

- Debugging and Troubleshooting Process Builder
- Debugging and Troubleshooting Data Loader
- Debugging and Troubleshooting Integration Issues

After completing this module, students will be able to:

- Identify and resolve errors in Salesforce B2B Commerce on lightning.
- Utilize the Salesforce B2B Commerce on lightning debugging tools to troubleshoot issues.
- Analyze and debug code to identify and fix issues.
- Develop strategies to prevent future errors in Salesforce B2B Commerce on lightning.

Module 12: Advanced Topics in Salesforce B2B Commerce on Lightning

Module 12: Advanced Topics in Salesforce B2B Commerce on Lightning covers the more complex aspects of the Salesforce B2B Commerce platform. It covers topics such as customizing the user experience, creating custom objects, and integrating with third-party systems. It also covers advanced topics such as creating custom reports, setting up automated processes, and using the Salesforce API. This module is designed to help users become more proficient in using the Salesforce B2B Commerce platform.

Lessons

- Introduction to Salesforce B2B Commerce on Lightning
- Understanding the Lightning Experience for B2B Commerce
- Configuring the B2B Commerce on Lightning Platform
- Creating and Managing Products in B2B Commerce on Lightning
- Managing Orders and Quotes in B2B Commerce on Lightning
- Managing Accounts and Contacts in B2B Commerce on Lightning
- Managing Pricing and Discounts in B2B Commerce on Lightning
- Managing Payments and Shipping in B2B Commerce on Lightning
- Integrating with Third-Party Systems in B2B Commerce on Lightning
- Leveraging Advanced Features in B2B Commerce on Lightning
- Optimizing Performance in B2B Commerce on Lightning
- Troubleshooting and Debugging in B2B Commerce on Lightning
- Best Practices for B2B Commerce on Lightning
- Security and Compliance in B2B Commerce on Lightning
- Extending and Customizing B2B Commerce on Lightning

After completing this module, students will be able to:

- Understand the fundamentals of Salesforce B2B Commerce on Lightning and its features.
- Develop and configure custom B2B Commerce applications on the Lightning platform.
- Utilize the Lightning App Builder to create custom user experiences.
- Leverage the Salesforce Commerce Cloud APIs to integrate with external systems.