

CzechDreamin 2022

Technical Conference about Salesforce

May 27

Prague Congress Centre, Czech Republic



What did the audience say about us....

“New trends,
inspiration,
networking”

“This was my first Salesforce
conference. It was a great
change of work routine and
every talk gave me some
information to think about.”

“Loved seeing everyone again.
Prague is so beautiful. Loved how you
organised stuff around the
conference. Loved the content, and
organisation. The food was amazing.
Best thing was the tea station. They
were so lovely and the tea amazing”

“Great memories and seeing a lot of
lovely people.. + great set of
sessions, brilliant speakers +
brilliant selection of food and drinks
:)”

“The best community,
knowledge and networking in
the SF environment in the
Czech Republic :-)”

“Did you think about
making this a
two-day event?”





See all photos [here](#)

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Alex Edelstein - Keynote speaker



Alex guided us through the next generation of automation tools in Salesforce, integration between flow and Slack. How the next generation apps should be composable from multiple elements, how UnofficialSF.com is here to help with extending the flow capabilities with additional features, about Flow Orchestrator to connect multiple users in multi-steps workflows, automatic testing or best practices.



Process Automation Revisited: From Chaos to Structure

Paweł Dobrzynski (@PDobrzynski)



The tooling Api demystified, It is not only for developers

Doria Hamelryk (@doriahamelryk), Fabrice Challier



What (and why) Admins need to know about Unit Testing

Julio Fernandez (@julipool) & Dorian Sutton (@dorianDBass)



Everything You Need To Know About Dynamic Forms

Christine Marshall (@ChrisieMarshall)



Approach Reporting Like Never Before: The Ultimate Guide to Report Types, Evan Ponter (@RealEvanPonter)



Speed up your Org with Before Save flows & Platform events
Narender Singh Singh (@Nads_P07)



Advanced Reporting Tips And Tricks For New Admins, Aaron Crear (@aaroncrear)



Closing keynote with Cesko.Digital – Changing Czechia for the better through ones and zeroes
Martina Habova, Kristyna Turner



Three pillars and Seven specializations – Product Development Outsourcers Program in a nutshell

Jakub Stefaniak



Salesforce DevOps Maturity Matrix

Anna Walach



Combining EDA & API-led Connectivity through MuleSoft for integrating Salesforce with multiple ERPs

Marcelo Caponi



What I have learnt from org merges?

Robert Szerencses (@RobiSzerencses)



Club A Architects

Beyond the Customer: Salesforce in better Talent Acquisition & Engagement- SF Einstein & Analytics way!!

Mohammad Eusuf Daud (@medaud1)



Database periscope: an alternative to custom fields

Igor Chtivelband



Tackle Your Everyday Business Problems Like an Architect

Melissa Shepard (@lissa0977)



Using Heroku to elevate the potential of Salesforce development

Matteo Iacucci



Intro to the Nonprofit Success Pack

Trish Perkins



Top 5 tips to get your data squeaky clean

Andre van Kampen (@AndreKampen)



Business analytical craft in context of Salesforce implementation

Jan Zámostný



Is a Hamburger a Sandwich? Architecting a Salesforce App

Melissa Hill Dees (@melissahilldees)



Lessons from implementing Salesforce Industries / Vlocity in Insurance

Jiří Krám (@jiri_kram)



Recurring Revenue: Custom pricing models against standardized billing tools

Michal Mach



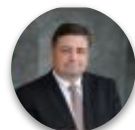
Build your own custom predictions using Einstein Prediction Builder

Pratyush Kumar (@Im_Pratyush)



IoT Accelerator for Salesforce

*Jan Malý, Michal Skrbek,
Michal Bilíček, Charlie Isaacs*



Real-time personalization at scale by Salesforce CDP & Interaction Studio

Ekaterina Obolenskaya (@EkatObolenskaya) & Samuel Liska



Real time marketing with Salesforce Marketing Cloud

Anastasiya Penska



Beyond Marketing Cloud Content Builder–Content Builder Block SDK

Jakub Lysáček



SFMC Customer Journey Case Study: How to scale a project for the global leader in the automotive industry

Kristýna Turner



Known and unknown Salesforce Marketing Cloud limitations... and some workarounds ;-)

Cyril Louis (@cyril_louis)



Don't become your subscriber's nightmare

Václav Radoň & Matěj Zima

All about Salesforce certifications: Are they worth it?

Tomáš Hnízdl

Design in the wild! A look at Salesforce Designer in their natural habitat

Katka Vokrinkova

Talent Development in Central and Eastern Europe

Katerina Jandikova

**Skills for Success: The Skills Every Admin Needs to Succeed in
Their Career**

Mark Jones (@thisismarkjones)



Managing Complexity in Salesforce

David Felkel



How to migrate to Apex Enterprise Patterns?

David Fernandez



Build your apps everywhere with Lightning Web Components Open Source

Fabien Taillon (@FabienTaillon)



Start Building Slack Apps for Salesforce Now, and what the Future Holds,

Todd Halfpenny (@toddhalfpenny)



Fraud detection using Chatter Connect API and Einstein

Abhishek Kolihey (@AbhiKoliK)



SFDX – Myth Buster

Svatopluk Sejkora (@SvataSejkora),



Modern JavaScript: Explain it like I'm an Apex developer

Edith Valencia-Martinez (@edith_mxuk)



Having serious fun with lwc-datatable and Large Data Volume

Christian Knapp (@ch_sz_knapp) & Christian Menzinger (@chris_menzinger)



How to work with risks in Salesforce projects?

Tomáš Holý (@enehanosolution)



Run End-to-End Tests with the UI Testing Model (UTAM)

Phillipe Ozil (@PhilippeOzil)



As a Salesforce Developer I will... – 7 Ground Rules for Success

Robert Sösemann (@rsoesemann)



What is Wrapper Class and How to use it with LWC

Oleh Mykytyn (@Oleh_Mykytyn)



Salesforce CI pipelines demystified

Mariia Pyvovarchuk



Code quality and its business value

Nikita Belov



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Enehano (Diamond sponsor)



Enehano Solutions is purely Czech Salesforce implementation partner. We focus on finance, telecommunications, transportation, scalable startups, and utilities customers. Since 2022, we have been the Salesforce Summit Partner and have also been awarded Salesforce Rising Star for 2018.

Enehano is celebrating its 6th birthday this year and has customers in CZ, SK, DE, USA, and the Nordic region. In the Enehano team, more than 80 professionals have over 170 Salesforce certifications. We have already delivered more than 45 implementations for all types of clients. We entered the Slovak market in 2021. We solemnly opened our new branches in Bratislava and the same year in Brno.

PwC (Diamond sponsor)



PwC Customer Technology is a leading IT consulting company specializing in implementation of innovative IT solutions in the area of Customer Experience and Customer Relationship Management (CRM). The team consists of over 400 specialists who have successfully completed implementations in Poland, Germany, Great Britain, France, USA and South Africa.

PwC CTech also offers its own suite of products specialised for telco, media and financial services industries in both on-premises and SaaS in the Cloud models.

Code Scan by Autorabit (Platinum sponsor)



CodeScan is a static code analysis solution that provides total visibility into code health throughout the DevOps pipeline.

CodeScan enables DevOps teams to maintain high quality code and avoid costly errors that can create data security vulnerabilities. Built-in rules and standards support speedy delivery, compliance, and reduce technical debt.

This user-friendly tool is compatible with multiple coding languages and supports popular IDE plugins. Integrate CodeScan directly into AutoRABIT's CI/CD pipeline to boost productivity with automated code reviews.

GetFeedback (Platinum sponsor)



GetFeedback is a powerful yet agile CX platform that empowers organizations to move at the speed of today's customers.

With GetFeedback, organizations can listen to customers across all channels, seamlessly connect feedback and customer data to uncover insights, and drive action across teams to improve the customer experience.

Get up and running with GetFeedback in days, not months – without having to hire a team of consultants. Enable your team to focus less on technology and more on what matters most—your customers.

Check [recording of their demojam](#)

hutte.io (Platinum sponsor)



Collaboration among Salesforce Admins and Developers when adopting SFDX can be painful and time-consuming.

With Hutte.io Salesforce Admins can create, make changes to and synchronize from Scratch Orgs to the git repository without the need of a Developer. Everything with the click of a button and fully web-based.

Additionally, increase your team's performance by simply accessing anyone's Scratch Org inside Hutte.io and our award-winning progress overview.



Prodly (Platinum sponsor)



Prodly enables Salesforce teams to increase productivity 65 – 80 % while reducing risk up to 30 % by putting next-generation DevOps into the hands of admins and citizen developers. By reimagining the change management experience, Prodly's AppOps suite delivers greater business agility and governance without straining IT. With solutions for release management automation, version control, sandbox seeding, data migration, and regression testing, Prodly AppOps sets the standard for low-code DevOps and can be implemented 20 times faster than traditional applications.

Prodly powers change management workflows for high-growth and Fortune 100 companies, including Cardinal Health, Nutanix, Johnson & Johnson, Splunk, and Verizon. The company is privately-held and based in Palo Alto, California with global operations. For more information, visit prodly.co.

Clouderia (Platinum sponsor)



CLOUDERIA
CRM Consulting Services

Clouderia provides CRM consulting and implementation services for companies of all sizes to improve their productivity and profitability.

Our team has successfully delivered over 120 Salesforce.com projects with 10k+ users since we established our first cloud practice in 2010. With our proven track record in delivering Salesforce.com solutions, we believe we are ideally placed to partner with you on your CRM projects.

Accenture (Gold sponsor)



Accenture has established its strategic appliance partnership with Salesforce more than ten years ago. Now we have more than 16,000 consultants who deliver Salesforce implementations for more than 1,100 businesses. Accenture is also a top Salesforce partner for CEE. Our Salesforce Danubia team (CZ,SK,HU,RO) has over 100 team members.

We implement Salesforce solutions for both local and global clients. Our Salesforce team members obtain first grade training support for Salesforce trainings and certifications.

Brighten Evo (Gold sponsor)



We are a young and growing Czech company with global delivery experience. We have a team of over 20 internal experts in our HQ in Prague, growing offshore development office in Philippines and we're part of Brighten family with great support of other 40 top consultants in the field of CRM, Marketing Automation, Customer Identity and Integration. We focus on mid-sized companies to large corporate clients.

flair (Gold & Ice Cream sponsor)



flair is the flexible & customizable HR platform for Salesforce that aligns all employees & drives growth through efficiency. We're creating a tool that gives you a powerful set of features for managing your HR department while allowing you to entirely tailor it to your own needs.

We believe great companies need to nurture what sets them apart — their culture, processes, and their people. With flair being your holistic HR solution, you don't need any further software in this department.

Nubes tech (Gold & Drinks sponsor)



Nubes tech is Czech based salesforce partner focusing on professional services for enterprise customers and international projects. With focus on B2B commerce, experience cloud and platform we are delivering solutions around the globe.

Revenue Grid (Gold sponsor)



Revenue Grid is the first-to-market Revenue Intelligence platform that covers the full revenue cycle with the most comprehensive set of algorithmic Guided Selling capabilities. Revenue Grid uses complete customer journey data and sales teams' unique processes and playbooks to create a dynamic guide fitting revenue org of any complexity.

With over 15 years serving as the best sales activity data-capture solution on the market, Revenue Grid has unparalleled expertise in data integration, advanced analytics, and sales automation.

Provar (Silver & VIP dinner sponsor)



At Provar we're the experts in Salesforce testing. Pairing intuitive testing solutions with world-class service, we help you deliver robust, scalable and repeatable testing to achieve release agility, drive down system errors and get the maximum return on your Salesforce investment.

Validity (Coffee & Tea sponsor)



Validity's industry-leading solution suites – Validity for Email, Validity for Data Management, and Validity for Sales Productivity – bring together the best data quality tools for business success.

Combining products, such as DemandTools, Trust Assessments and GridBuddy for CRM, BriteVerify for email verification and Return Path for email deliverability, Validity provides a one-stop shop for marketing, sales and operational professionals at thousands of companies worldwide to get a holistic view of their data.

Merkle (Photo Booth sponsor)



Merkle is a leading data-driven customer experience management (CXM) company that specializes in the delivery of unique, personalized customer experiences across platforms and devices. The company's heritage in data, technology, and analytics forms the foundation for its unmatched skills in understanding consumer insights that drive hyper-personalized marketing strategies.

With 12,000+ employees worldwide and 200 in the Czech Republic, Merkle drives improved marketing results and competitive advantage for the Top 500 companies throughout the Central and Eastern Europe.

Trailblazer Community



Join groups to learn Salesforce with peers, build your network, and find mentors.

Salesforce is the Customer Success Platform. Our social and mobile cloud technologies—including our flagship sales and CRM applications—help companies connect with customers, partners, and employees in entirely new ways.



Trailblazer
COMMUNITY

Meet the team



Martin Humpolec
Captain
`@mhumpolec`



Petr Mudroch
Commander
`@petrmudroch`



Kristyna Turner
Commander
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Michal Furmanek
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