



CzechDreamin 2023

Salesforce Conference organized by Salesforce Community

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What did the audience say about us

"CzechDreamin just gets better and better every year... There were so many good topics and I wish I could have seen them all. I also met so many amazing people and the networking value is priceless!"

"As a developer who wants to be CTA one day, the architect sessions were inspiring. Especially the one about mindset, which showed a different perspective on things"

"Honestly, guys, almost everything was just at the highest level. What I found incredibly great: - the level of preparation of speakers - interesting and useful topics - cosy and modern premises - the food and coffee was just great - big respect to coffee team at this point"

"This conference presents a fantastic opportunity to engage with a wealth of new information about the Salesforce platform, all within a single day. It offers unique perspectives on addressing various challenges we encounter in our daily work with the platform."

"Really good selection of speakers and wide range of topics; no dead spots - perfect event time management"

"Organization was just awesome"

"Well organised end to end, good technical content, not overtaken by Salesforce."



See all photos [here](#)

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

Enehan is celebrating its 6th birthday this year and has customers in CZ, SK, DE, USA, and the Nordic region. In the Enehan team, more than 80 professionals have over 170 Salesforce certifications. They have already delivered more than 45 implementations for all types of clients.

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Kindred is Publicis Groupe's tech & data Center of Excellence focusing on end-to-end digital experience solutions. Thanks to their highly experienced teams they leverage expertise in areas of Strategic Consultancy, MarTech Platforms, Customer Experience Solutions, Engineering, Large-scale Websites Migration, Marketing Automation, and Marketing Operations Centralization.

Their Prague office is ready to leverage experience with variety of MarTech platforms such as CRM, CMS and CDP solutions in order to maximize business value of data-driven connected ecosystems. Kindred covers E2E services from strategy, implementation to establishing operation models and activation.



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PDF Butler makes it possible that everyone can design the documents they envision in their favourite text editor: MS Word! Changing it is as easy as updating the Word Document and uploading it to PDF Butler.



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Lattice CRM is a privately owned Salesforce ISV Partner and Consulting company based out of Los Angeles, California with global operations. We help businesses solve problems with innovative solutions that drive outcomes.

Lattice CRM's flagship product in Salesforce is the Multilingual Quote Generator App. We reimaged the quote generation process in Salesforce and made it more efficient, faster and cost effective. With this product, users can generate a quote in their language of choice within a few seconds from any device & even from the Salesforce1 Mobile App with the click of a button.



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MERKLE
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merkle.com

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.



Platinum Sponsor



**TARGET
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targeteverest.com

Target Everest is a progressive Salesforce consulting partner with offices in Slovakia, Portugal and India.

Their team of 20+ experts holds over 100 certifications, providing consulting, implementation, and customization services to improve business processes and customer engagement. They offer creative problem-solving solutions tailored to each organization's unique needs, leveraging industry best practices and Salesforce products.

Their offices around the world allow them to provide local expertise and tailored solutions to meet their clients' business objectives.



Gold Sponsor



DECLARATIVE WEBHOOKS

omnitoria.io

Declarative Webhooks is a no-code REST API integration AppExchange app that lives in Salesforce. You can use the app to integrate with any external systems with a REST API, outbound and inbound, that uses JSON or form-encoded payloads. The app enables Admins to easily create endpoints and data structures using a powerful and intuitive JSON Builder.

Building Salesforce integrations and automating workflows across platforms through a point-and-click experience is key to increased accessibility, lower cost, and faster time-to-implement. With Declarative Webhooks, you can start your integration workflows using Flow, Process Builder and Custom Buttons, the choice is at your fingertips.



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Acquis Consulting Group is a global boutique management consulting firm specializing in strategy and implementation, headquartered in New York City.

From early stage to enterprise companies, their Salesforce experts supercharge forward-thinking businesses. Acquis combines its deep expertise in management consulting with seasoned Salesforce professionals to provide cost-conscious yet high-quality Salesforce services in the Americas and Europe. They deliver sustained value to companies by leveraging the Salesforce platform as a technical enabler for real business change.



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Meet Bluez.io, who combine strategic thinking, world-class technology and lean methodologies to deliver business results through major digital transformations. Based in Prague and Sydney, Bluez.io build long-term relationships with their clients and partners on the following fundamentals:

- **Trusted Advisory**
Get independent strategic and technical advice from senior industry Salesforce- and Mulesoft-certified experts.
- **Innovation Squad**
Turn your ideas into prototypes and smart solutions with an innovative fast-track incubator designed to deliver results within weeks.
- **Agile Delivery**
Bluez.io use lean, product centred methodologies for traditional or continuous agile delivery.
- **Platform Management**
Let the Bluez.io experts manage and evolve your platform. Source the right skills on demand!



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blackbison.io

Black Bison was created as the technology sister of SALESDOCK, a B2B Sales Consulting company.

They specialize in helping fast-growing businesses optimize their technology stack to support their growth and meet their unique needs. Black Bison put teams together, equip them with know-how, and help companies connect with their customers in more effective ways.

Their key technologies include Salesforce, Cloudtalk.io, and Outreach.

Also, they develop custom applications on top of the Salesforce platform (Kicker360).



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nextviewconsulting.com

Nextview is one of the top 50 largest Salesforce consulting partners in the world. On the Salesforce Appexchange Nextview belongs to the best-ranked consulting partners with over 800 individual certifications and various expert statuses for Industries and Salesforce Clouds.

Founded in 2009 the company now has over 200 employees and has been recognized as a “Best Workplace” by Great Place To Work for the past six years in The Netherlands and since 2022 also in Germany.



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codescan.io

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.



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csas.cz

Most probably everyone knows Česká spořitelna on the Czech market. It is the oldest and biggest bank, at least in the amount of clients.

Spořka does not consider itself only as a bank, but also as a company that helps clients within the area of financial health. You can feel the focus on client in each individual discussion with all the employees. It is an obvious must that Spořka have to change, adopt more progressive approaches towards leadership (autonomous agile) and dig deep in technological innovation, so that we can stand with our commitment towards our clients.



Silver Sponsor



clouderia.digital

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

Their 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.



synebo

synebo.io

Synebo is a certified Salesforce Crest partner with more than 170 professionals across the globe. They help companies empower their businesses with all kinds of Salesforce solutions – qualitatively, friendly, and effectively.

As a Salesforce Partner and PDO, Synebo can help you understand what software your company requires, start a new Salesforce project or join an ongoing one.



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dragonfly360.cz

At Dragonfly 360, they specialize in Salesforce implementation and help companies reach their full potential.

Their team of experts works closely with you to understand your specific needs and create a tailored solution that meets your objectives. By combining strategy, technology, and digital services, we help businesses achieve their goals and stay ahead of the curve.



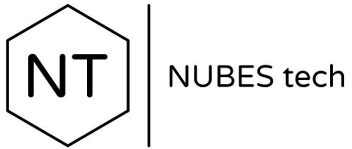
crmproneziskovky.cz

CRM pro neziskovky is Salesforce consulting partner focused on Nonprofit organizations mainly in Czech and Slovak Republic.

They are a community of Salesforce experts, who know the needs of the non-profit sector in detail and can offer CRM solutions mainly with the help of volunteers. They implemented Salesforce to more than 200 non-profit organizations in the Czech Republic and abroad. Their team provides consulting, training, implementation and customization services to improve NGO internal processes.



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nubestech.cz

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.

Educational Sponsor



focusonforce.com

Focus on Force is the ideal preparation for your Salesforce Certification.

Over the years it's grown in popularity and authority, so now behind Focus on Force is an ever-expanding global team of experienced certified professionals that produce new updates to our practice exams and study guides.



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.



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<https://trailhead.salesforce.com/en/trailblazercommunity>



Speakers' Sessions





No Such Thing as Best Practice in Design



Patricia Fragoso



Nati Asher



The promise of best practice is appealing – after all, it's a shortcut.

But we have seen where things go wrong when Design is an afterthought.

At Salesforce, they firmly believe that combining good practice with research and customer knowledge gives them the superpower to create the most efficient solutions for their users.





Deep Dive into Dashboard Components



David Carnes



There are eleven types of components to choose from when building a Dashboard. So why do so many of us use the same few over and over, resulting in dull Dashboards?

To help expand your range when creating Dashboards, in this session David stepped through use cases, gotchas, and best practices of each of the eleven component types and their properties.





Skill Based Routing – The Complete Manual



Mieszko Rozej



A lot of materials about Skill Based Routing are not up to date. It's time to change it.

Skill Based Routing is an interesting part of Service Cloud that seems a little difficult for consultants at the beginning of Service Cloud journey.

In this session, Mieszko showed how easy it is to implement that feature! He went through all the steps necessary to route the items to the most suitable agent and explored some traps that might be laying there.





ChatGPT ... How Does it Flow?



Mark Jones



Can an AI tool build a Flow matching best practice standards?

If this sentence intrigues you, then this session was worth checking out.

In it we asked OpenAI's ChatGPT tool to put together instructions for building a Flow based on a use case.

We checked out the results together and see how it compares to current Flow best practices. You probably found the results a little surprising.



Be kind to your future admin self



Nathaniel Sombu



Silvia Denaro



When you're working on Salesforce projects it's easy to forget about the importance of maintaining your solutions.

In this session you discovered what you should be doing today to ensure that you don't create headaches for yourself in the future. Your future self probably thanked you for attending this session and applying these simple tips to your work.





Sales methodology for Salesforce Opportunity



Georgy Avilov



In this session you could see what is a sales methodology, how does it work in an everyday life and how to reflect it correctly in Salesforce. How to setup a sales process and revenue forecast. And let sales department benefit out of it.

And what's more important – how to avoid common mistakes that will make system heavy and not usable.





Want to demo like a salesforce solution engineer?



Jasmine Ashley



Are you an implementation consultant looking to take your demos to the next level?

Do you struggle to showcase the value of a solution to a customer beyond simply meeting their requirements?
In this session, we've explored how to transform your demos from a point-and-click demonstration to a strategic demonstration of value, as a solution engineer would do.

We dived into the key elements of a successful demo that showcases the value of a solution.





Why do you Need to Migrate to Salesforce Flow?



Andrew Cook



Flow Builder is the future of Salesforce automation.

Do you have a strategy for your migration? Don't think you need a strategy? Already have a strategy but not sure if you've covered everything?

Using real-life examples we went through everything you need to create a flawless strategy to migrate Workflow Rules and Process Builders to Flow.

From best practices and considerations, to the order of execution and testing, this session probably ensured you create a migration framework that avoids technical debt.



Architecting for Analytics



Aaron Crear



Having reliable, clean data is a goal of most organizations. However, far too often the method for retrieving, presenting and consuming this data is an afterthought for many implementations.

This session was design to help you understand the architectural process required to provide your stakeholders with actionable analytics that can drive the business forward.

We examined data models and sources, reporting tools and processes, resources, access policies and delivery methods.



Effective coding approaches with Salesforce: Combining features for maximum impact



Volodymyr Radkor



Building custom solutions on the Salesforce platform can be a powerful way to meet specific business needs, but it can also be challenging to know where to start and how to get the most out of the available features.

In this presentation, we explored how to effectively combine different Salesforce features to build flexible and scalable solutions. We discussed best practices for designing solutions with coding approaches in mind, and provided examples of how to leverage the full potential of the Salesforce platform to achieve maximum impact.





Human Centred Design and Architecting a Solution that stands the test of time



Pradeep indires



Are you a Salesforce architect who has great technical knowledge of the Salesforce platform and have been a leader in providing exciting solutions to customers?

How would you like to add an additional weapon to your arsenal and explore how designing solutions with user/customer experience and human beings at the centre of it.

If you are planning to appear for Salesforce CTA exam or even being a great architect and a consultant, this session provided some important tips and approach to achieve the same.



The CTA Mindset for Architects



Lilith Van Biesen



Melissa Shepard



What separates a Technical Architect from a CTA?

Do you wonder exactly what it takes to become a CTA?

There's a lot of buzz in the ecosystem about this sought-after credential and you might be asking if it is the right fit for you. In this session we covered some of the expectations and responsibilities of a CTA and what it takes to achieve beyond the prerequisites.





Restriction Rules – The Whole Picture



Louise Lockie



Before Restriction Rules our security model had to reflect the access of the user with the least privilege.

Turning this on its head, Salesforce can now handle exceptions!

In this session we learned about how this feature enables us to hide specific records from certain users. In this session we will apply a real life use case and walk through a demo of the solution.





Architect's View On Time Based Workflows



Pawel Dobrzynski



Scheduled actions are gladly used in process automation, and often there is more than one method to do it.

Attendees learned how many diverse ways can be taken to approach the same business need, each having different consequences, so that the optimal scheme is never the same.

Being aware of the variety of options, they are now prepared to make better design decisions, and select the right solution depending on the use case.



“Soft Skills” are the new “Hard Skills”

Tips & Tricks for Salesforce Project Success



Andrew Gross



Have you ever been frustrated with your involvement in a Salesforce project that seem to derail, despite the high level of technical expertise of the team members?

In this session Andrew shared his years of experience as a Salesforce admin and consultant, offering valuable insights and practical tips around soft skills to help you not only better understand the needs of your users and business, but guide your project to successful outcomes.





The Art of Discovery – Why Requirements Matter



Pallavi Agarwal



Requirements are the key to a successful implementation and yet so many forget to get the detailed requirements.

In this session, we discussed the what, why, who, of requirements gathering and why its one of the critical parts of a successful implementation.

We focused on different aspects of discovery, requirements gathering, users and use cases.





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How do you know you're solving the right problem?

Design Thinking for Salesforce builds



Katka Vokrinkova



Angela Conway



Have you ever executed a pristine Flow or pulled together a beautiful Dashboard, only to realise that it's not actually what users needed and isn't solving their problems?

As Salesforce admins, developers, architects and more – we are a community of expert problem solvers. But, how do we make sure we're solving the right problem in the first place?

This interactive workshop session coached attendees through a tried and tested Design Thinking technique called "How Might We..?", which helps Salesforce Trailblazers in all roles to channel their amazing skillsets towards the most important problems to solve – ultimately making their Salesforce builds all the more impactful.



Top 5 Tinder secrets of being the most 'Desirable' Salesforce consultant no one tells you!



Pei Mun Lim



How do you become the confident consultant? The consummate professional that everybody wants on their project?

This is the person where:

- Clients request for them by name.
- Project Managers will not kick off the project until the consultant rolls off the previous project or becomes available.
- Other consultants go ""YES!!"" and do a fist pump when they hear who's joining their team.



In this highly engaging and interactive session we discovered the 5 secrets to become That Consultant!



How to Successfully Implement Revenue Cloud & What CPQ Certification May Not Teach You



Michaela Tomaskova



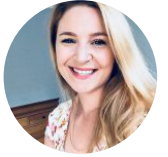
Salesforce's Revenue Cloud platform is crucial for businesses seeking revenue growth and sales process efficiency.

While CPQ certification provides technical preparation for this platform, it is not enough to guarantee a successful implementation.

This presentation discussed key components for implementing Revenue Cloud, including defining a sustainable product catalogue, mapping the sales process, customising the CPQ Data Model, and considering recurring revenue options.



Salesforce Forecasting: Evolution, Implementation and Best Practices



Christine Marshall



Salesforce Forecasting is evolving for tomorrow, evolving for the future, and evolving for the next generation of sales leadership.

This often underutilized feature has undergone a transformation over the past few releases to reveal a slick, modern interface and a host of new functionality, propelling forecasting into the spotlight.

In this session we discovered the latest enhancements, considerations and implementation best practices.





User adoption: The holy grail of change management



Andre van Kampen



No matter the size or age of your company, a comprehensive approach to user adoption and all its facets is crucial.

In his interactive session, Andre showed you how to address common problems in the 3 pillars of user adoption: tooling, process and behaviour.

There were also tips and tricks on how to:

- Develop your own 6-step-approach to improve user adoption
- Get your data squeaky clean, using a process framework
- Finally get the ROI you've been expecting.



The minimum-profile approach – the modern way to design an efficient security model



Milen Kisov



Salesforce functionality has evolved immensely over the last years, yet not enough attention has been paid to the way we manage Salesforce's security and the core principles that everyone should follow.

In this session Milen took a step back and looked at the evolution of the Salesforce security features. We discussed the issues with having multiple profiles, how complex security requirements can be met using the minimum-profile approach, and what its benefits and limitations are.





Giving Back: How to Volunteer Your Salesforce Skills and Make a Difference



Antone Kom



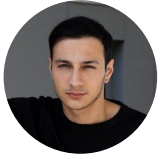
Volunteering your time and skills to help non-profit organizations with Salesforce can be a rewarding experience.

In this presentation, we explored how you can volunteer your Salesforce skills to support non-profits in their missions and maximize their impact using Salesforce. We shared some tips on how to find and get involved with non-profit organizations that use Salesforce and the benefits of volunteering.





Introduction to Custom Journey Builder Activities



Orkhan Alakbarli



In this presentation, we explored the concept of Custom Activities. Custom Activities are custom-built actions or tasks that can be seamlessly integrated into your workflows, enabling you to automate complex processes. We discussed the benefits and use cases of Custom Activities, showcasing how they can enhance productivity, streamline operations, and improve overall efficiency. Orkhan also addressed important considerations to keep in mind when implementing Custom Activities and provided useful resources for further exploration and implementation guidance.





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Monitoring Automation Performance in Marketing Cloud Engagement

**Nikolaj Sergienko****Daniela Vrbkova**

In this session Nikolaj and Daniela presented and explained a solution for monitoring the performance of your Automations in MCE using an automated email report (adjustable summary of errored or paused automations) and showed a Cloud Page dashboard with more detailed information (with focus on data imports).

They also explained on high level how to build such a solution using script and SQL activities, emails and cloud pages to visualize the health of your automations while presenting the benefits of this solution for both MCE users and customers.





Marketing Data Enablement Strategies with Data Cloud



Lusine Grigoryan



One of the biggest challenges in enterprise organizations is the disconnect of Sales and Marketing Teams when trying to align interactions with the customers. The core of the issue lies in sharing the data from CRM to Marketing platform and in many organizations it is a manual process.

Data Cloud gives the opportunity for the marketing teams to access marketing relevant data without having access to CRM or requesting data manually. Correctly configured Data Cloud can give limitless opportunities to create segments based on their personas, interactions from CRM, engagement on emails, on websites, from offline and online events.



Real-time communication with Account Engagement (Pardot)



Kristina Tyrlikova



Marek Tyrlik



What are the Benefits and costs of real-time communication built with Marketing Cloud Account Engagement (ex Pardot)?

Is Account Engagement the tool of choice when it comes to real-time communication and interaction with your clients?

In this session, we took a closer look at 1:1 personalized communication to build with the help of APEX, flows, and of course Account Engagement.





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Supercharge Salesforce Marketing Cloud: The Ultimate Apps Guide



Juliette Hunkel



Cyril Louis



It's official: Salesforce Marketing Cloud is the #1 Marketing Platform!*

But being #1 is not being perfect...and you are right by asking how you could increase the capabilities of Marketing Cloud?!

In this session, we discovered a selection of solutions

- AppExchange apps or external solutions
- that integrate with Marketing Cloud to leverage the power of your platform.

* based on research publications from IDC, Gartner and Forrester



How we should include Devops Center to get happy developers?



**David Fernandez
Rivero**



Including DevOps center in Salesforce development process can benefit both admins and developers by streamlining workflows, fostering collaboration, improving quality, and providing better visibility into the development process.

The whole DevOps process includes automated testing and deployment, which can reduce the time it takes to release new features and functionality, while also improving the quality of the final product.





5 key ideas for robust and flexible REST API integrations with Apex



Lucian Mihai Ciobanu



Building a REST API integration in Apex can be both exciting and challenging.

Done right, and you have a reliable integration that is easy to debug and maintain.

We went over 5 simple but powerful ideas (with examples) that will help you architect and build a robust integration with any external REST API and improve your apex development game.





Streamline Your Integration with Salesforce's Composite API: A Consultant's Guide



Julius Hudak



In this session, you learnt how to master the Composite API and simplify data processing. You saw how the Composite API can be used to handle complex data structures and manage multiple requests in a single API call.

But that's not all – you also learnt how to create comprehensive documentation for Salesforce developers. With already prepared Composite API requests, you'll be able to streamline your integration processes even further, leaving your mark on any project you work on and bringing even more value as a consultant.



Manuel Moya

Push Upgrades, The last mile of Salesforce DevOps



Did you know that the traditional Salesforce DevOps cycle is missing one step?

In this session, we covered the reason why Push Upgrades are a key factor to consider for most ISV vendors, how to make it part of the Application Lifecycle Management, and what are the best way to make use of the technology, from using the standard to the advantages of creating of a custom solution on top of it.





Publish your app on AppExchange – It is hell or fun?



Martin Vagner



How to publish your application on AppExchange? What all you must do? (Package, company information, marketing materials, etc)

How much does it cost? It is bureaucratic hell and or it's fun? Or both?

In this session we checked publication process from scratch to successful end!





Report & Dashboard REST API :

Get your report accessible anywhere !



Romain Quijal



In this session, Romain introduced Report & Dashboard REST API and explained how that help to give an access to user on record Page.

LWC & Apex Class that can let you access to any report, let user filter data on the fly, add Specific column for specific user, add group by, filter, column.





Black Hat Session:

Exploring and Exploiting Aura based Experiences



**Christian Szador
Knapp**



An Aura based Experience Cloud, if misconfigured, can be used to mass download all data that the Public Guest Site User can access.

If you know how to ask, the Experience Site will also tell you which Apex methods are available and what their properties are – even if the Apex method is not actually used on the site.

You can execute the Apex method, too, and get all its response data.





Easy, Scalable, and Efficient Apex Data Transforms with DataWeave – Let's get Started



Todd Halfpenny



DataWeave in Apex uses Mulesoft's DataWeave library to read and parse data from one format, transform it, and export it to another.

The use of DataWeave can make data transformation easier to code, more scalable, and efficient.

In this session Todd introduced us to DataWeave in Apex and helped us get started with it as he took us on a journey through its use, its tooling, and its features through some easy-to-follow examples.





Taking control of your queries with GraphQL



Alba Rivas



GraphQL is a database query language and an API runtime that allows you to work with exactly the data that you need, and no more.

With GraphQL the number of database operations is reduced, as you're able to work with several data sources in the same API call.

This means the number of endpoints needed is reduced, and APIs become faster, more flexible and more developer-friendly.

In this session we talked about all these benefits, exploring the new Salesforce GraphQL API.



Ape to API



Filip Doušek



How different are people to AI, what the future will bring and how quickly will it all evolve?

Are we already Homo APlens?



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Stay tuned, we will be back!

