



Technology Industry Blog



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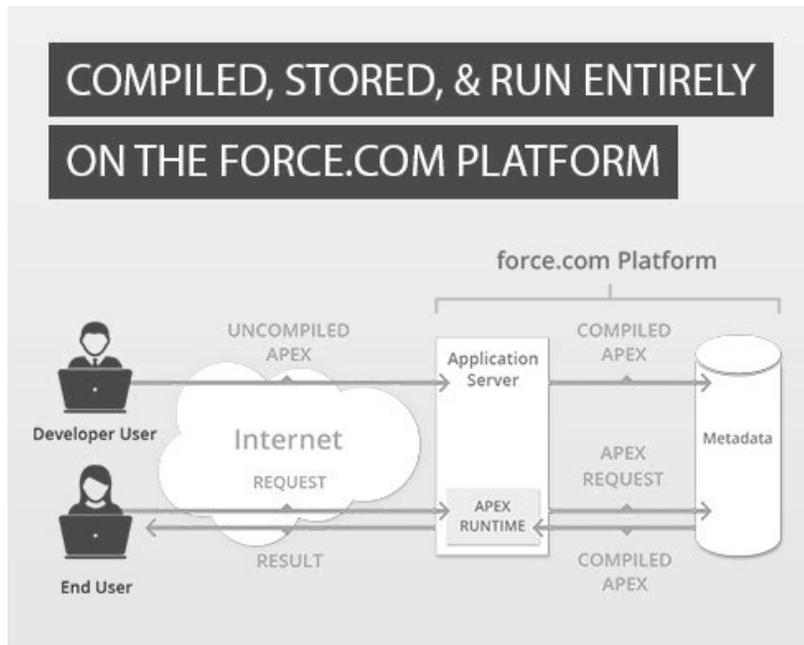
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Apex Code Features User-Friendly Design for Enhanced Salesforce Usability

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In last week's post, we discussed the application of Apex code in Salesforce deployment, looking at its ability to enhance the way employees use Salesforce CRM in client-side programs based in the browser versus the Salesforce server. At the same time, it's also important to understand some fundamentals around how Apex code works to fully realize the breadth of capabilities it offers developers, as well as the flexibility it brings to existing, proven applications already running in your organization. Today's post explores some of the background on how Apex code works, and some common ways it is used in business settings.

To begin, Apex is a "strongly typed" language, meaning that the programmer must declare the data type of a variable when that variable is first referred to—data types include standard selections such as Integer, Date, and Boolean, as well as more advanced types such as lists, maps, objects and sObjects. Designed to be simple to use, Apex code has roots in familiar Java syntax, featuring recognizable elements such as Salesforce Object Query language (SOQL) queries, Data Manipulation Language (DML) operation, control structures, arrays, and variable declarations.

When using Apex, developer-created, uncompiled code is sent through the application server, where it is compiled and saved as metadata. When the code is triggered through user action, such as clicking on a button or visiting a Visualforce page, the application server retrieves the metadata, which is then sent through the runtime interpreter, and the action is completed.



Common client applications of Apex code include web and e-mail services, complex multi-object validation, and custom transactional and operational logic. The execution time of Apex-driven actions is identical to that of standard platform requests, enabling your existing operations to continue in the cloud, without sacrificing usability or performance.

Now, your teams can enjoy a wider range of CRM applications, features, and benefits while also maintaining their existing best, browser-based practices, for a turnkey solution that can prove a force multiplier in any effort, from sales to customer service. As industry-leading Salesforce consultants, Tokara Solutions can help your developers realize the full potential of Apex code to transform existing best practices into robust online solutions accessible from anywhere, at any time, from any device.

If you'd like greater detail on the performance benefits Salesforce users are seeing from Apex code development, we'd love to speak to you. In the meantime, to learn more about how our seasoned Salesforce consultants can deliver this functionality to your business, please contact any member of our consulting team at info@tokarasolutions.com. We also encourage you to contact Tokara's VP of Business Development, Mark Fillingim, directly at +1 972-719-0213.