

Salesforce Winter '21 Release:

What's in it for you? _____

Dear Valued Customer,

We hope you and yours are staying safe. We are delighted to inform you that the Salesforce Winter '21 Release is available and has new enhancements and updates to the platform.

TargetRecruit is built on Salesforce and we want to ensure that you have the most up-to-date information to best use our solution.

This document highlights some of the new updates to Salesforce that you can leverage. Please find the complete Salesforce Winter '21 Release document [here](#).

Thank you,
The TargetRecruit Team

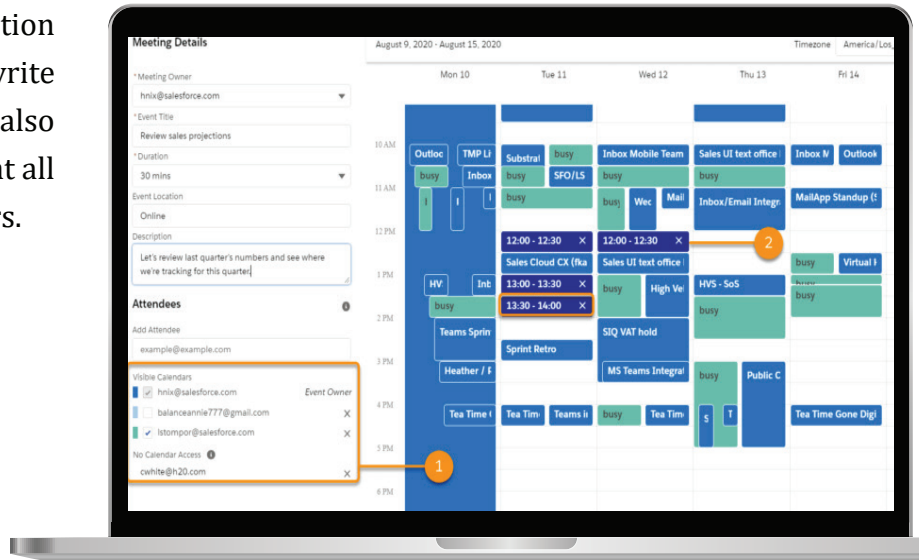
Please note: Some of the features or updates may not be available for certain license types. Please refer to the detailed [Winter '21 Release document by Salesforce](#) for license and other technical information.



Communication

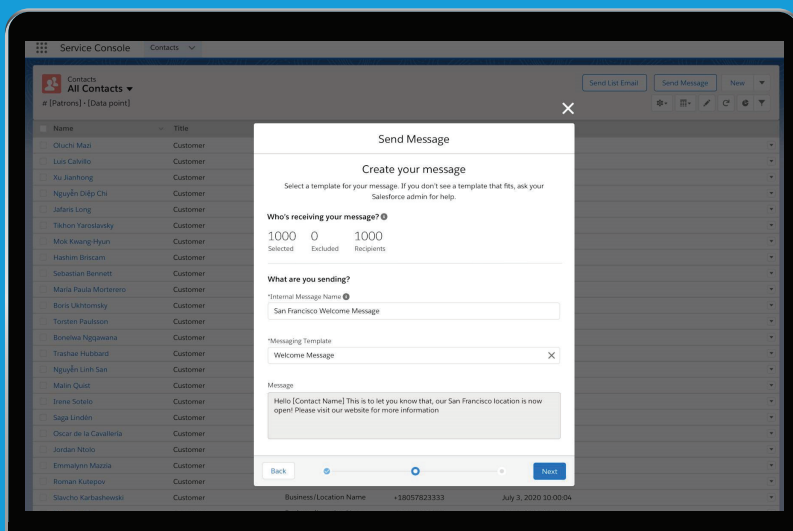
Write Appointments Directly to External Calendars

With the external calendar integration (Outlook or Google), you can read and write appointments as platform events. You will also see resource availability and can ensure that all meetings correctly reflect on their calendars.



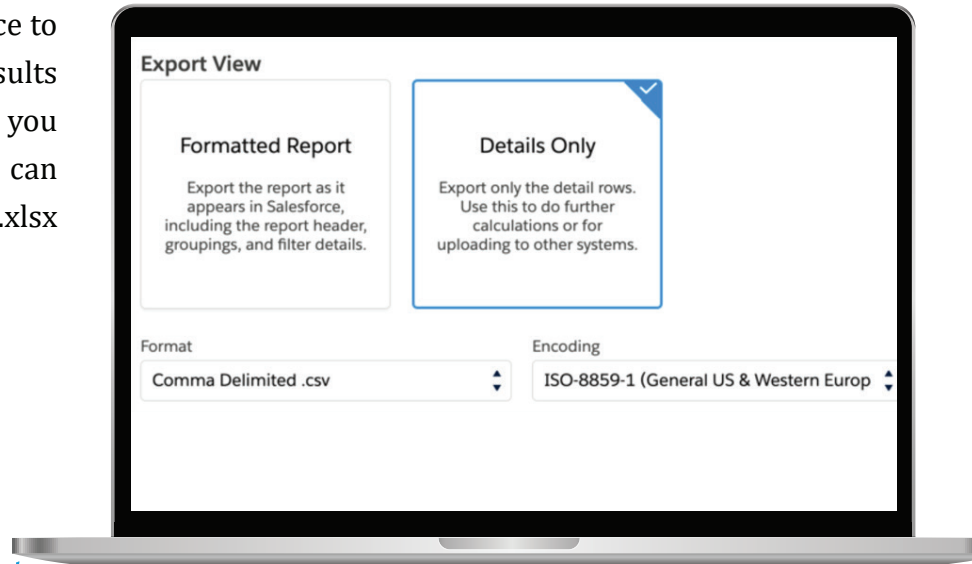
Broadcast Messaging

Now you can communicate with your customers quickly by sending personalized notifications, alerts, and reminders directly to their Salesforce messaging inbox. These messages are sent either manually or through automation.



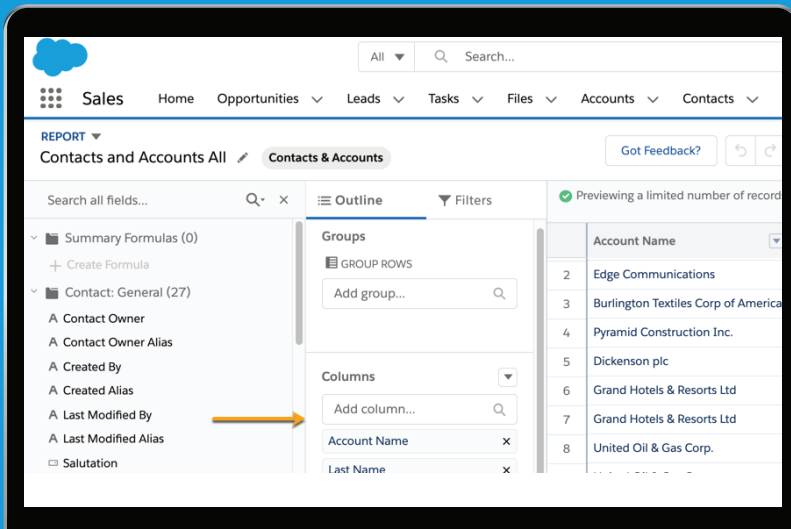
Get Report Results by Email

Now you do not need to sign in to Salesforce to view a report. You can get the report results delivered to your email inboxes when you subscribe to a report. As a subscriber, you can choose to receive the report attachment in .xlsx or .csv format.



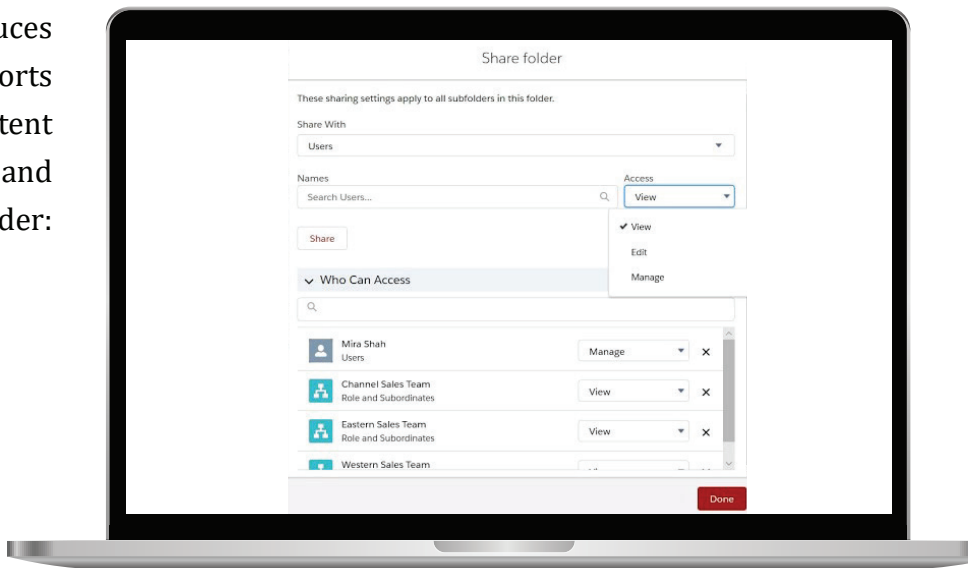
Auto Add Fields to Custom Report

Now you can easily add new custom fields to a report built from an existing custom report type from the Fields pane. All custom fields created for the Salesforce object will be in the Fields list, and you can easily drag any of them to the Columns list of your custom report.



Enhanced Folder Sharing

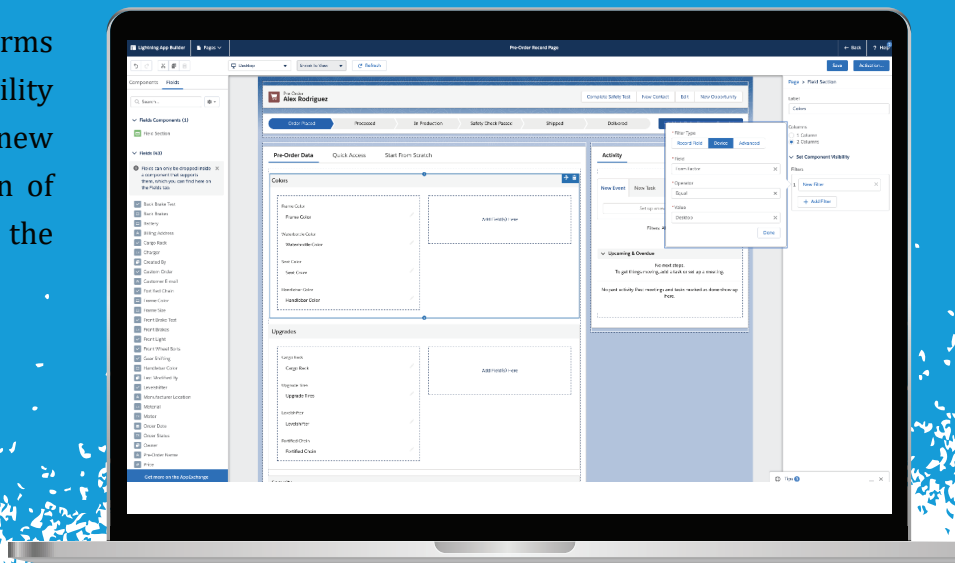
The enhanced folder sharing feature introduces a set of symmetric user permissions for reports and dashboards. It introduces consistent sharing concepts across users, roles, and groups with three access levels for each folder: view, edit and manage.



Experience

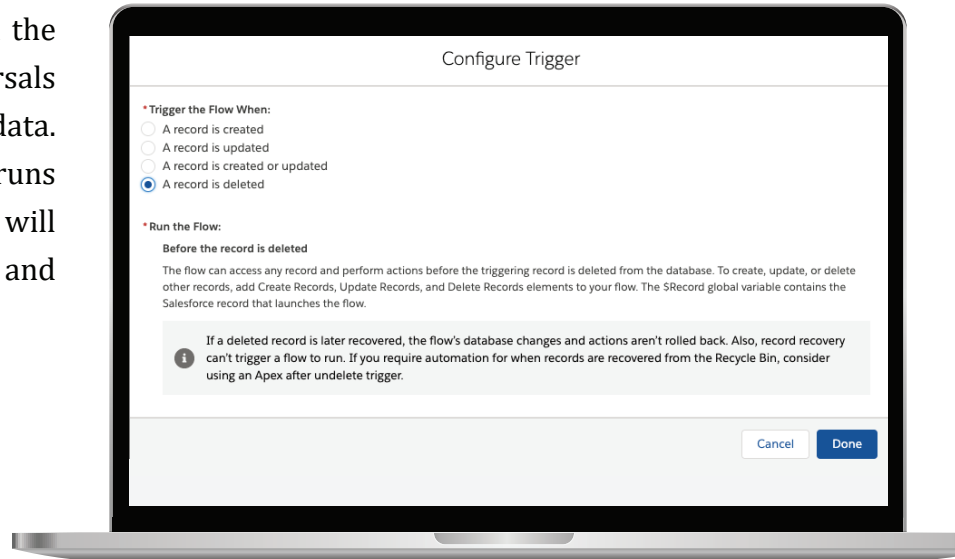
Dynamic Forms

Now you can configure the Salesforce forms right within the App Builder and set visibility rules on sections and the fields. The new dynamic forms feature allows configuration of the record detail fields and sections from the Lightning App Builder.



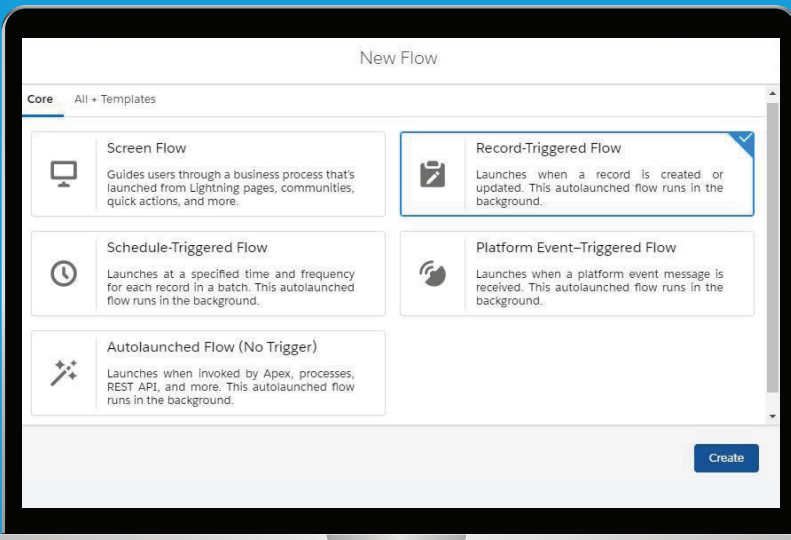
Lightning Flow Enhancements

Now it is even simpler to reference data in the Lightning Flow. Custom queries and traversals will allow you to drill down to the correct data. The entry criteria can now trigger process runs only on selected data. These enhancements will drastically improve the efficiency and performance of automation.



Record-Triggered Flows

This new flow in the flow builder automatically launches when a record is deleted. It works very well for custom fields and can update fields automatically every time a related item is deleted. It was previously not possible without automation and coding.



Enable Einstein Search

Einstein Search is now available in Salesforce. To enable Einstein Search, go to Setup on top right in your org and in the Quick Find box type Einstein Search and then select Enable Einstein Search. Before enabling Einstein Search, please refer to this [list of limitations](#).



Personalization to Tailor Search Results

Personalization is now generally available for Accounts, Cases, Contacts, Leads, and Opportunities. With this powerful feature of Einstein, users can do the same searches as before, but now Einstein Search re-ranks results to what's relevant to each user. Please note that this new feature only personalizes results for a user and does not discard any results.

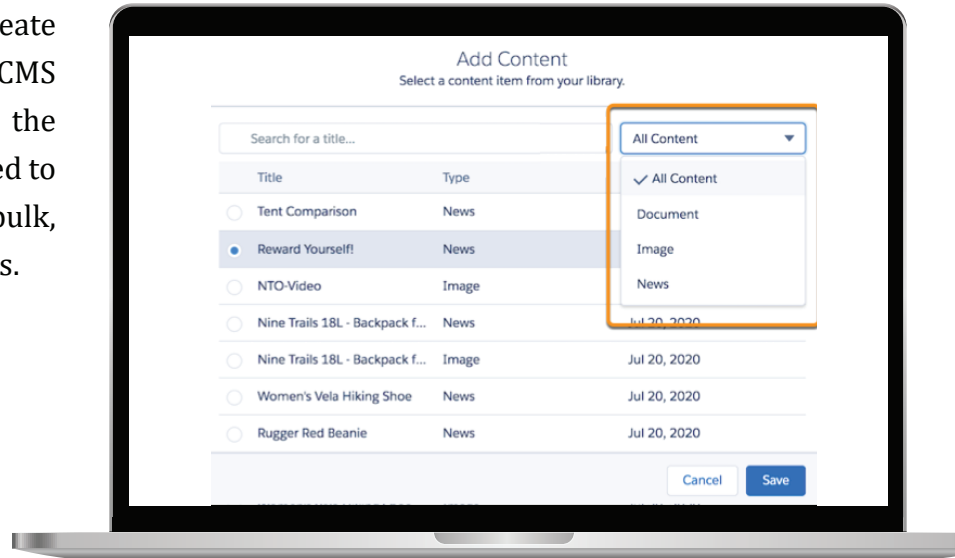
Rename and Search (Beta)

Einstein Search can now return results for searches even with renamed objects. So if you have renamed Accounts to Agencies or Opportunities to Deals in your org, you can search for Agencies in Houston or open Deals in the last week and get the same results.

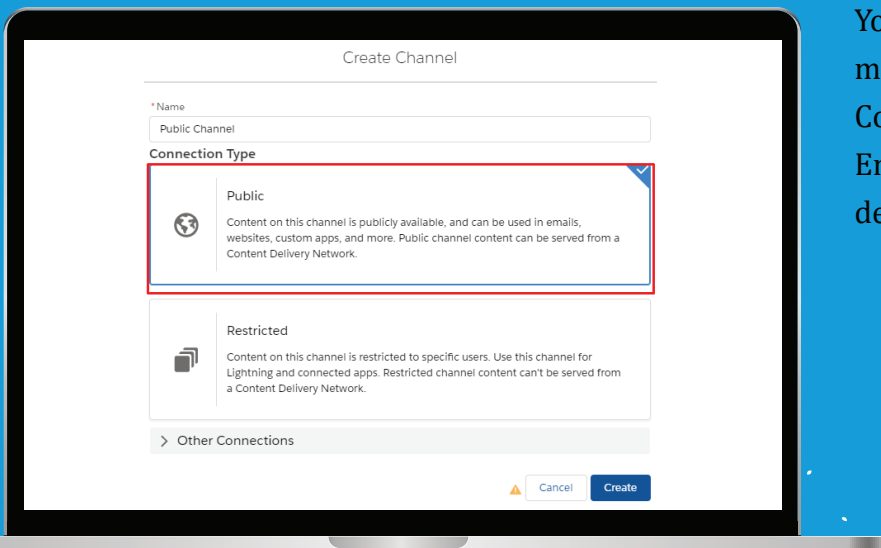
Content Management

Salesforce CMS Enhancements

Content Managers now have the power to create and organize content faster. The Salesforce CMS now allows users to create folders for the different types and topics of content they need to share across channels. They can even bulk, integrate, and surface images with Binary IDs.



High Scale Delivery of Content

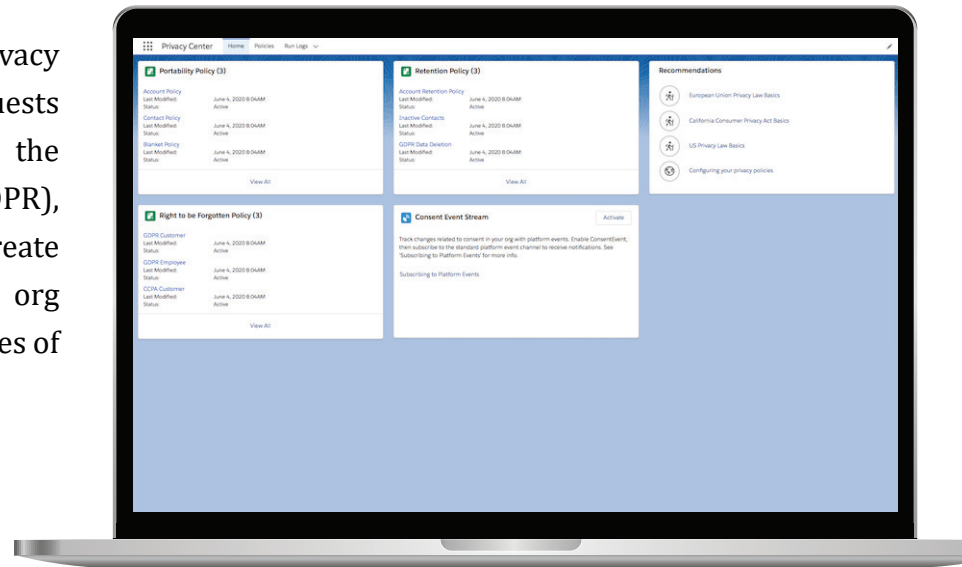


You can now deliver Salesforce CMS content to as many users quickly with the new out-of-the-box Content Delivery network. High Scale Content Enhancements ensure fast and reliable content delivery with every publishing consistently.

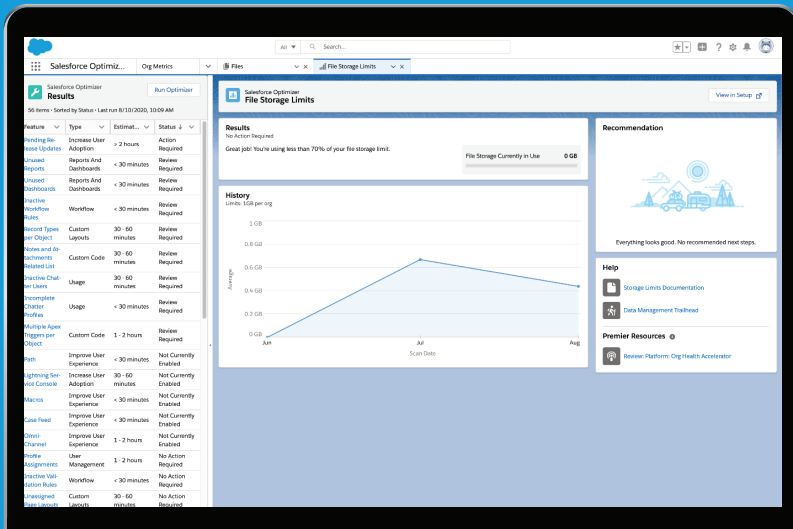
Privacy and Security

Privacy Center

The new Salesforce Customer 360 Privacy Center will help you satisfy customer requests and respect their data privacy laws, like the General Data Protection Regulation (GDPR), with customizable features. You can easily create policies to manage how your Salesforce org retains, deletes, anonymizes, and sends copies of your customer data.



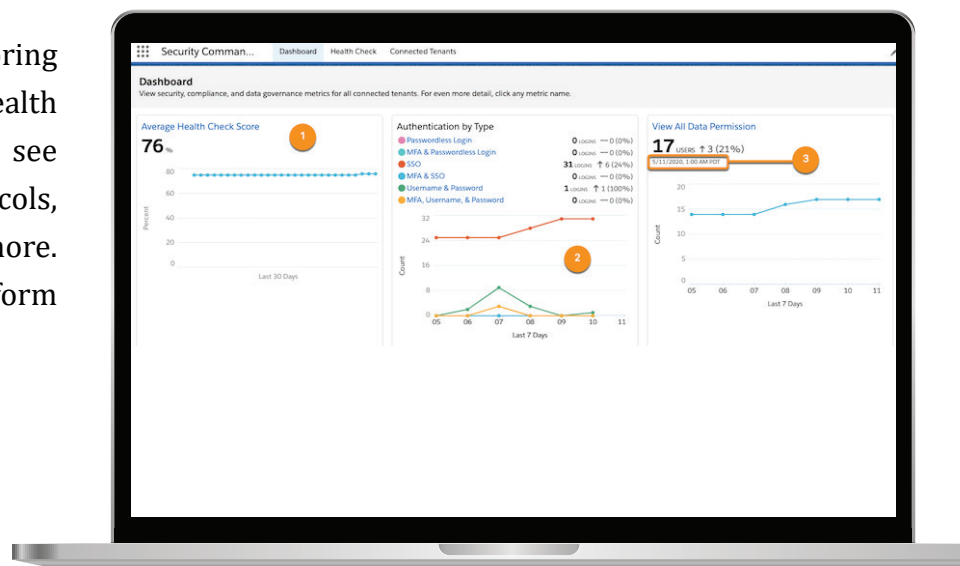
Salesforce Optimizer Enhancements



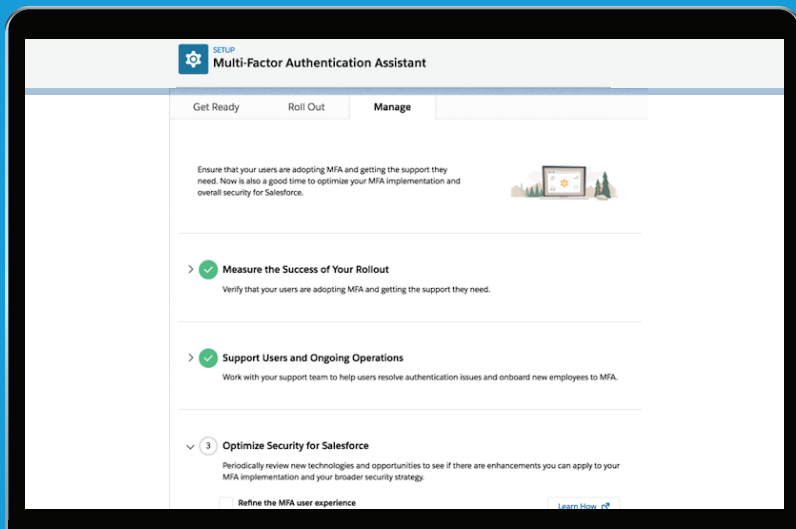
Now the Salesforce Optimizer can be scheduled to run once a month to track the latest info on your org's health. You can visualize metrics such as file storage limit, data storage limit, and static resource limit through a line graph built on that data.

Security Center

The Security Center is a new tool for monitoring all of your tenants' security settings and health metrics in one app. Use Security Center to see who's logging in, authentication protocols, review permission assignments, and more. Available as an additional SKU with the platform license.



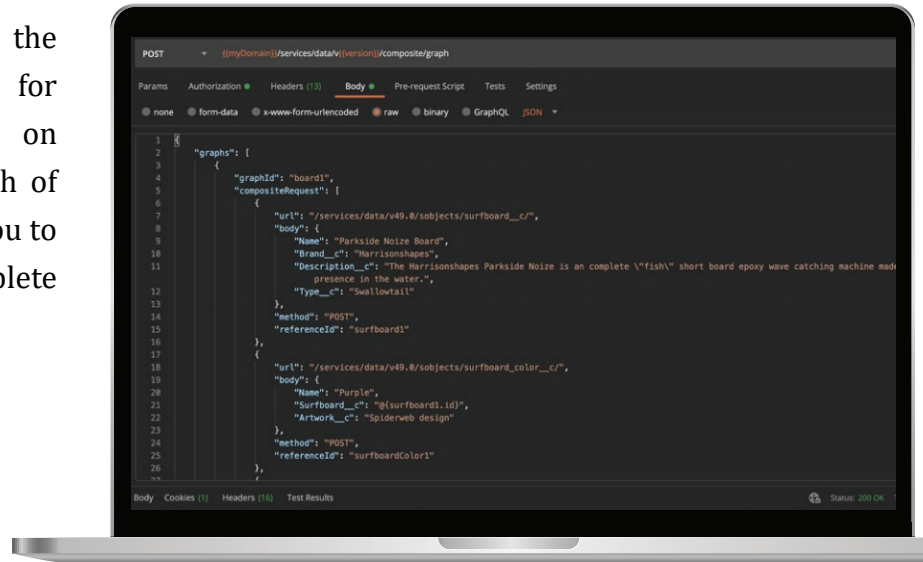
Multi-Factor Authentication Assistant



Salesforce has added a layer of protection to the Salesforce accounts. With the new Multi-Factor Authentication(MFA) Assistant, you will get recommended steps, tools, and resources to roll out Multi-Factor Authentication to your users. The MFA Assistant guides you through the entire process of evaluating MFA requirements to launching MFA and post-roll-out support.

Composite Graph API

The Graph API is the latest addition to the Composite REST family and is designed for optimal processing of CRUD operations on related Objects. This API extends the reach of standard Composite requests by allowing you to assemble more complicated and complete graphs of related records.



Safe Navigation Operator for Apex

```
(A) String profileUrl = null;
    if (user.getProfileUrl() != null) {
        profileUrl = user.getProfileUrl().toExternalForm();
    }

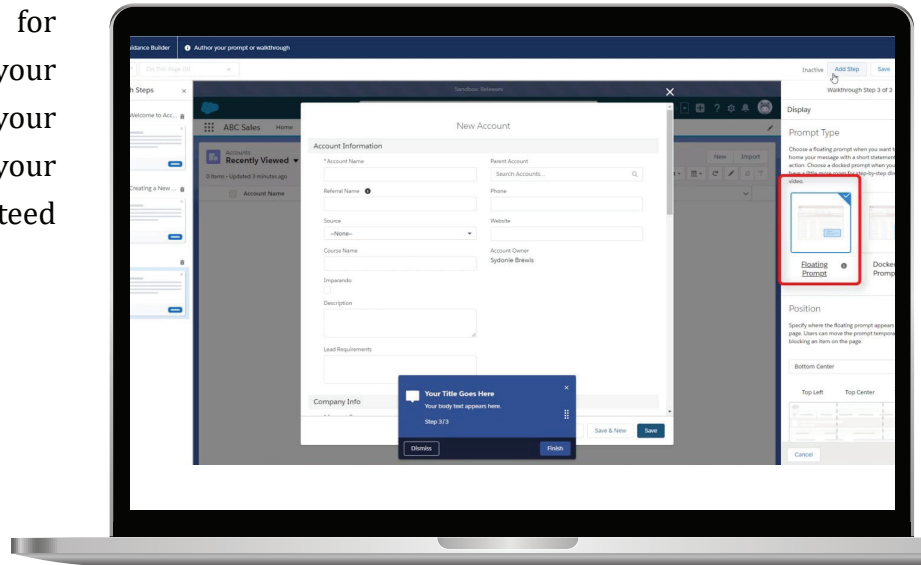
    String profileUrl = user.getProfileUrl()?.toExternalForm();

(B) results = [SELECT Name FROM Account WHERE Id = :accId];
    if (results.size() == 0) { // Account was deleted
        return null;
    }
    return results[0].Name;
```

The Winter '21 release of Salesforce includes a new language operator in Apex which makes handling null values simpler and easier. You can use the safe navigation operator (`?.`) to replace explicit, sequential checks for null references.

Branded In-App Guidance

Admins can now choose color options for prompts or walkthroughs based on your branding or any other theme. Now your Salesforce instance will reflect more of your organization style with accessibility guaranteed across.



Profiles and Permissions

Secure your Salesforce org by limiting users from viewing any profile names other than their own. You can enable View All Profiles for the users who require the ability to view all profiles. You can also use the Restricted Profile Cloning option to ensure that only permissions accessible to your org are enabled when you clone your profile.