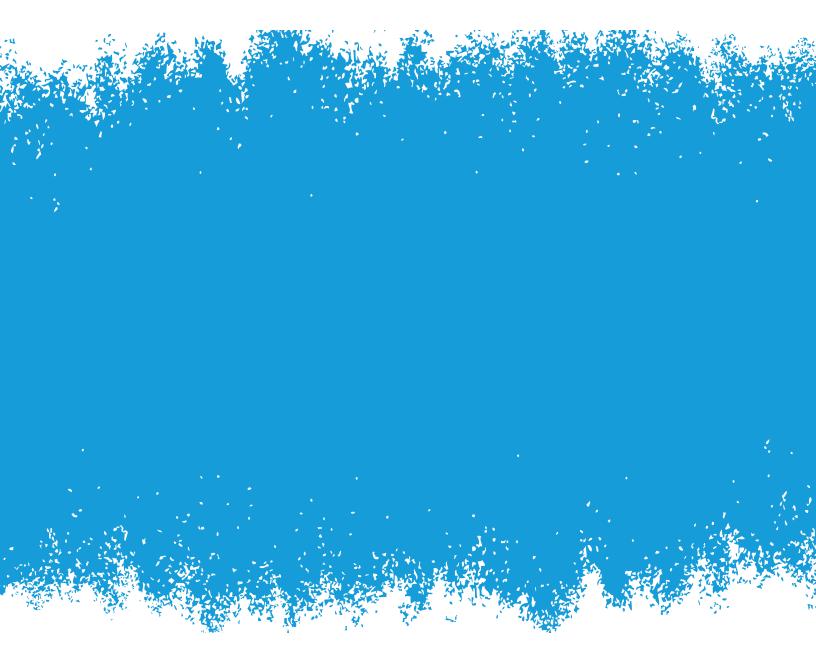




Salesforce Winter '21 Release: What's in it for you?



C +1-888-725-8151

Dear Valued Customer,

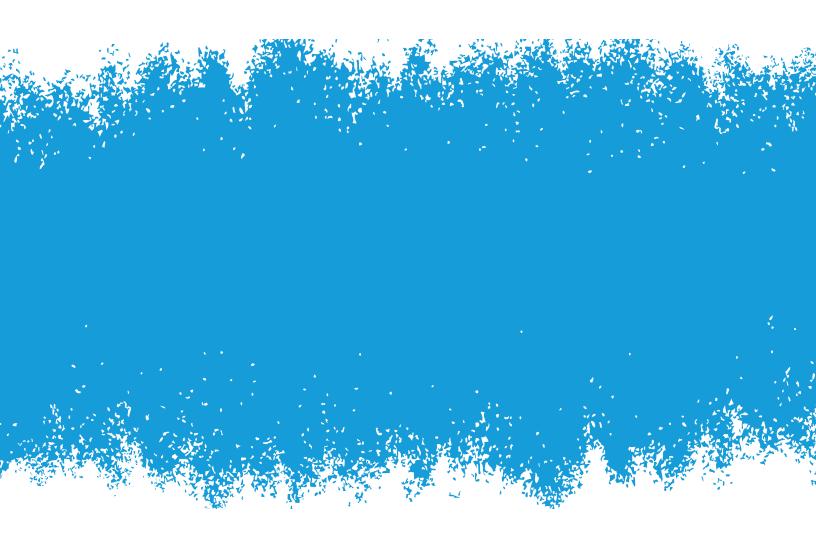
We hope you and yours are staying safe. We are delighted to inform you that the Salesforce Winter '21 Release is available and has new enhancements and updates to the platform.

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

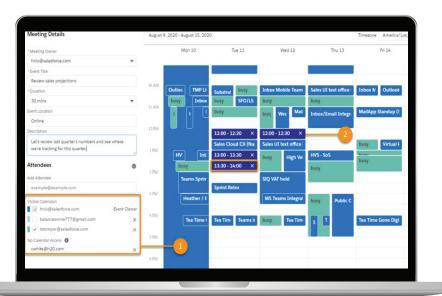
Please note: Some of the features or updates may not be available for certain license types. Please refer to the detailed **Winter '21 Release document by Salesforce** for license and other technical information.



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

Contacts All Contacts - Patrons] • [Data point]		Send Las	Email Send Message New V
Name	 Title 		
	Customer	Send Message	
	Customer	Create your message	
Xu Jianhong	Customer	, ,	
Nguyễn Diếp Chi	Customer	Select a template for your message. If you don't see a template that fits, ask your Salesforce admin for help.	
Jafaris Long	Customer	Who's receiving your message?	
	Customer		
	Customer	1000 0 1000 Selected Excluded Recipients	
	Customer	Sentons behave morphille	
	Customer	What are you sending?	
María Paula Morterero	Customer	"Internal Message Name O	
Boris Ukhtomsky	Customer	San Francisco Welcome Message	
	Customer		
Bonelwa Ngqawana	Customer	"Messaging Template	
	Customer	Welcome Message ×	
	Customer	· · · · · · · · · · · · · · · · · · ·	
	Customer	Message	
	Customer	Hello [Contact Name] This is to let you know that, our San Francisco location is now	
	Customer	open! Please visit our website for more information	
	Customer		
	Customer		
	Customer	Back O Next	
Roman Kutepov	Customer		
	Customer	Business/Location Name +18057823333 July 3, 2020 10:00:04	

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.

Analytics

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.

Formatted Report	Det	ails Only
Export the report as it appears in Salesforce, including the report header, groupings, and filter details.	Use this calcul	y the detail rows. to do further ations or for to other systems.
Format		Encoding
Comma Delimited .csv	\$	ISO-8859-1 (General US & Western Europ

Auto Add Fields to Custom Report

	All 🔻	Q Search		
Sales Home Opportunities	s 🗸 Leads 🗸	Tasks 🗸 Files	~	Accounts \checkmark Contacts \checkmark
REPORT Contacts and Accounts All Cont	acts & Accounts			Got Feedback? 5 2
Search all fields Q- ×	≔ Outline	Filters	O P	reviewing a limited number of record
 Summary Formulas (0) 	Groups			Account Name
+ Create Formula	GROUP ROWS		2	Edge Communications
🗠 🖿 Contact: General (27)	Add group	Q	3	Burlington Textiles Corp of Americ
A Contact Owner A Contact Owner Alias			4	Pyramid Construction Inc.
A Created By	Columns		5	Dickenson plc
A Created Alias			6	Grand Hotels & Resorts Ltd
A Last Modified By	Add column	Q	7	Grand Hotels & Resorts Ltd
A Last Modified Alias	Account Name	×	8	United Oil & Gas Corp.
Salutation	Last Name	×		

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

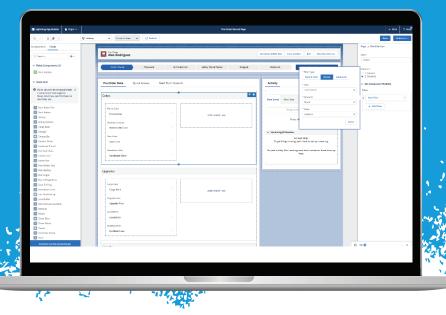
The enhanced folder sharing feature introduces a set of symmetric user permissions for reports and dashboards. It introduces consistent sharing concepts across users, roles, and groups with three access levels for each folder: view, edit and manage.

These sharing settings apply to all	subfolders in this folder.			
Share With				
Users			*	
Names		Access		
Search Users	Q	View	*	
Share		✓ View Edit		
V Who Can Access		Manage		
Q				
Mira Shah Users	Mana	ge 💌	×	
Channel Sales Team Role and Subordinates	View	•	×	
Eastern Sales Team Role and Subordinates	View	٠	×	
Western Sales Team			~	

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.



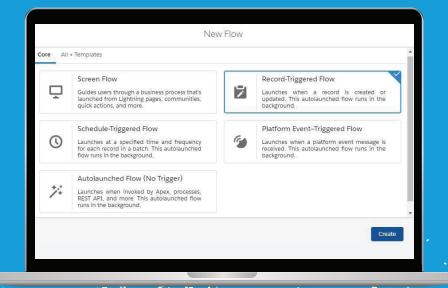
Automation

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.

	the Flow When:
	ord is created
	ord is updated
	ord is created or updated
A reco	ord is deleted
• Run the F	Flow:
Before	e the record is deleted
other r	ow can access any record and perform actions before the triggering record is deleted from the database. To create, update, or del records, add Create Records, Update Records, and Delete Records elements to your flow. The SRecord global variable contains th orce record that launches the flow.
6	If a deleted record is later recovered, the flow's database changes and actions aren't rolled back. Also, record recover can't trigger a flow to run. If you require automation for when records are recovered from the Recycle Bin, consider using an Apex after undelete trigger.
	Cancel

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.

Salesforce Einstein

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.

	Search for a title		All Content 💌
	Title	Туре	🗸 All Content
	Tent Comparison	News	Document
•	Reward Yourself!	News	Image
	NTO-Video	Image	News
	Nine Trails 18L - Backpack f	News	Jul 20, 2020
	Nine Trails 18L - Backpack f	Image	Jul 20, 2020
	Women's Vela Hiking Shoe	News	Jul 20, 2020
	Rugger Red Beanie	News	Jul 20, 2020

High Scale Delivery of Content

	Create Channel
• Name	
Public Cha	annel
Connectio	on Type
Ø	Public Content on this channel is publicly available, and can be used in emails, websites, custom apps, and more. Public channel content can be served from a Content Delivery Network.
P	Restricted Content on this channel is restricted to specific users. Use this channel for Lightning and connected apps. Restricted channel content can't be served from a Content Delivery Network.
> Othe	r Connections
	Cancel Create

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.

	olicy (3)	Retention Policy (3)		mmendations	
ecount Policy as Modified tatus iontact Policy as Modified tatus ganket Policy as Modified tatus	June A. 2003 B.OAMA Active June A. 2003 B.OAMA Active June A. 2003 B.OAMA Active View At	Account Bacterion Thory Link Market Strain Anter Control Contract Link Market M	(k) (k) (k) (k) (k)	European Linion Privary Law Basics California Consumer Privary Act Basics US Privary Law Basics Configuring your privary policies	
	orgotten Policy (3)	Consent Event Stream	Activate		
IDPR Customer at Modified tatus IDPR Employee at Modified tatus IZPA Customer at Modified tatus	June n. 2003 BOAAM Active June n. 2003 BOAAM Active June n. 2003 BOAAM Active Veen Act	Take changes related to consert in your organity parts that autority is not accurately participant. Sources of a changes makes the transmission for the second second second second second second for the second second second second second second for the second se			

Salesforce Optimizer Enhancements

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🞽 Resu	nce Optimizer Its rd by Status - Last r		Run Optimizer		Savetora Optimizer File Storage Limits	View in Setup 10 ⁸
feature 🗸	Type 🗸	Estimat v	Status 🗼 🗸	i I	Results	Recommendation
Pending Re- lease Updates	Increase User Adoption	> 2 hours	Action Required	11	No Action Required Great job! You're using less than 70% of your file storage limit.	
Unused Reports	Reports And Dashboards	< 30 minutes	Review Required	П	File Storage Currently in Use 0 GB	
Unused Dashboards	Reports And Dashboards	< 30 minutes	Review Required	IP	History	
Inactive Workflow Rules	Workflow	< 30 minutes	Review Required		Lines Link per og 1 08	
Record Types per Object	Custom Layouts	30 - 60 minutes	Review Required	н	0.6 Gi	Everything looks good. No recommended next steps.
Notes and At- tachments Related List	Custom Code	30 · 60 minutes	Review Required		0669	Help
Inactive Chat- ter Users	Usage	30 - 60 minutes	Review Required	н	40 00 00 00 00 00 00 00 00 00 00 00 00 0	Storage Limits Documentation
Incomplete Chatter Profiles	Usage	< 30 minutes	Review Required		0.2 C8	Data Management Trailhead
Multiple Apex Triggers per Object	Custom Code	1 - 2 hours	Review Required		0 GB Ann Aul Avg	Premier Resources
Path	Improve User Experience	< 30 minutes	Not Currently Enabled		Scan Date	Review: Platform: Org Health Accelerator
Lightning Ser- vice Console	Increase User Adoption	30 - 60 minutes	Not Currently Enabled			
Macros	Improve User Experience	< 30 minutes	Not Currently Enabled			
Case Feed	Improve User Experience	< 30 minutes	Not Currently Enabled			
Omni- Channel	Improve User Experience	1 - 2 hours	Not Currently Enabled			
Profile Assignments	User Management	1 - 2 hours	No Action Required			
Inactive Vali- dation Rules	Workflow	< 30 minutes	No Action Required			
Unassigned Page Lavouts	Custom Lavouts	30 - 60 minutes	No Action Required			

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.

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60 60 60 60 60 60 60 60 60 60	60 60 60 60 60 60 60 60 60 60	80		SSO	31 LOGINS 1 6 (24%)	5/11/2020; 1:00 AM PDT
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20 0 List 30 Days List 20 Days	20 0 Lat 30 0 type Lat 30 0 type 15 0 0 0 0 0 0 0 0 0 0 0 0 0	tu			0 LOGINS -0 (0%)	15
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0 05 06 07 08 09 10 Last 7 Days	0 0 0 0 0 0 0 0 0 0 0 0 0 0	20				8
0 05 06 07 08 09 10 Last 7 Days	0 0 0 0 0 0 0 0 0 0 0 0 0 0	0		16 16	2	5
				05 06 07 08		



Multi-Factor Authentication Assistant

Get Ready Roll Out Manage
Ensure that your users are adopting MFA and getting the support they need. Now is also a good time to optimize your MFA implementation and overall security for Salesforce.
> S Measure the Success of Your Rollout Verify that your users are adopting MFA and getting the support they need.
Support Users and Ongoing Operations Work with your support team to help users resolve authentication issues and onboard new employees to MFA.

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.

Development

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.

POST	(im/Domain)/serv(ces/data/v(version))/composite/graph
POST	 Initiation and the story of the
Params	Authorization Headers (13) Body Pre-request Script Tests Settings
none	🖲 form-data 🔍 x-www-form-urlencoded 💮 raw 🔍 binary 🔍 GraphQL 🛛 50N 👻
	"graphs": [
	"graphId": "board1",
	"compositeRequest": [
	<pre>"url": "/services/data/v49.0/sobjects/surfboard_c/",</pre>
	"body": {
	"Name": "Parkside Noize Board",
	"Brandc": "Harrisonshapes",
	"Description_c": "The Harrisonshapes Parkside Noize is an complete \"fish\" short board epoxy wave catching machine made
	"Type_c": "Swallowtail"
	"method": "POST",
	"referenceId": "surfboard1"
	"url": "/services/data/v49.0/sobjects/surfboard_colorc/",
	"body": {
	"Name": "Purple",
	"Surfboard_cr: "@{surfboard1.id}",
	"Artwork_c": "Spiderweb design"
), "method": "POST",
	"method: "rusi", "referencia": "surfboardColor1"
	"reterenceig": "surtboard.clorl" },
Body Cool	kies (1) Headers (16) Test Results 🔮 Status: 200 OK 1

Safe Navigation Operator for Apex

(A)	String profileUrl = null; if (user.getProfileUrl() != null) {			
	String profileUrl = user.getProfileUrl()?.toExternalForm();			
(B)	<pre>results = [SELECT Name FROM Account WHERE Id = :accId]; if (results.size() == 0) { // Account was deleted return null; } return results[0].Name;</pre>			

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.

Admin

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.

ance Builder	Author your prompt or walkthrough				
					Inactive Add Step Save
Steps ×			Sancbox Prieses	×	Waikthrough Step 3 of 3
come to Acc	٠			· 🕒 🖽 ? 🕸 A 🚳	Display
	ABC Sales Home		New Account	1	Prompt Type
Accounts		Account Information		New Import	Choose a floating prompt when you want
-	Recently Viewed •	*Account Name	Parent Account Search Accounts	I. E. C. J. B. T.	home your message with a short statement action. Choose a docked prompt when you have a little more room for aleg-by-step dir
ting a New 👜	O Items - Updated 3 minutes ago	Referral Name 0	Phone Q	and the other designs of the second se	video.
	Account Name			×	
		Source	Website		
-		-None-	*		
		Course Name	Account Owner Sydonie Brewis		Eloating O Docke
		Imparando			Prompt Promp
-		Description			Position
					Specify where the floating prompt appears page. Users can move the prompt tempor
		Lead Requirements			blocking an item on the page.
					Bottom Center
		_	Title Goes Here ×		Top Left Top Center
			body test appears here.		
		Step	3/3 Save 8 New Sa		
		Dismiss	Finkh		1
		Domiss	HIGH		Cancel

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.