Build rich digital experiences with Lightning.

Now anyone can create pixel-perfect portals, forums, and websites fast.

Your brand is your most valuable asset. Now you can create rich digital experiences that extend to all your partners and customers with Salesforce. Built natively on the Lightning Platform these experiences can now extend your apps, data, and business processes to external stakeholders.

BUILD BEAUTIFUL, PERSONALIZED EXPERIENCES FASTER THAN EVER

Drag-and-drop components make building fast and easy. Now anyone in your organization can build powerful portals, forums, and websites using standard or custom components. Simply drag and drop onto the canvas. Take advantage of a gallery of prebuilt themes or connect your brand’s style guides to extend your brand.

Brand Your community with Lightning Community Builder.
The theme panel allows you to efficiently apply color, fonts, and style to your community to match your design or brand. Match your colors precisely by uploading your own logo to automatically generate a custom color scheme. Create Branding Sets to quickly change color and style for different audiences and needs.

Personalize with ease.
Use Audience Targeting to control which page, theme, or component is visible to your community members, creating a custom experience for each group and individual.

Build your own content asset library.
Upload and select images for your header, logo, rich content editor, and custom components using the file selector. Once uploaded, files are converted to packageable asset files and stored in your org asset library for easy reference and retrieval.
CONNECT DATA AND BUSINESS PROCESSES

Connect your digital experience to any of your existing content management systems or external data sources. With an open API framework you can now extend your brand assets, CMS, and critical business data fast.

**Connect your CMS content easily.**
Personalization in CMS Connect lets you keep the branding and other content consistent between your community and your website. If you’ve gone to all the work of setting up personalization in your CMS, now you can leverage that effort by rendering your personalized content in your digital experience. Display content according to different segments, based on criteria such as geolocation or language.

**Integrate anything and unlock back-office data.**
Connect and access data from external sources with point-and-click simplicity. Incorporate data from legacy systems (SAP, Oracle, Microsoft, you name it) in real time in Salesforce application objects. Dramatically reduce integration time to unlock and modernize back-office systems.

**Automate any business process with Lightning Flow.**

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**CMS Connect**
Configure CMS Connect, create and author dynamic content

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**100 BILLION Processes/Month**
DEPLOY FASTER WITH APPEXCHANGE

**ISV partner apps and components.**
Take advantage of prebuilt components and apps so that you can get up and running fast. Quickly install apps and components for every department or industry into your Salesforce org. Powered by Lightning, AppExchange will help you build your rich digital experience with clicks, not code.

**Launch faster with Lightning Bolt.**
Built by an ecosystem of partners, Lightning Bolts contain industry process flows, apps, and Lightning components that you can integrate seamlessly into your digital experience. With Lightning Bolt, deploy digital experiences faster. Bolts are out-of-the-box solutions built for industry specific use cases like supplier relationship management, franchise management, and patient engagement. Built by our ecosystem of leading partners, they combine industry best practices, business logic, and a modern experience. And because Bolt solutions are built on Salesforce, every customer interaction is captured in Salesforce CRM.

“Demand for engaging and productive digital experiences will increase spending on Digital Experience Platforms to $18.4 billion in 2021.”
Gartner Magic Quadrant for Digital Experience Platforms, 2017

“Nearly three-quarters of business leaders (73%) said that delivering a relevant and reliable customer experience is critical to their company’s overall business performance today.”
HBR Closing the Customer Experience Gap: How IT and Business Can Partner to Transform Customer Experiences, 2017

Ask your account executive how you can get started building digital experiences today.

Get started today. Contact us or call 1-844-463-0828.