Scalable Web Apps with Salesforce Data
Deliver personalized customer experiences with Salesforce data using Heroku

Modern web applications today are required to support multiple form factors and device types, this quite often necessitates the deployment of both a UI layer and an API layer. Heroku allows you to deploy these into individually scalable components, as well as providing you the flexibility to choose different tools for each purpose.

Using the Heroku AddOn framework, you can expose static content using a CDN. The Add-on Framework allows developers access to hundreds of specialty building blocks that are used for modern web applications today like logging and monitoring services, messaging services, image processing and access to machine learning platforms.

Heroku enables teams to easily build engaging customer apps integrated with Salesforce data using Heroku Connect. A great example is when ecommerce customers want to check the availability of products through a web portal and place an order. When orders are placed, an asynchronous worker queue handles the communication to the dispatching system and executes the fulfillment process. This is all done automatically with Heroku.

Heroku Router
Heroku Connect
Heroku Postgres
Heroku Redis / Heroku Kafka / Add-on
Application Services (Dynos)
Worker Services (Dynos)
Work Queue (Heroku Redis / Heroku Kafka / Add-on)

Architecture Overview
Heroku enables teams to easily build engaging customer apps integrated with Salesforce data using Heroku Connect. A great example is when ecommerce customers want to check the availability of products through a web portal and place an order. When orders are placed, an asynchronous worker queue handles the communication to the dispatching system and executes the fulfillment process. This is all done automatically with Heroku.

1 Web Application
Modern web applications today are required to support multiple form factors and device types, this quite often necessitates the deployment of both a UI layer and an API layer. Heroku allows you to deploy these into individually scalable components, as well as providing you the flexibility to choose different tools for each purpose.

2 Static Assets
Using the Heroku AddOn framework, you can expose static content using a CDN. The Add-on Framework allows developers access to hundreds of specialty building blocks that are used for modern web applications today like logging and monitoring services, messaging services, image processing and access to machine learning platforms.

3 Application Services
Certain types of user interactions, either through the UI or API, will require synchronous responses. E.g. Making a reservation or checking product availability. These services can be accessed directly using Internal DNS or a messaging layer to broker the communication by leveraging one of the Heroku Add-ons.

4 Work Services
Other types of user interaction will not require a synchronous response to the user or may be long running processes that need to be handled in the background. E.g. image and video processing or provisioning the newly placed order. These services can be deployed to process jobs from a work queue, either using Heroku Redis, Heroku Kafka or one of the other services provided in the Add-on Framework.

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**Architecture Overview**
Heroku Data Services
The shared data space is provided by Heroku Postgres, a fully managed, secure and highly available SQL database. Heroku Postgres can be shared between all services to provide reference data for processing if required.

Salesforce Data Sync
In this instance, the Customer Master record is held in the Salesforce CRM. Heroku Connect allows bi-directional data sync between the Salesforce CRM and Heroku Postgres database, providing an SQL compliant endpoint for all services to use to access the CRM data.

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