Summer ’17 Release Preview
Blaze New Trails to Productivity
Blaze new trails to productivity

The Summer ‘17 Release empowers you and your teams to work faster and smarter, with expanded Lightning productivity benefits and Einstein intelligence.

For sales professionals, Summer ‘17 provides greater productivity benefits with the new Gmail integration with Lightning. Sales teams can also work faster with new Lightning Dialer and Voice Mail Drop integration, new Lightning tools to automate contacts integration with Salesforce, and new insights into real-time sales trends to help close deals even faster.

For service professionals, Summer ‘17 makes it easy for agents to deliver top-quality service with the expansion of our Lightning integration. The new Lightning Service Console improves agent productivity with new UI shortcuts and tools, making agents and customers happier. Also, Service Cloud set-up and integration with other services like Knowledge and Communities is now faster and easier, improving productivity for all.

For marketers, Summer ‘17 helps customers get smarter about their brand and their data with the expansion of our Einstein integration, as seen through enhancements to Social Studio and Salesforce DMP. With Social Studio Einstein Vision, customers can better understand their brand through visual listening of images. Salesforce DMP Einstein Segmentation helps customers more easily visualize all of their data and be able to drill down to what is truly important to take action.

For IT professionals, expanded Lightning features in Summer ‘17 help Admins and Developers integrate and manage App services across the Salesforce Platform, providing near real-time response to business and employee interactions. New Lightning Data Service enables Developers to build Lightning components faster and easier without APEX or SOQL.
Summer Release 2017

Top Features

Sales Cloud
- Lightning for Gmail
- Lightning Dialer
- Voicemail Drop
- Einstein Automated Contacts
- Lightning Contact Hierarchy
- Lightning Report Builder

Marketing Cloud
- Social Studio
- Einstein Vision
- Pardot Engage Team Reports
- Salesforce DMP
- Einstein Segmentation
- Marketing Cloud
- Mobile App User Management
- Social Studio
- Command Center
- Sales Leaderboards

App Cloud
- Platform Events
- Lightning Data Service
- Heroku CI (Continuous Integration)
- Heroku Shield
- Identity Embedded Login

Commerce Cloud
- Einstein Predictive Sort
- Order Management
- Mobile-First Reference Architecture
- Commerce Cloud
- Reports and Dashboards
- Android Pay

Community Cloud
- Lightning CMS Connect
- Service Console
- Lightning Community 360
- Service Community Scorecard
- Lightning Global Notifications
- Einstein Feed Search

Einstein Analytics
- Field Service Analytics
- Analytics Explorer
- Visual Data Prep and Connectors
- Visual Action Designer

Financial Services Cloud
- Live Data
- @ shortcuts
- Milestone Tracking
- Flexible Checklists
- Smart Sidebar

Quip

Health Cloud
- Health Cloud Empower
- Concurrent Care Plans
- Integrated Patient Lists with Einstein Analytics
Sales Cloud

Lightning for Gmail
Experience the power of Salesforce Lightning CRM, now in Gmail

See the power of your Salesforce Lightning CRM and the Lightning App Builder right in Gmail. Lightning for Gmail is a brand-new, native integration between Salesforce CRM and Gmail that lets you see all of the contextual records related to each email, bring new apps into the Gmail side panel, and much more. It's the power of Lightning, now in Gmail. 

Lightning Dialer Voicemail Drop
Save time and effort by pre-recording voicemail messages

Boost rep productivity with Voicemail Drop in Lightning Dialer – with one click, reps can quickly leave one voicemail for a whole list of similar prospects. They simply prerecord a generic message that they can "drop" on the list, and move on to the next call, saving time and effort.

Einstein Automated Contacts
Your CRM is smarter than ever with accurate, automated data

Keep data clean and accurate with Salesforce Einstein Automated Contacts – analyze emails and calendar events, identify new contacts and contact-role relationships from those, and surface suggestions to add new records to the CRM.

Lightning Contact Hierarchy
Visualize Contact Hierarchies, now in the Lightning Experience

See up to 2,000 records in an easy-to-read, easy-to-use visual display with Contact Hierarchies – now in Lightning. Quickly configure and customize displayed columns. And, see detailed information about that record and its related lists just by hovering over a record name.

Lightning Report Builder
Build powerful reports, Lightning fast

Hide the complexity of report building from users so they only see a simple and intuitive interface. New Lightning report builder is completely redesigned to focus on a business user that needs access to their data in minutes.

Click here to learn more.
Experience the power of the Console, now in Lightning. Get started delivering service, fast. Chat with your customers in a snap, right in the Community. Automatically keep all your products up and running. Get the right parts in stock to get the job done, every time. Build powerful reports, Lightning fast.

Snap-ins make it easy for any company to deliver personalized customer service by embedding real-time live chat support in any Lightning Community. It is simple to set up and easily customizable to match the brand experience. Generate maintenance work orders to prevent product breakdowns so your customers never miss a beat. Request parts, track shipping, and receive new stock with Field Service Lightning Parts Requests and Transfers. Make sure workers get the right part, right from their phone using the Field Service Lightning mobile app. Hide the complexity of report building from users so they only see a simple and intuitive interface. New Lightning report builder is completely redesigned to focus on a business user that needs access to their data in minutes.
<table>
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<th>Social Studio Einstein Vision</th>
<th>Pardot Engage Team Reports</th>
<th>Salesforce DMP Einstein Segmentation</th>
<th>Marketing Cloud Mobile App User Management</th>
<th>Social Studio Command Center Sales Leaderboards</th>
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<tr>
<td>See the social web for the 1st time. Identify brand logos, objects, scenes, and more through “visual listening.”</td>
<td>Understand user adoption, where reps have success, and where they need coaching</td>
<td>Leverage the marketing power of Einstein with Salesforce DMP – segment audiences even when you’re unsure of the types of consumer attributes that will help generate an optimal target audience.</td>
<td>Unlock accounts and reset passwords directly from the Marketing Cloud Mobile App</td>
<td>Share even more data with your whole company</td>
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Give marketing and customer care teams intelligence about images being shared on the social web. Social Studio can now classify the logos, objects, and scenes in images shared across social channels. Now teams can understand more about social posts with images that Einstein has categorized and classified like logos and various objects being used in content. Zero in on conversations about your brand, even if it is not directly mentioned.

Understand user adoption, usage, and impact with increased visibility for Managers, Marketing, and Admins. Easily know which templates and campaigns are performing the best and proving the most ROI. Drill into insights to uncover trends that close deals faster.

Leverage the marketing power of Einstein with Salesforce DMP – segment audiences even when you’re unsure of the types of consumer attributes that will help generate an optimal target audience.

Respond to user issues anytime, anywhere, from the Marketing Cloud Mobile App. Easily free locked-out users with a single click and change user passwords whenever needed. These features are available for iOS admin users with the permission to unlock and change the password for users.

Avoid siloed data that only certain employees can see with Social Studio Command Center Sales Leaderboards. Let all your digital teams display email, social, journey, advertising, and Service Cloud data on large touchscreen so everyone can understand customers from multiple touchpoints, social conversations, and now, Sales Cloud metrics.

Click here to learn more.
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<td>Build lightning components WITHOUT APEX or SOQL</td>
<td>Drive collaboration and development productivity</td>
<td>Build with trust in regulated industries</td>
<td>Make the registration, authentication, and login experience frictionless</td>
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**Platform Events**
Integrate app services in near real time.

*Respond to business and employee interactions with Platform Events in near real time. Trigger workflows with Event Objects, a new object type that’s defined in the same way as custom objects and enables a fundamental change from database-centric operations to an event-driven approach. [Click here](#) to learn more.*

**Lightning Data Service**
Build lightning components WITHOUT APEX or SOQL.

*Simplify Lightning development with Lightning Data Service, the standard controller that helps you load, create, edit, or delete a record in your component without requiring APEX or SOQL.*

**Heroku CI (Continuous Integration)**
Drive collaboration and development productivity.

*Get zero queue time, a beautiful UI, and a host of features with Heroku CI, the best out-of-the-box CI for Salesforce (SFDX) developers. Heroku outcompetes third-party CI solutions by including continuous integration for all Heroku’s officially supported programming languages and a number of third-party buildpacks. [Click here](#) to learn more.*

**Heroku Shield**
Build with trust in regulated industries.

*Extend the power and security of app-building on Heroku with Heroku Shield. Build apps with trust for regulated industries that must comply with strict regulations around customer data and privacy, such as managing your BAA for HIPAA compliance. [Click here](#) to learn more.*

**Identity Embedded Login**
Make the registration, authentication, and login experience frictionless.

*Seamlessly authenticate users of third-party web applications using their Salesforce credentials or a social provider with Identity Embedded Login. Easily customize and manage the user registration and authentication experience centrally from Salesforce. [Click here](#) to learn more.*
Use customer data to deliver more tailored product sorts with Einstein Predictive Sort, decreasing the time customers spend looking for what they want and increasing conversion. With five simple clicks, merchandisers can turn Predictive Sort on for explicit searches (search via the search box), implicit searches (browsing in the storefront catalog), and enhanced search suggestions provided in Commerce Cloud Digital.

Reduce fulfillment shipping costs and accelerate delivery times with the powerful, optimizing algorithms in Commerce Cloud Order Management. As the hub for all order data, shared across Commerce Cloud Digital and Store, its simple customer service tools help agents manage all returns, exchanges, and updates – no matter where the order was placed.

Leverage the latest UX best-practices, data-driven design, an enhanced set of mobile APIs, and the use of a new mobile framework to optimize the mobile shopping experience with Mobile-First Reference Architecture, an architectural blueprint for site design that’s designed for both merchants and mobile shoppers.

Make smarter business decisions by tracking revenue, performance, and promotion profitability with Commerce Cloud Reports and Dashboards. Get easy-to-use dashboards that help you understand co-buying trends and give robust insight across all digital channels for everything from top-selling products down to the SKU level.

Streamline mobile commerce by delivering a fast and frictionless checkout process with Android Pay. Shoppers can make purchases with one touch, and take advantage of the high security of an Android Pay transaction. Android Pay is built directly into Business Manager, enabling merchants to get up and running quickly – without hours of development time.
Enable content from Adobe Experience Manager CMS to easily be served in your community, allowing you to use content from your existing CMS and retain consistent content identity in your community and other online web properties. With integration available out-of-the-box, launch a content-rich community faster than ever before. [Click here to learn more.](#)

Enable agents to see what articles, cases and records a contact last viewed in the community. Agents solve cases more efficiently with suggestions based on community activity, and customers are happier with personalized service. Community 360 is embedded in the Service Console, integrating community activity into a single view for agents. [Click here to learn more.](#)

Understand the most important metrics that measure self-service activity in the community in a single dashboard. Community managers can easily access key stats on member activity and top content. Understand how the community enables self-service through search effectiveness, case and question trends, and case-creation rates and resolution times. [Click here to learn more.](#)

Get informed immediately when you are @mentioned in Salesforce with real time global notifications. And that means anywhere, including any community and any device, whether it’s a desktop, mobile web, or the Salesforce1 Mobile App. With just one click, you’re taken to where you were @mentioned, so browsing back and forth between the internal org and between communities is seamless. [Click here to learn more.](#)

Get the top-ranked answers to searches based on relevance and engagement signals such as most recent, likes, views, and answers with Einstein Feed Search. Better yet, the search algorithm uses the Einstein Learn to Rank technique to get better over time so users always get the best results. Users can also switch back to filters by most recent posts or activity. [Click here to learn more.](#)
Field Service Analytics
Unlock critical field service insights

Get a deeper and more predictive understanding of Field Service data with Field Service Analytics' OOB and contextual dashboards. Enable data-driven planning and team management via intuitive and interactive visualizations. Click here to learn more.

Analytics Explorer
Build dashboards with more power and flexibility

Get a more intuitive user experience and powerful query building capabilities with the new enhanced Analytics Explorer. Its architecture offers more options to slice and dice your data than ever before and provides new chart types, flexibility to view data in different modes, and access to perform advanced calculations with the SAQL Editor. Click here to learn more.

Visual Data Prep and Connectors
Unlock all of your customer data from multiple sources

Easily integrate data not only from Salesforce, but also from third-party web-based stores with Einstein Connectors. Extend Wave to every part of your business without having to write any code. Click here to learn more.

Visual Action Designer
Enable insights into action using clicks not code

Uncover insights and make smarter decisions by taking actions directly from your Einstein Analytics dashboards. Click here to learn more.
**Live Data**
Export live Salesforce data to Quip

Open Salesforce reports into a Quip spreadsheet in a single click. The best part? Your data is live – when something is updated in Salesforce, it’s instantly updated in Quip too. You’ll never have to worry about whether the data you’re looking at is out of date.

**@ shortcuts**
Bring your work and your team to life with @ shortcuts

A Quip document is more than just words on a page – it’s a smart surface for real-time collaboration. @ shortcuts is at the center of it all, unlocking all of Quip’s most useful tools like calling teammates into a conversation, linking to work, adding spreadsheets, and setting reminders for tasks.

**Milestone Tracking**
Keep your team on task with reminders

Set reminders for the tasks you assign to your teammates and Quip will automatically follow up with them until they mark it complete. Let Quip take care of the logistics so you and your team can focus on getting the work done.

**Flexible Checklists**
Get your projects done faster with flexible checklists

Drive everything your team is working on with Quip. Create flexible checklists to plan and track your team’s important initiatives. Assign tasks, set reminders, discuss status, and prioritize it all so the work can get done and everyone can stay on the same page.

**Smart Sidebar**
Find your work easily and quickly with Quip’s smart sidebar

Easily find what you’re looking for and stay updated on the work you care about with Quip’s smart sidebar. You can open the sidebar from any screen, so it’s easy to browse your team’s activity, manage your most important notifications, and access your favorite docs in a moment’s notice.
Financial Services Cloud

Financial Services Cloud Communities
Build custom communities to fit your firm's needs.

Actionable Client Insights with Analytics
Take client action at the exact point of insight.

Client Profile Builder
Easily add a new individual profile in a single, fast flow.

Build and empower your independent advisor network with Financial Services Cloud Communities. Connect directly with independent advisors to share client data—including financial accounts, goals, and relationships—in a secure, branded portal. Speed up your implementation and supercharge independent advisor productivity with Financial Services Cloud Lightning components and user profiles all in a mobile responsive design.

Actionable Client Insights with Analytics empowers advisory teams to take action quickly on meaningful client data. Firms can log a call, task, or event directly in five Einstein Analytics dashboards, so they can work faster to deliver personalized advice at a moment's notice. Now advisors can turn client insights into proactive advice— all without the need for supporting analysts or multiple spreadsheets.

Quickly and easily initiate new client relationships across your entire book of business with the Client Profile Builder. Expedite the time it takes to create an individual profile on the Advisor home page by directly linking Account, Contact, and Household information in two simple steps. Add or remove any varying fields and capture individual and group details in one place.

Click here to learn more.

Health Cloud

**Health Cloud Empower**
Make engagement simple and personal across the entire care team.

**Concurrent Care Plans**
Deliver personalized care at scale with multiple care plans.

**Integrated Patient Lists with Einstein Analytics**
Take action at the point of insight with targeted lists.

Give patients, members, and caregivers the tools to manage care from any device with Health Cloud Empower. These components give you the building blocks to embed Care Plan Selector, Care Plan Tasks, and the Care Team List into any mobile app. With insights in the palm of your hand, patients are more engaged on the path to better health.

Click here to learn more.

Help patients with multiple, complex conditions receive more personalized care with Concurrent Care Plans. Now, you can assign patients to multiple care plans with different care teams, and even close out on shorter term care plans so you can report results. And with the ability to assign permissions, you can control who has access to sensitive patient data.

Click here to learn more.

Take action on insights gathered through any dashboard with Integrated Patient Lists with Einstein Analytics. Once your analysis is performed, you can export your segmented patient lists into Health Cloud to deliver targeted outreach to ensure patients get the care they need, such as following up on a specific procedure or sending a reminder about an upcoming appointment.

Click here to learn more.
Cloud Services

25 New Premier Accelerators
Accelerators offer 1:1 coaching with Salesforce experts

Self-Serve Designated Contacts in Help & Training
Manage Designated Contacts without logging a ticket

New Upgrades to Premier Apps
Maximize productivity and drive business value with exclusive apps

New Quick Start Journeys plus Einstein for All
Get started quickly, improve adoption, and learn Einstein

New Fast-track to Salesforce Admin Certification
Get your Salesforce certification in as few as 6 weeks

Drive faster adoption, take advantage of our newest features, and increase your team’s productivity with Accelerators, our one-on-one sessions with Salesforce experts. The ‘17 Summer Release includes 25 new Accelerators covering products like Pardot, Salesforce Inbox, Einstein Data Discovery, Lightning for Outlook, Lightning Sync, and hot topics like Data Backup and Discovery Recovery Options and Multifactor Authentication.

Click here to learn more.

Premier Customers can now add, modify, and edit their own Designated Contacts without logging a support ticket.

Click here to learn more.

Get the most out of Salesforce with apps exclusive to Premier and Signature Success Customers that help you adopt key features, improve productivity, and identify and map business priorities. For Summer, experience upgrades to Premier Primer, Field Footprint and Value Mapper apps.

Click here to learn more.

Help every customer get started on the right foot with New Quick Start Journeys (examples: Admins, Inbox, Quip). Journeys now include adoption topics, such as measuring success. Our new Einstein Community provides expert guidance from Salesforce moderators and a community of fellow users.

Click here to learn more.

Prepare for your Salesforce Administrator Certification with Salesforce Proficiency Pack, a blended learning course that includes targeted online learning, in-app practice, expert training from instructors, and the support of a learning cohort, to set an achievable path to exam readiness. The Proficiency Pack allows you to learn, practice, and prepare for the Administrator certification in just six weeks.

Click here to learn more.
Summer ’17 is Here!

1. **Visit the Release Site**
   See the new features come to life by watching Salesforce product marketers demo their favorite features in the Summer ’17 Release. [Click Here.](#)

2. **Read the Release Notes**
   Learn about all the new and improved Salesforce features in the Summer ’17 Release. [Click Here.](#)

3. **Join the Release Community**
   Get the latest release information, answers to your questions, and interactive product discussions – all in one place. [Click Here.](#)
thank you