

# Observe and Optimise Salesforce with New Relic

Innovate faster and improve user experience with the power of New Relic

## Taking Salesforce to the next level

Salesforce is a gold standard CRM platform for SaaS solutions.

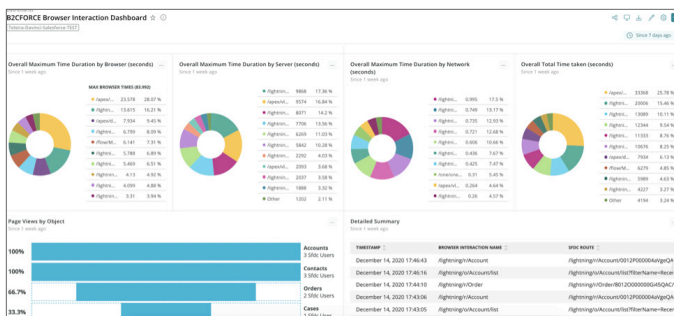
Enterprises are increasingly turning to Salesforce to rapidly digitise marketing, sales, commerce, and service. Through this process however, they soon realise that guaranteeing a quality user experience is more arduous and complex than first anticipated - a common obstacle being that Salesforce relies on being part of a broader digital ecosystem of applications and services across the organisation.

Where does New Relic come in? Our observability platform is uniquely positioned to provide real-time visibility into both Salesforce and the entire ecosystem it relies on to perform.

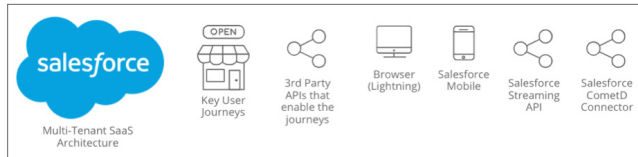
## Clear visibility into the performance of customisations

Salesforce is more than just a CRM; it's a vast ecosystem of products that allow users to manage and optimise every aspect of their business. While it's never been easier to customise Salesforce, understanding and monitoring how the customisation actually performs has become increasingly difficult, until now.

- Immediate insights into End-to-End User Journeys.** Salesforce is often integrated with complex services and understanding user journey performance and errors can be challenging. Immediate insights through the New Relic platform can eliminate the need to dive into logs and cut down on downtime caused by complex outages.
- Seconds, Not Minutes.** Salesforce is the centre of high-value user journeys, a failure of any component can cost thousands per minute. New Relic can identify problems proactively and quickly to minimise business impact.
- DevOps Adoption.** Developers delivering new features on the Salesforce platform can perform comprehensive regression and performance testing, ensuring



releases will perform and not impact production. This is even more valuable when there are integrations and custom lightning components as part of the deployment.



## Complete observability into your Salesforce environment

With New Relic, Salesforce can be optimised by observing key data and performance metrics from many sources to provide a picture of User Experience (UX) delivered including:

- Proactive Monitoring of User Journeys
- Proactive Monitoring of Critical API's
- Salesforce Event Log Monitoring (Streaming API)
- Salesforce CometD Connector for Platform Events
- Detailed Status Dashboards and Alerting
- Embed the Monitoring Service in your Salesforce DevOps Pipeline
- Mobile UX monitoring with New Relic mobile
- Web/Browser UX monitoring with New Relic for Lightning

