

The Salesforce logo is positioned in the top right corner, featuring the word "salesforce" in a lowercase, sans-serif font. To its right is a circular icon with a red border and a diagonal slash, containing the word "SOFTWARE" in a bold, uppercase font.

Visual Workflow: experience the speed of visual app development

Business processes span every department in every industry. They define the best practices of your company and distinguish you from your competitors. Most companies can only afford to build enough business apps to support a fraction of their business processes. The rest of the company is held together with manual processes enforced only with spreadsheets, email, and word of mouth. The result is inconsistent execution, lost data, and expensive mistakes. What if anyone could now build business apps in days that automated these processes for any department using only a visual designer and the cloud?

Cloud computing enables a new generation of process-aware business apps. These new apps are transforming the way we work. They're based on new social, mobile, and open technologies that raise the bar for user productivity, information access, and user experience. Cloud apps are faster to build, run on any device, and are flexible enough to meet the needs of any department's business processes. Most important, you don't need to be an expert developer to build them.

To help business analysts rapidly build cloud apps to automate a wide range of business processes, salesforce.com offers Visual Workflow. This easy-to-use app designer lets anyone visually draw process flows in a graphical designer, then instantly deploys them to the cloud with the Force.com platform.

Make every app addictive and more productive

With Visual Workflow, your apps can proactively guide users through complex processes and intelligently recommend next steps. Your apps do the work for you by enforcing business rules, identifying opportunities, and minimizing manual tasks. Visual Workflow lets users cut through the data and get the results and answers they need. Companies that use Visual Workflow see dramatic improvements in user adoption, organizational collaboration, and user productivity.

Visual Workflow is like having a navigation system inside your app to help users make better and faster decisions. Every app becomes more useful when users are assisted with recommendations and wizards that provide the help they need.

Automate your entire company

From employee onboarding in HR to contract management in legal, Visual Workflow brings automation to every department. Any department can build and deploy apps in days to automate multi-step processes and increase collaboration. With Visual Workflow, you can eliminate manual tasks like filling out lengthy order forms or putting together complex proposals. It can even automatically create documents, email customers, and manage complex cross-departmental approval cycles.

Change at the speed of your business

Most platforms make developers hard-code every rule and task into the app. These rules become difficult to change and nearly impossible to maintain over time. The result is the app can't keep up with the business as it grows and adapts to the marketplace.

Processes change every day. Visual Workflow is a new way of building apps that combines the speed and ease of the cloud with a visual design tool to create the fastest way to build and change business apps available today.

“Visual Workflow furthers the goal of consolidating our technology architecture and moving more of our business processes into the cloud, leveraging the Force.com platform.”

Barry Newman, Vice President of IT
Saveology.com

Build processes in 3 easy steps

Visual Workflow makes building business apps intuitive and easy. Whether you're a business analyst or work in IT, you can design and change business processes in a drag-and-drop designer. No code, software, or infrastructure is required. It only takes 3 steps:

- **Step 1: Draw your process** – Design your business processes easily with an intuitive user interface. Choose from a library of process tools, including presentation components—forms, questions, choices, and more—and logic components like task assignments, decision trees, and approval processes. Add components to a process flow with simple drag-and-drop actions.
- **Step 2: Simulate your process** – Optimize your process design by simulating complex processes before deploying them. Identify bottlenecks and conflicts quickly, and iterate the process as needed.
- **Step 3: Run your process in the cloud** – As soon as your app is ready, deploy it to the cloud with just two clicks. The real-time process engine automatically scales to fit the needs of any size company. The run-time engine ensures the process is run consistently without fail, including all security measures, process decisions, callouts, and automated actions.

Build your competitive edge

Visual Workflow is a new way to rapidly automate business processes across any department. Companies like yours are using the speed and power of cloud computing to visually design processes without code or infrastructure and deploy them to their companies. Now when the market changes, you can change with it. With Visual Workflow, you can ensure your company always remains ahead of the competition.



For More Information

Contact your account executive to learn how we can help you accelerate your CRM success.

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