



Say hello to Heroku.

*A powerful and innovative feature set.
Built for developers, by developers.*

Partner Readiness Guide



Partner Readiness Guide to Heroku



Heroku is a **platform as a service** that lets companies build, deliver, monitor and scale apps – we're the **fastest path from idea to URL**, bypassing all those infrastructure headaches.

Expand your **offerings**, deepen your **expertise**, and deliver **pro-code solutions** in any modern coding language to your customers with Heroku.

This guide will help you understand **Heroku** and includes all the information you need to start your learning journey.



Heroku Readiness Journey

Let's get started!



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Say Hello to Heroku

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The Value of Heroku

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Product Readiness

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Partner Success

Access to the content on Partner Community, Partner Learning Camp (PLC) and Trailhead is available to all registered partners and Salesforce employees. [Access instructions](#)



1 Say Hello to Heroku



Deploy and run apps on today's most innovative Platform as a Service

What is Heroku?

Heroku is a **container-based cloud Platform as a Service (PaaS)**. Developers use Heroku to deploy, manage, and scale modern apps.

It's also part of the Salesforce Platform.

Heroku makes it easy to deliver engaging apps on the public cloud that integrates customer data.

Learn more by visiting
<https://www.heroku.com/what>

Heroku Delivers...

- ★ [Scalability at your fingertips](#)
- ★ [A delightful developer experience](#)
- ★ [An ecosystem of add-ons & services](#)
- ★ [Unique data services](#)

Heroku + Salesforce

- ★ **Build engaging customer apps:** use the right languages, tools, and workflows to build apps that serve complex use cases
- ★ **Do more with Salesforce data:** build highly personalized experiences by leveraging CRM data
- ★ **Trusted security & compliance:** assure app data privacy, security, and compliance all within the Salesforce Trust

Learn more by visiting heroku.com/salesforce



2 The Value of Heroku

Your fastest path from idea to URL

Expand Your Salesforce Portfolio

Build pro-code solutions that **enhance Salesforce**, staying within the Trust Boundary

Include Heroku in existing deal cycles to help **meet your goals**

Coming Soon: become a certified Heroku expert (later in 2025)

Accelerate Customer Success

Seamlessly **build, deploy and scale** customized apps & services, like B2C portals and Slack apps

Secure, Compliant & Compatible out of the box

Enrich your customer's interactions with C360 data

Enable Intelligent Actions & Services

Create Agentic Actions

Extend App Intelligence

Automate & Orchestrate New Efficiencies with Workflows & Services

Why Heroku?

40%
Increase in Developer Productivity

30%
Decrease in DevOps expenses

285%
Return on Investment!



3 Product Readiness

Evolve rapidly to meet the needs of modern developers

Platform Evolution

Heroku launches the Next Generation of Heroku in 2025!

The latest Heroku technology stack built on open source standards and cloud native technologies; Heroku's **new cloud native technology stack** delivers robust **security**, unmatched **scalability**, and innovative capabilities.

Learn more by visiting [Heroku Blog - News](#)

Heroku + AI

Supercharge Agents with Heroku and Agentforce with Managed Inference and Agents!

Heroku's **Managed Inference and Agents** will provide access to leading AI models from the world's top AI providers.

Read more about Heroku AI [here](#).

Roadmap

Wondering **what's next** for Heroku?

→ Check out our [public roadmap!](#)



4 Implementation Readiness

Deepen your Heroku expertise

Get familiar with Heroku

Check out the [Heroku Technical Learning Journey](#) for all tips and tools you'll need to be successful!

Skill-Up with Heroku

Get certified: *currently available* for Heroku are

- ★ The [Heroku Developer Accredited Professional](#) Credential
- ★ The [Heroku Architect](#) Certification

Coming soon!

Updates to the Salesforce Consulting Partner Navigator Program will include **Heroku's very own Expert Area**

Stay tuned: projected to launch later in 2025!



5 Partner Success

More Resources

Collaborate with us!

- ★ Learn more about how to [Become a Heroku Partner](#)
- ★ Join the [Official Heroku Partner Community Group](#)
- ★ Explore the [Heroku Technical Learning Journey](#)

Interested in learning more?

Share your interests with the Heroku Partner team [here](#)



Thank you!

Thank you for learning through Partner Readiness Guides.
We hope you enjoyed this readiness guide to Heroku.

Visit the Hub and explore more!

[Readiness Guides Hub](#)

