

Recruiting App using Salesforce.com Cloud

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Abstract - Salesforce is an integrated customer relationship management (CRM) platform which brings companies and customer together by providing all the departments including marketing, sales, commerce, and service - a single, shared view for every customer [1]. Salesforce is considered as the world's number one CRM platform where Salesforce developers customize and build applications that run in the cloud and are built with the Force.com platform. Salesforce developers can access to a full range of resources, including sample code, toolkits, an online developer community, and the test environments necessary for building the application. Recruitment is a process of searching for prospective employees and stimulating them to apply for the jobs in the organization for the development of business activities. Recruitment application provides an interface for the interaction between the hired candidates and the organization for effective communication.

Key Words: Salesforce, CRM, force.com, Apex, Heroku

1. SALESFORCE ARCHITECTURE

For customers, employees, and partners of an organization salesforce delivers a highly customized experience. To create custom pages, components, apps, etc, salesforce platform is used to customize standard functionality. Because of the superb architecture on which it is built on, salesforce development and building of application is done faster. Below is a brief introduction to the Salesforce Architecture[2].

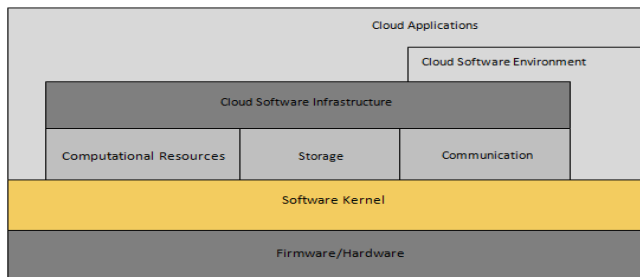


Fig-1: Architecture of Salesforce

For better understanding, the architecture of salesforce can be put into layers. The purpose and function of each layer is described below

1) Trusted Multitenant Cloud: In a shared environment, multiple instances of one or multiple applications operate independently. The instances are referred as tenants, they physically remain in the same hardware but they are logically separate from each other. Because of both its robust nature and high security, it is called trusted.

2) Scalable Metadata Platform: As the amount of data or concurrent user instances increase, the metadata driven platform makes it easy for customization and scaling up.

3) Enterprise Ecosystem: Since the Enterprise Ecosystem of Sales is very large more number of partners contributes for creating and maintaining applications in this platform.

4) CRM and Related Functionality: Salesforce includes all aspects of CRM in its list of features and also extends it by providing features for creation of apps and integrating analytics, etc.

5) APIs: To develop and customize the Salesforce1 Mobile App, salesforce provides powerful suite of APIs

2. PLATFORMS USED IN SALESFORCE

Salesforce.com provides different platforms and these platforms will be used for developing software, applications, websites and business tools.

A. Force.com Platform

Force.com is a platform which is provided by salesforce.com. When salesforce.com was first started, it was working for only software as a service platform, but now a day's salesforce.com is also providing service of platform as a service. This platform has numbers of features for utilization of salesforce.com facilities. Force.com is a Platform as A Service (PaaS) that allows developers to create multitenant (single instance of software runs on a server and serves multiple tenants) add-on applications integrate into the main Salesforce.com application. Apex is the programming language where Force.com applications are built. Apex is a proprietary programming language for Force.com, and Visual force. Apex uses the syntax which is typically used to generate HTML code. As the platform is provided as a service to its

developers, every single development instance also receives all these updates.

B. Heroku Platform

Heroku is a second useful platform provided by salesforce.com. Since it is a cloud platform, Heroku supports several programming languages and it is also used in web application deployment model. At the initial stage, Heroku supported only the Ruby programming language, but now a day's it supports several programming languages such as Java, Node.js, Scala, Clojure, Python, PHP, and Go. Heroku is one of the important platform to develop your application and products.

3. APPLICATION LIFECYCLE MANAGEMENT

Like Software Development Lifecycle in traditional software development process, Salesforce.com has the Application Life cycle Management process [3].

A. Plan Release

Initially gather the requirements and analyze the requirements, then start your customization or project development with plan. Create design specifications and share them with the development team for implementation by reviewing the design with your project manager (or equivalent). Determine the various development and testing environments the team needs as the project progress through the ALM cycle.

B. Develop

By referring to the design specifications, complete the work. Perform the work in an environment containing copy of the production org's metadata, but with no production data. Using an appropriate combination declarative tools develop the project on Lightning platform (Process Builder, the custom object wizard, and others in the UI) and programmatic tools (Developer Console, Source code Editor, or Visual Studio code).

C. Test

After developing the project, the next stage is the testing phase. Before going to the deployment, the software testing team will test the product. Exercise the changes you're making to check that they work as intended before you integrate with other people's work. Testing should be done in the same type of environment as you use in the develop step but keep your development and integration testing in separate environments. At this stage, focus should be on testing your changes themselves, not on understanding how your changes affect the other parts of the release.

D. Build Release

Aggregate all the assets you created or modified during the develop stage into a single release artifact: a logical bundle of customizations that you deploy to production. In this stage focus should be on what you're going to release, not on the contribution of the individuals.

E. Test Release

Test what you're actually going to deploy, but test safely in a staging environment that mimics production as much as possible. Use a realistic amount of representative production data. Connect your test environments with all external systems they need to mimic your production system integration points. Perform full regression and final performance test in this step. Test the release with a small set of experienced people who provide feedback (a technique called user-acceptance testing).

F. Release

Once you have completed your testing and met your quality benchmarks, you can deploy the customization to production. Train your employees and partners so that they can understand what the changes. Create a separate environment with realistic data for training users, if a release is having a significant user impact.

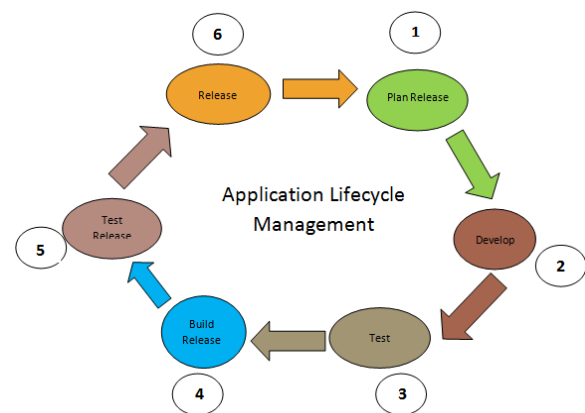


Fig-2: Application Lifecycle Management

4. BUILDING APP USING FORCE.COM PLATFORM

Recruitment is the process of identifying, attracting, interviewing, selecting, hiring and on boarding employees. It involves everything from the identification of a staffing need to filling it. Depending on the size of an organization, recruitment is the responsibility of a range of workers. Usually small organizations have a single recruiter but larger organizations may have entire teams of recruiters. The hiring manager is responsible for recruiting at small outfits. Recruitment typically works in conjunction with, or as a part of Human Resources.

The basic principle of recruitment and selection is: "Right person for the right job". Every organization has to give

attention to the selection of its manpower, especially its Managers. For orderly working of an enterprise the operative manpower is important. Recruitment and selection of suitable candidates is essential for business organization for carrying different business activities smoothly and efficiently. If unsuitable persons are selected and employed in a business unit, then Human Resource Management in an organization will not be possible. The objective is to assign position to hired candidates and to develop a Recruitment Application that helps the admin to conduct recruitment process.

5. SCOPE OF RECRUITMENT APPLICATION

Scope of this application is wide. This application will remove the manual creating multiple sheets which will consume lot of time and hard work and also automate the recruitment process and make it easy and simple. Admin can access the list of candidate and also can select the candidates who fulfill the requirement of the organization. This application will help us to keep the details of the candidates in each step of selection process, the list of candidate who got selected in each step of recruitment process. Admin will assign positions to selected candidates, their salary, location, duration of job and job description. Admin can track the details of the candidates before and after the recruitment. Admin can also send emails to the candidates about location, job profile, salary details and new updates about the company.

We know that in this competitive world every organization wants to sustain. There should be right manpower to grow and to increase its productivity and also to remain at top. It is essential to have application which is used to select manpower from the available talent pool. Hence there is huge scope of the Recruitment application.

6. HARDWARE AND SOFTWARE REQUIREMENT SPECIFICATION

Since this is a cloud based application so there is no need of sophisticated hardware only the requirement is the need of Browser application and Internet connection. Cloud provider provides the development infrastructure to create application [5].

Minimum requirements are:

- An Octane score of 20,000 or greater
- Network latency of 200 ms or less
- Download speed of 1 Mbps or greater
- At least 5 GB of RAM, with 2 GB available for Salesforce browser tabs

7. FUTURE SCOPE

Recruiting application fulfills the requirement of every organization and makes it easy to manage the hiring

process in a much better way. It acts as a common platform for both applicant and admin but can be included with additional feature where they can check the vacancies and fill those vacancies with the suitable candidates.

8. CONCLUSION

The main essence of the recruitment application is to manage the communication between the applicants and to ensure the hiring process takes place in a easy manner. The application is built to ensure that the organization has a reliable and quality performance while recruitment by making the individuals know the objectives of the organization. Thus the recruitment application is built to store and manage the data of the candidates, know the details about the team, also can chat by sharing text messages, images, file attachment and to manage the meeting, share the link to join an thus providing a tool for communication during the recruitment process.

9. REFERENCES

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