
Salesforce Crm Customer Relationship Management Integration

Sales Force Management

Sales Force Management

Salesforce CRM Admin Cookbook.

Concepts and Technologies

Technological and Social Environments for Interactive Learning

The Definitive Admin Handbook

Teach Yourself VISUALLY Salesforce.com

Customer Relationship Management Strategies in the Digital Era

Definitions, Adoptions, Impact, Benefits, Maturity, Vendors

Solutions to help you implement, configure, and customize your business applications with Salesforce CRM and Lightning Experience

Salesforce. Com: High-impact Strategies - What You Need to Know

Mastering Salesforce CRM Administration

WHY Salesforce CRM

A Quickstudy Reference Guide

Using the example of the German event management company XYZ

ECEL2012-The Proceedings of the 11th European Conference on E-Learning

Customer Relationship Management (CRM) for Medium and Small Enterprises

University of Groningen, the Netherlands 26-27 October 2012

Selection of CRM software for the event sector

Build customized CRM applications that solve business challenges in just a few clicks

Salesforce Simplified

Maximizing Your Sales with Salesforce.com

Build, configure, and customize Salesforce CRM and mobile solutions, 5th Edition

How to Find the Right Solution for Effectively Connecting with Your Customers

Salesforce.com For Dummies, 5th Edition

Customer Relationship Management

Salesforce For Dummies

Solutions to Help You Implement, Configure, and Customize Your Business

Applications with Salesforce CRM and Lightning Experience

Salesforce CRM - The Definitive Admin Handbook

Sales Force Management

Customer Relationship Management

Salesforce.com® For Dummies®, 4th Edition

A Quick-Start Guide

Salesforce CRM

Salesforce for Beginners

Salesforce CRM Admin Cookbook

No More Leaving Money On The Table
Building Customer Relationships and Partnerships
Salesforce.com Secrets of Success

*Salesforce Crm
Customer
Relationship
Management
Integration* Downloaded
from
<ftp.wtvq.com> by
guest

RAY BURCH

Sales Force

Management Anodius
Hands-On Low-Code
Application Development
with Salesforce follows
the “Clicks, not Code”
mantra to develop
business applications
within the Salesforce
environment. This book
will help you increase
your productivity by
understanding the core
concepts of metadata-
driven development.

Sales Force

Management Vikas
Publishing House
A practical guide which
will help to discover how
to setup and configure the
Salesforce CRM
application. It offers
solutions and practical
examples on how to
further improve and
maintain its functionality
with clear systematic
instructions. Being highly
organized and compact,
this book contains
detailed instructions with
screenshots, diagrams,
and tips that clearly
describe how you can
administer and configure

complex Salesforce CRM
functionality with absolute
ease. This book is for
administrators who want
to develop and strengthen
their Salesforce CRM skills
in the areas of
configuration and system
management. Whether
you are a novice or a
more experienced admin,
this book aims to enhance
your knowledge and
understanding of the
Salesforce CRM platform
and by the end of the
book, you should be ready
to administer Salesforce
CRM in a real-world
environment.

*Salesforce CRM Admin
Cookbook.* CRC Press

Any company needs to
sell its products or
services to customers on
a regular basis in order to
generate consistent
revenues and to create
profits. A marketing
function in any
organization creates and
executes various types of
marketing campaigns with
an objective to build
brand awareness about
the company's products
and services. Similarly, a
sales function manages
the sales pipeline in order
to create new business
from new or existing
customers for a company.

A robust Customer
Relationship Management
(CRM) platform is pivotal
for any company that
wants to transform its
marketing and sales
processes by focusing on
improving efficiency and
effectiveness. Salesforce
is a CRM solution that
brings companies and
customers together.
Salesforce is an
integrated CRM platform
that provides a holistic
picture of every customer
across various
departments such as
marketing, sales and
service. Salesforce is the
best CRM solution in the
world and more than
150,000 companies use
this platform to increase
team collaboration,
customer loyalty and
sales for their
organizations. Salesforce
Simplified is a simple and
precise book which
describes the various
features and applications
that are available
Salesforce CRM. The
intended audience of this
book are those business
users who want to start
from scratch in order to
understand the broad
spectrum of capabilities
offered by Salesforce. This
book is for you if: You

have never heard of Salesforce before and you want to understand the various features or applications that are available in Salesforce. You want to optimize sales and marketing processes in your organization and hence you want to explore the feasibility of using Salesforce as one of the possible CRM solutions. You want to understand and apply the basic capabilities in Salesforce for fulfilling your business requirements. Gain an initial understanding about Salesforce before exploring advanced concepts and functionalities that are available in the product. Following are some of the topics that would be covered in the book. Update My Settings and My Profile pages with relevant information. Add new users to Salesforce. Set up a role hierarchy for our organization. Edit current user profile or create a new one. Create new leads in Salesforce. Edit current leads to change lead status or lead source. Create activities that can describe interactions with leads. Send emails to leads. Transfer leads between different users. Import external lead data into

Salesforce. Create custom lead fields and establish field level security. Convert a lead into accounts, contacts, opportunities and tasks. Create new accounts in Salesforce. Establish account hierarchy. Merge different accounts. Transfer accounts between different users. Import external accounts and contacts data into Salesforce. Create new products and price books. Assign list prices for products that are included in price books. Create new contacts and opportunities. Assign price books and products to opportunities. Create new quotes for opportunities. Create and edit campaigns. Establish campaign hierarchy. Add members to campaign. Assign opportunities to campaign. Use standard reports to view metrics related to a campaign. Create new cases and solutions. Update case status and close the case upon resolution. Assign solutions to cases. Use standard reports in Salesforce for obtaining insights about various Salesforce components such as leads or accounts. Create custom report as per your organization's unique reporting requirement.

Concepts and Technologies Routledge Master's Thesis from the year 2009 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A- (1,5), University of Birmingham (University College Birmingham), language: English, abstract: This study was undertaken to recommend a suitable customer relationship management (CRM) software for the German event agency XYZ. For this reason three different CRM software products were evaluated. Four research objectives were established to achieve the aim. They were the principles of customer relationship management; the benefits and problems connected with the implementation of CRM; the importance of measures to get loyal customers and a comparison of different software products with regard to different criteria. Using the case study strategy including secondary research methods the researcher was able to answer the research objectives and the aim. The main sources used in this investigation were secondary sources due to the large number

of information available in these sources. Prior the development of an assessment schematic was necessary to evaluate the credibility of these sources. Personal experience with CRM, the current importance of this topic and the gap in the event based literature motivated the researcher to undertake this study. The findings indicated that the competitive environment in which small and medium enterprises operate make it necessary to implement a good working CRM system to identify potential customers who might become loyal. Indeed, a universal definition of terms such as CRM, customer satisfaction and loyalty is missing or the terms are not clearly defined. Findings also revealed that there is still a gap in literature concerning CRM within the event industry, especially within event management companies. The number of data concerning aspects such as competition and customer orientation regarding to event management companies is also rare or missing. Beside these limitations, research indicates that the market of CRM software products is

growing. Especially web based CRM solutions such as on-demand software have become more popular in the last few years, due to the mostly unproblematic implementation and the lower price of these products compared to traditional software packages. Recommendations for further research include a deeper analysis of CRM within the events industry and a clear definition of terms which are connected with CRM such as customer satisfaction and customer loyalty. More information on customer orientation, customer loyalty and competitiveness especially within event management companies would help to establish a more precise catalogue of software selection criteria. Technological and Social Environments for Interactive Learning WHY Salesforce CRM Customer Relationship Management (CRM) systems are a growing topic among small- and medium-sized enterprises, entrepreneurs, and solopreneurs, and it is completely clear that CRM is a tool that businesses should have in place to manage sales processes. Teams of salespeople

must have a system to run their daily activities, and small businesses and solopreneurs must track their marketing effort, a functioning structure for maintaining their contacts with prospects and clients to improve the effectiveness of their sales effort. CRM tools, once only available to large corporations, is now powerful technology for small and medium businesses. Small and medium businesses are now able to implement CRM solutions under a more cost-effective balance as an alternative to traditional tools like Salesforce, Dynamics, or Oracle. The reason for the success is mainly the simplicity of new tools and solutions that have been developed for the management of sales processes. This book discusses how to implement a CRM from the perspective of the businessperson—not the more typical IT consultant or the technical staff. It benefits business development, sales management, and sales process control. Small business owners must understand why and how implementing a CRM will create value for the business—how it will focus on business development,

sales management, and how sales leads develop into happy customers. Small business owners must first understand what a CRM systems is, how it works, what its main functions are, and how it serves to manage workflows in the company's sales department. Generally, entrepreneurs struggle to find the time to read and study complex and fully comprehensive books. This book provides direct operational guidelines to those who need easy-to-read information about how to use CRM effectively. Business professionals must be able to set up CRM systems and avoid mistakes and wasting time. This book provides an overview of what can be done with CRM and how it happens to empower business people to find new customers and win their business. This book discusses the logic of CRM in sales, giving tips and explanations on why and what happens when it's implemented in a specific way. Essentially, it will give the entrepreneur the know-how behind CRM in sales in general terms, supporting enhanced customer relationships. [The Definitive Admin](#)

[Handbook](#) Packt Publishing Ltd
Your all-access guide to reaping the benefits of Salesforce.com
Salesforce.com has a rapidly expanding influence over the way companies across the globe interact with their clientele. Written by Salesforce.com insiders with years of experience in customer relationship management (CRM) solutions, [Salesforce.com For Dummies](#) gives you an edge in building relationships and managing your company's sales, marketing, customer service, and support operations. You'll discover how to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, create accurate projects based on past performance, and so much more. A customizable, on-demand CRM solution, Salesforce.com allows businesses to organize and manage all of their customer information—leads, opportunities, contacts, accounts, cases, and solutions—in one place. Whether you're a Windows or Mac user, this down-to-earth, friendly guide shows you how to

maximize Salesforce.com's capabilities to close deals faster, gain real-time visibility into sales, and collaborate instantly. Customize the new user interface with apps, widgets, and tools Prospect leads, drive sales, and provide outstanding customer service Manage contacts, identify opportunities, and analyze your results Collaborate with colleagues using Chatter If you're new to Salesforce.com or an existing user looking for the latest tips and tricks to maximize its potential, this friendly guide has you covered.

Teach Yourself VISUALLY

Salesforce.com Apress
With more than 1,000,000 active users, Salesforce.com is the most widely used online CRM application worldwide. Targeted to busy sales professionals, Salesforce.com can be used to manage sales, accounts, contacts, correspondence, activities, and more. If you're one of these busy sales professionals, you need an easy reference tool to maximize your use of Salesforce.com's complex feature set. "Maximizing Your Sales

with Salesforce.com” is that tool. This book explains, in concise, easy-to-understand language, how to get the most out of this revolutionary software. Topics like creating contacts and accounts, adding opportunities, managing schedules, writing letters, sending e-mails, and more are explored in-depth. This book also covers some administrative tasks geared toward IT professionals looking to set up and configure preferences for their Salesforce.com users. With this quick, to-the-point resource, you won't just be “up and running” in Salesforce.com; you'll be an expert!

Customer Relationship Management

Strategies in the Digital Era Packt Publishing Ltd

"This book offers case studies, methodologies, frameworks and architectures, and generally the cutting edge in research within the field of customer relationship management"--Provided by publisher.

Definitions, Adoptions, Impact, Benefits, Maturity, Vendors John Wiley & Sons

In this latest edition of Sales Force Management,

Mark Johnston and Greg Marshall continue to build on the tradition of excellence established by Churchill, Ford, and Walker, increasing the book's reputation globally as the leading textbook in the field. The authors have strengthened the focus on managing the modern tools of selling, such as customer relationship management (CRM), social media and technology-enabled selling, and sales analytics. It's a contemporary classic, fully updated for modern sales management practice. Pedagogical features include: Engaging breakout questions designed to spark lively discussion Leadership challenge assignments and mini-cases to help students understand and apply the principles they have learned in the classroom Leadership, Innovation, and Technology boxes that simulate real-world challenges faced by salespeople and their managers New Ethical Moment boxes in each chapter put students on the firing line of making ethical choices in sales Role Plays that enable students to learn by doing A selection of comprehensive sales

management cases on the companion website A companion website features an instructor's manual, PowerPoints, and other tools to provide additional support for students and instructors. Solutions to help you implement, configure, and customize your business applications with Salesforce CRM and Lightning Experience Business Expert Press Get a 360-degree view of the Salesforce platform and learn how to use it for sales, service, marketing, and automating business processes. Key Features Understand how to use core Salesforce objects for maximum efficiency Build various dashboards and reports to analyze results and improve visibility in your business processes Learn the basics of Salesforce administration and mobile app set up Book Description Salesforce is the world's leading Customer Relationship Management (CRM) software, helping businesses connect with their constituents and partners. This book will give you a comprehensive introduction to managing sales, marketing, customer relationships, and overall administration for your organization. You'll learn how to

configure and use Salesforce for maximum efficiency and return on investment. You'll start by learning how to create activities, manage leads, and develop your prospects and sales pipeline using opportunities and accounts, and then understand how you can enhance marketing activities using campaigns. Packed with real-world business use cases, this Salesforce book will show you how to analyze your business information accurately to make productive decisions. As you advance, you'll get to grips with building various reports and dashboards in Salesforce to derive valuable business insights. Finally, you'll explore tools such as process builder, approval processes, and assignment rules to achieve business process automation and set out on the path to becoming a successful Salesforce Administrator. By the end of the book, you'll have learned how to use Salesforce effectively to achieve your business goals. What you will learn Understand the difference between Salesforce Lightning and Salesforce Classic Create and

manage leads in Salesforce Explore business development with accounts and contacts in Salesforce Find out how stages and sales processes help you manage your opportunity pipeline Achieve marketing goals using Salesforce campaigns Perform business analysis using reports and dashboards Gain a high-level overview of the items in the administration section Grasp the different aspects needed to build an effective and flexible Salesforce security model Who this book is for If you're new to Salesforce and want to learn it from scratch, this book is for you. No prior knowledge of Salesforce is required to get started with this book. *Salesforce. Com: High-impact Strategies - What You Need to Know* Packt Publishing Ltd The ideal introductory reference on salesforce.com—now fully updated throughout! As the global leader in on-demand customer relationship management (CRM), salesforce.com helps companies all over the world manage their sales, marketing, and customer service and support operations.

Written by two salesforce.com insiders, this straightforward introduction clearly explains how to organize contacts, log activities with contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Walks you through the benefits and capabilities of the world's most popular customer relationship management (CRM) software—salesforce.com Covers the latest enhancements to salesforce.com and explains how to choose the right edition of salesforce.com to suit your business needs Details how to personalize your system, manage accounts, develop contacts, manage activities, track products, calculate forecasts, drive demand, utilize service and support, and more Addresses extending salesforce.com beyond CRM as well as migrating and managing your data Get started solving common sales, marketing, client, and customer service challenges with salesforce.com—and make your business a force to be reckoned with!

Mastering Salesforce CRM Administration IGI Global

Customer Relationship Management, Fourth Edition, is a much-anticipated update of a bestselling textbook, including substantial revisions to bring its coverage up to date with the very latest in CRM practice. The book introduces the concept of CRM, explains its benefits, how and why it can be used, the technologies that are deployed, and how to implement it, providing you with a guide to every aspect of CRM in your business or your studies. Both theoretically sound and managerially relevant, the book draws on academic and independent research from a wide range of disciplines including IS, HR, project management, finance, strategy and more. Buttle and Maklan, clearly and without jargon, explain how CRM can be used throughout the customer life cycle stages of customer acquisition, retention and development. The book is illustrated liberally with screenshots from CRM software applications and case illustrations of CRM in practice. New to this Edition: Updated instructor support

materials online Full colour interior Brand new international case illustrations from many industry settings Substantial revisions throughout, including new content on: Social media and social CRM Big data and unstructured data Recent advances in analytical CRM including next best action solutions Marketing, sales and service automation Customer self-service technologies Making the business case and realising the benefits of investment in CRM Ideal as a core textbook by students on CRM or related courses such as relationship marketing, database marketing or key account management, the book is also essential to industry professionals, managers involved in CRM programs and those pursuing professional qualifications or accreditation in marketing, sales or service management. WHY Salesforce CRM John Wiley & Sons Salesforce.com (NYSE: CRM) is an enterprise cloud computing company headquartered in San Francisco that distributes business software on a subscription basis. Salesforce.com hosts the applications offsite. It is

best known for its Customer Relationship Management (CRM) products and, through acquisition, has expanded into the "social enterprise arena." This book is your ultimate resource for Salesforce.com. Here you will find the most up-to-date information, analysis, background and everything you need to know. In easy to read chapters, with extensive references and links to get you to know all there is to know about Salesforce.com right away, covering: Salesforce.com, 24SevenOffice, Amdocs, BEA Systems, BigMachines, Blackbaud, CDC Software, Centraview, CGram Software, Chordiant, CMiC, Comarch, Commence Corporation, Concursive, Consona Corporation, Convio, Customer1, EBSuite, Entellium, Epicor, Epiphany, Inc., FlexSystem, Foundation network, FrontRange Solutions, IKnowWare, IFS AB, Infor Global Solutions, Intelstream, IRIS Software, Jacada, Kayako, Lagan Technologies, LogiSense, Lynkos, Maximizer Software, Microsoft Dynamics, Mind CTI, NetSuite, Ntractive,

Openda, Oracle Corporation, Paretoplatform.com, PayTracker, Pegasystems, PeopleSoft, Publishing Technology plc, Ramco Systems, Really Simple Systems, RightNow Technologies, Sage Group, SalesPage, SAP AG, Siebel Systems, Softline, Nsite Software (Platform as a Service), SplendidCRM, SSA Global Technologies, STN Ltd, SugarCRM, SunTec Business Solutions, SuperOffice, Syspro, Unica Corporation, Visma, WebCRM, Workbooks.com, XTuple, Zoho Office Suite, Business Augmentation Services, Customer relationship management, Lead scoring, Abacus (GDS), Access Commerce, Account aggregation, ACT!, Association Management System, CiviCRM, Clear Enterprise, Comparison of CRM systems, Comparison of marketing workflow automation software, Constant Contact, Dolibarr, Ebase, ECRM, EngagelP, Enterprise relationship management, EpesiBIM, Field Force Automation, FonGenie, FrontAccounting, Fuzzies, GoldMine, InContact, Microsoft Dynamics CRM, MSSolve, NGenera CIM, OpenMFG, Oracle CRM,

Oracle E-Business Suite, Pivotal, Pivotal CRM, Quosal, Quotewerks, SalesLogix, SAP Business One, SAP CRM, Selltis, TaskHub, TeleMagic, Tessitura (software) This book explains in-depth the real drivers and workings of Salesforce.com. It reduces the risk of your technology, time and resources investment decisions by enabling you to compare your understanding of Salesforce.com with the objectivity of experienced professionals. A Quickstudy Reference Guide Currency WHY Salesforce CRMANodius Using the example of the German event management company XYZ John Wiley & Sons The ideal introductory reference on salesforce.com--now fully updated throughout! As the global leader in on-demand customer relationship management (CRM), salesforce.com helps companies all over the world manage their sales, marketing, and customer service and support operations. Written by two salesforce.com insiders, this straightforward introduction clearly explains how to organize

contacts, log activities with contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Walks you through the benefits and capabilities of the world's most popular customer relationship management (CRM) software-- salesforce.com Covers the latest enhancements to salesforce.com and explains how to choose the right edition of salesforce.com to suit your business needs Details how to personalize your system, manage accounts, develop contacts, manage activities, track products, calculate forecasts, drive demand, utilize service and support, and more Addresses extending salesforce.com beyond CRM as well as migrating and managing your data Get started solving common sales, marketing, client, and customer service challenges with salesforce.com--and make your business a force to be reckoned with! *ECEL2012-The Proceedings of the 11th European Conference on E-Learning* Packt Publishing Ltd In today's global

economy, social media and technological advances have changed the way businesses interact with their clientele. With new forms of communication and IT practices, companies seek innovative practices for maintaining their consumer loyalty. Customer Relationship Management Strategies in the Digital Era blends the literature from the fields of marketing and information technology in an effort to examine the effect that technological advances have on the interaction between companies and their customers. Through chapters and case studies, this publication discusses the importance of achieving competitive advantage through implementing relationship marketing practices and becoming consumer-centric. This publication is an essential reference source for researchers, professionals, managers, and upper level students interested in understanding customer loyalty in a technology-focused society.

Customer Relationship Management (CRM) for Medium and Small Enterprises Informing Science
Implementing Customer

Relationship Management (CRM) Software Can Be One Of The Most Important Decisions A Growing Company Can Make. In Your Surefire Guide to CRM Success, Matt Mountain and Randy Davis—Salesforce.com gurus and industry leaders—explain how your business can properly implement this software to receive a high return on your investment. In this book, Matt and Randy discuss the following:

- How to define your company's goals for proper CRM implementation
- How to align employees to your vision
- How to use software for not only sales but also marketing, operations, and customer service
- How to use CRM to benefit your customers
- How to continue maximizing and expanding your software in the future

Many companies struggle in incorporating new software technology into their business model, but there is high potential for success if used correctly. If your company is considering the leap to CRM, this book is for you! Oxford University Press
Master Salesforce.com on your terms with this one-of-a-kind video training course
Salesforce.com is a

customer relationship management (CRM) tool that allows you to manage contacts, and track sales activity including leads, sales, and customers. Our instructors provide expert, straight-forward, user-friendly training to help you tackle Salesforce.com the way you want to earn. Get to know Salesforce CRM concepts and the user interface
Manage leads, work with contacts, and track sales opportunities
Make your sales data meaningful with existing or customized reports and dashboards
Includes nearly 4 hours of Salesforce.com video training. If you're looking for comprehensive beginning-intermediate video instruction on Salesforce.com's powerful CRM solution, you'll find it here.

University of Groningen, the Netherlands 26-27 October 2012 Diplomica Verlag

Learn about the Advanced Administration Certification Examination and build a successful career in Salesforce administration
About This Book Build your skills and knowledge to crack the Advanced Admin Certification Examination
Leverage the advanced

administration capabilities of Salesforce and Salesforce1 Optimize and extend Sales Cloud and Service Cloud applications Who This Book Is For This book is written for Salesforce admins who are looking to gain an in-depth knowledge of the Salesforce platform and grow their value in their organization. It will teach them to implement and design advanced business process automation for the benefit of their organization. What You Will Learn Adopt Lightning Experience to improve the productivity of your organization's sales team Create and maintain service entitlements and entitlement processes Process Builder basic and advanced concepts Different ways to deploy applications between environments Best practices for improving and enriching data quality In Detail The book starts by refreshing your knowledge of common admin tasks. You will go over Lightning Experience and various security aspects. You will be shown how to implement territory management in your organization and make use of custom objects. From here, the book progresses to

advanced configuration, data management, and data analytics before swiftly moving on to setting up advanced organization-wide features that affect the look and feel of the application. Extend the capabilities of your organization's Salesforce implementation by optimizing and extending Sales Cloud, Salesforce1, and Service Cloud applications. This guide will equip you with the tools you need to build a successful career in Salesforce. Style and approach The book takes a straightforward, no-nonsense approach to working with the Salesforce CRM platform. It is filled with examples, advanced use cases, and all the resources you need to be a Salesforce Jedi. [Selection of CRM software for the event sector](#) Academic Conferences Limited Salesforce.com bietet gemeinnützigen Organisationen im Rahmen der Salesforce Foundation kostenlose Lizenzen für die hauseigene Customer Relationship Management (CRM) Lösung an. Jedoch stellt die Einführung einer Lösung insbesondere für

kleinere gemeinnützige Organisationen eine Herausforderung dar, die über die finanziellen Aspekte hinausgehen. Ein Beispiel für diese Herausforderungen ist die technische Umsetzung der CRM Einführung. Die Autoren dieses Buches analysieren die typischen Schwierigkeiten und beschreiben eine Vorgehensweise zur CRM-Einführung, die sich in der Praxis bewährt hat. Das Buch bietet dabei spezifische Beispiele aus einem Projekt, welches bei einer kleineren, gemeinnützigen Organisation im kulturellen Umfeld durchgeführt wurde und mit einer erfolgreichen CRM Einführung geendet hat. Dabei werden verschiedene Aspekte des Projektmanagements und der allgemeinen Vorgehensweise, die Analyse der Geschäftsprozesse sowie die technische Umsetzung näher betrachtet. Bei der technischen Umsetzung wird insbesondere die Anpassung der gewählten CRM Lösung als auch die Migration, d. h. die Übernahme der Daten aus verschiedenen Datenquellen wie zum Beispiel Microsoft Excel, im Detail beschrieben.