# The Architects Handbook Of Professional Practice 14th Ed

Take a deep dive into the architectural approach, best practices, and key considerations needed to comprehend, evaluate, and design an efficient, scalable, and sustainable Salesforce-based solution. This book takes a comprehensive look at the seven architectural domains that must be considered when architecting a Salesforce-based solution and equips you to develop the artifacts needed for an end-to-end enterprise architecture blueprint for Salesforce implementation and DevOps. This must-have handbook helps Salesforce professionals implement and manage Salesforce in their organization. You will learn Salesforce architecture: solution architecture, data architecture, security architecture, integration architecture, identity and access management architecture, and strategies that can be used for Salesforce-based mobile applications. In addition to the main architecture concepts, the book also offers industry best practices and the recommended framework for approaching, managing, delivering, and continuously improving a Salesforce solution using its Salesforce Development & Deployment Lifecycle. What You Will Learn Get a detailed overview of the Salesforce multi-tenant, metadata-driven architectural framework and the under-the-hood technology stack that supports Salesforce Know the seven architecture domains, their intricacies, and the considerations needed within each when designing a Salesforce solution Have an architectural mindset and the artifacts needed to architect an end-to-end enterprise-level implementation of Salesforce Be familiar with the most common Salesforce products, licenses, AppExchange products, and the key considerations of using out-of-the-box declarative capabilities vs custom programmatic capabilities of Salesforce Understand data architecture design considerations that include data modeling in Salesforce, identifying and mitigating large data volume concerns, and the key considerations for data migration and data archiving strategies Understand security architecture considerations related to securing data within Salesforce and the various approaches to allow or restrict sharing and visibility from within Salesforce Understand integration architecture considerations that provide an overview of the integration patterns and the integrations solutions that can be used with Salesforce to connect Salesforce with a remote system hosted on-premises, on the cloud, or by third-party solution providers Understand identity and access management architectural considerations across the 9 stages of an identity and access management lifecycle Be aware of the strategies available to design mobile solutions with Salesforce and the options available for Salesforce mobile architecture Employ the principles of the DevOps & Development Lifecycle needed for an ideal state Salesforce implementation Who This Book Is For Professionals interested in implementing, optimizing, and architecting Salesforce solutions enterprise-wide; Salesforce implementation (SI) partners needing a detailed playbook for architecting and delivering successful Salesforce solutions; Salesforce admins, developers, and architects looking

for a one-stop educational resource to mastering the Salesforce architect domains or those pursuing the Salesforce architecture domain certification exams, including the Salesforce Certified Technical Architect (CTA) board exam

A comprehensive end-to-end guide that gives hands-on practice in big data and Artificial Intelligence Key Features Learn to build and run a big data application with sample code Explore examples to implement activities that a big data architect performs Use Machine Learning and AI for structured and unstructured data Book Description The big data architects are the "masters" of data, and hold high value in today's market. Handling big data, be it of good or bad quality, is not an easy task. The prime job for any big data architect is to build an end-to-end big data solution that integrates data from different sources and analyzes it to find useful, hidden insights. Big Data Architect's Handbook takes you through developing a complete, end-to-end big data pipeline, which will lay the foundation for you and provide the necessary knowledge required to be an architect in big data. Right from understanding the design considerations to implementing a solid, efficient, and scalable data pipeline, this book walks you through all the essential aspects of big data. It also gives you an overview of how you can leverage the power of various big data tools such as Apache Hadoop and ElasticSearch in order to bring them together and build an efficient big data solution. By the end of this book, you will be able to build your own design system which integrates, maintains, visualizes, and monitors your data. In addition, you will have a smooth design flow in each process, putting insights in action. What you will learn Learn Hadoop Ecosystem and Apache projects Understand, compare NoSQL database and essential software architecture Cloud infrastructure design considerations for big data Explore application scenario of big data tools for daily activities Learn to analyze and visualize results to uncover valuable insights Build and run a big data application with sample code from end to end Apply Machine Learning and AI to perform big data intelligence Practice the daily activities performed by big data architects Who this book is for Big Data Architect's Handbook is for you if you are an aspiring data professional, developer, or IT enthusiast who aims to be an all-round architect in big data. This book is your one-stop solution to enhance your knowledge and carry out easy to complex activities required to become a big data architect.

This is your essential one stop shop for information on starting and running a practice. Case studies and advice from practitioners, big and small, run alongside outlines of all the key topics, to give you an insight into the problems and challenges others have faced when setting up a design business. Accessible and informative, this handbook is the ideal first point of reference when starting a practice. Architects have many different reasons for setting up in practice; equally, there are many ways of running your own business. This handbook helps you consider whether or not you should set up on your own, examining issues such as financing, office space, recruitment, IT and workingo ut a business plan. Some architects want to stay small, while others have ambitions

to grow into large businesses. Some grow big accidentally. And then there are those who pick and choose their work carefully, and even turn down undesirable contracts, while others will grab at everything possible. This book woudl explore these different models and illustrate how different kinds of practice develop into successful businesses. Importantly, the book will stress that these issues are crucial - you may be the best designer in the world, but unless your business is well managed you will fail. On the other hand, some successful architects spend a lot of time looking for new work and attending to management issues, rarely finding the time for design work. This book would illustrate how architects have struck a balance between these two extremes.
Become a successful software architect by implementing effective architecture concepts
The Architects Handbook of Professional Practice
The Architect's Handbook of Professional Practice: Tools; the architect; the firm
Kick-start your solutions architect career by learning architecture design principles and strategies
Get the latest information on issues affecting your profession. This annual update of the Handbook offers up-to-the-minute tools and practical guidance that you can put to work in your practice today. Included in this year's Practice Update is an overview of new AIA documents and sample contracts that you can view on a CD-ROM (included). Seven new practice profiles demonstrate how firms of all sizes can increase their business and improve their profits by adding new practice methods and services--such as Design-Led Design-Build--to their portfolios. The expanded practice topics section features seven new topics, including proven techniques for improving client communications and four new services--such as building security assessment--that architects can provide. So keep ahead of the curve and order your update right away.
REDEFINING THE PRACTICE OF ARCHITECTURE CLIENT • BUSINESS • DELIVERY • SERVICES This second companion volume to the Thirteenth Edition of The Architect's Handbook of Professional Practice brings architects and others working in the architectural community up to date on the current state of the practice, from important issues affecting day-to-day operations and emerging business trends to the latest AIA contract documents. The three sections of this easy-to-use reference present accessible, field-tested knowledge on running a successful business: Practice reports–Read real-world reports from practitioners in the field, including a survey of client decision makers in the health care sector describing how these clients perceive services performed by architects. Learn from firms that are striking out in new directions by blending expanded services with core design offerings. Find out how to attract new business by making your firm more environmentally conscious, and see how the power of digital technology can transform the traditionally segmented project delivery process. Practice topics–Add practical techniques for

uncovering client and user needs to your practice arsenal. Discover the distinctive aspects and challenges of small projects in small practice settings. Enhance your knowledge of managing multiple offices, keeping key staff, and maintaining the intent and quality of your project designs. Gain an understanding of expert witnesses and facility evaluation services. AIA contract documents–Find out what's new in the AIA documents program and update your files with an accompanying CD-ROM containing all existing, revised, and new AIA contract documents.
"This book is specifically written for architecture students about to begin their careers"--
The Architect's Handbook of Professional Practice
The Architecture Student's Handbook of Professional Practice
The Architect's Guide to Small Firm Management
Big Data Architect's Handbook
*The Architect's Handbook of Professional PracticeJohn Wiley & Sons*
*A comprehensive guide to exploring software architecture concepts and implementing best practices Key Features Enhance your skills to grow your career as a software architect Design efficient software architectures using patterns and best practices Learn how software architecture relates to an organization as well as software development methodology Book Description The Software Architect's Handbook is a comprehensive guide to help developers, architects, and senior programmers advance their career in the software architecture domain. This book takes you through all the important concepts, right from design principles to different considerations at various stages of your career in software architecture. The book begins by covering the fundamentals, benefits, and purpose of software architecture. You will discover how software architecture relates to an organization, followed by identifying its significant quality attributes. Once you have covered the basics, you will explore design patterns, best practices, and paradigms for efficient software development. The book discusses which factors you need to consider for performance and security enhancements. You will learn to write documentation for your architectures and make appropriate decisions when considering DevOps. In addition to this, you will explore how to design legacy applications before understanding how to create software architectures that evolve as the market, business requirements, frameworks, tools, and best practices change over time. By the end of this book, you will not only have studied software architecture concepts but also built the soft skills necessary to grow in this field. What you will learn Design software architectures using*

*patterns and best practices Explore the different considerations for designing software architecture Discover what it takes to continuously improve as a software architect Create loosely coupled systems that can support change Understand DevOps and how it affects software architecture Integrate, refactor, and re-architect legacy applications Who this book is for The Software Architect's Handbook is for you if you are a software architect, chief technical officer (CTO), or senior developer looking to gain a firm grasp of software architecture. No other contracts are more widely used in the constructionindustry than the American Institute of Architects' standardforms. The American Institute of Architects Official Guide tothe 2007 AIA Contract Documents offers unparalleled insightinto the AIA's extensive portfolio of contract documents,helping the reader understand the forms and how to implement them. This guide is divided into two parts:Part One, The AIAStandard Documents, examines the role of AIA ContractDocuments, their history, and how the documents are written andupdated. It also reviews the educational and supporting resourcesthat are part of the AIA's contract documents program; Part Two,The AIA Documents Companion, describes agreements in detail,including the purpose and rationale for provisions. Separatechapters cover the owner-contractor, contractor-subcontractor,owner-architect, and architect-consultant agreements. The guideconcludes with a chapter describing pivotal legal cases that havehelped shape and interpret AIA contracts. Samples of the most commonly used contracts are in print in theappendix, and an accompanying CD-ROM has samples of all AIAContract Documents (in PDF format for Mac and PC computers) thatreleased in 2007, as well as the Integrated Project Delivery Familyof documents that released in 2008. This book is invaluable forconstruction project owners, attorneys, contractors,subcontractors, design professionals, and others involved in theprocurement, management, and delivery of building projects. It isalso recommended for students and young professionals seeking adegree, certification, or licensure.*
*The Architect's Handbook of Professional Practice: The documents*
*Architect's Professional Practice Manual*
*Occupational Outlook Handbook*
*A guide to building proficiency in tools and systems used by leading big data experts*

Written by The American Institute of Architects, this is the definitive textbook on practice issues written specifically for architecture students. Specifically written for emerging architects, this is the first unabbreviated guide specifically for architecture students about to begin their careers. It is required reading in a professional practice course that architecture students must take within their final two years of school.

The ultimate handbook for new and seasoned Salesforce B2C Solution Architects who want to design seamless B2C solutions across the Salesforce Customer 360 ecosystem – including B2C Commerce, Service Cloud, and Marketing Cloud Key FeaturesGive your customers a frictionless experience by creating a unified view of all their interactionsGet your architectural design right the first time and avoid costly reworksPrepare for the B2C Solution Architect exam and Salesforce certification with practical scenarios following Salesforce best practicesBook Description There's a huge demand on the market for Salesforce professionals who can create a single view of the customer across the Salesforce Customer 360 platform and leverage data into actionable insights. With Salesforce B2C Solution Architect's Handbook, you'll gain a deeper understanding of the integration options and products that help you deliver value for organizations. While this book will help you prepare for the B2C Solution Architect exam, its true value lies in setting you up for success afterwards. The first few chapters will help you develop a solid understanding of the capabilities of each component in the Customer 360 ecosystem, their data models, and governance. As you progress, you'll explore the role of a B2C solution architect in planning critical requirements and implementation sequences to avoid costly reworks and unnecessary delays. You'll learn about the available options for integrating products with the Salesforce ecosystem and demonstrate best practices for data modeling across Salesforce products and beyond. Once you've mastered the core knowledge, you'll also learn about tools, techniques, and certification scenarios in preparation for the B2C Solution Architect exam. By the end of this book, you'll have the skills to design scalable, secure, and future-proof solutions supporting critical business demands. What you will learnExplore key Customer 360 products and their integration optionsChoose the optimum integration architecture to unify data and experiencesArchitect a single view of the customer to support service, marketing, and commercePlan for critical requirements, design decisions, and implementation sequences to avoid sub-optimal solutionsIntegrate Customer 360 solutions into a single-source-of-truth solution such as a master data modelSupport business needs that require functionality from more than one component by orchestrating data and user flowsWho this book is for This book is for professionals in high-level job roles that heavily rely on Salesforce proficiency. It's primarily written for B2C commerce architects, application architects, integration architects, as well as system architects, enterprise architects, Salesforce architects, and CTO teams looking to benefit from a deeper understanding of this platform. Before you get started, you'll need a solid understanding of data integration, APIs, and connected systems, along with knowledge of the fundamentals of business-to-consumer (B2C) customer experiences.

The Architects' Handbook provides a comprehensive range of visual and technical information covering the great majority of building types likely to be encountered by architects, designers, building surveyors and others involved in the construction industry. It is organised by building type and concentrates very much on practical examples. Including over 300 case studies, the Handbook is organised by building type and concentrates very much on practical examples. It includes: · a brief introduction to the key design considerations for each building type · numerous plans, sections and elevations for the building examples · references to key technical standards and design guidance · a comprehensive bibliography for most building types The book also includes sections on designing for accessibility, drawing practice, and metric and imperial conversion tables. To browse sample pages please see http://www.blackwellpublishing.com/architectsdata

Architect's Handbook of Professional Practice: The Project
The Architects Guide to Writing
Architect's Handbook of Professional Practice
Solutions Architect's Handbook

*Build highly secure and scalable machine learning platforms to support the fast-paced adoption of machine learning solutions Key Features Explore different ML tools and frameworks to solve large-scale machine learning challenges in the cloud Build an efficient data science environment for data exploration, model building, and model training Learn how to implement bias detection, privacy, and explainability in ML model development Book Description When equipped with a highly scalable machine learning (ML) platform, organizations can quickly scale the delivery of ML products for faster business value realization. There is a huge demand for skilled ML solutions architects in different industries, and this handbook will help you master the design patterns, architectural considerations, and the latest technology insights you'll need to become one. You'll start by understanding ML fundamentals and how ML can be applied to solve real-world business problems. Once you've explored a few leading problem-solving ML algorithms, this book will help you tackle data management and get the most out of ML libraries such as TensorFlow and PyTorch. Using open source technology such as Kubernetes/Kubeflow to build a data science environment and ML pipelines will be covered next, before moving on to building an enterprise ML architecture using Amazon Web Services (AWS). You'll also learn about security and governance considerations, advanced ML engineering techniques, and how to apply bias detection, explainability, and privacy in ML model development. And finally, you'll get acquainted with AWS AI services and their applications in real-world use cases. By the end of this book, you'll be able to design and build an ML platform to support common use cases and architecture patterns like a true professional. What you will learn Apply ML methodologies to solve business problems Design a practical enterprise ML platform architecture Implement MLOps for ML workflow automation Build an end-to-end data management architecture using AWS Train large-scale ML models and optimize model inference latency Create a business application using an AI service and a custom ML model Use AWS services to detect data and model bias and explain models Who this book is for This book is for data scientists, data engineers, cloud architects, and machine learning enthusiasts who want to become machine learning solutions architects. You'll need basic knowledge of the Python programming language, AWS, linear algebra, probability, and networking concepts before you get started with this handbook.*

*This book will show you how to create robust, scalable, highly available and fault-tolerant solutions by learning different aspects of Solution architecture and next-generation architecture design in the Cloud environment.*

*The essential guide to beginning your career in architecture The Architecture Student's Handbook of Professional Practice opens the door to the vast body of knowledge required to effectively manage architectural projects and practice. A professional architect is responsible for much more than design; this book is specifically designed to help prepare you for the business and administrative challenges of working in the real-world—whether you are a student or are just starting*

*out in practice. It provides clear insight into the legal, financial, marketing, management, and administrative tasks and issues that are integral to keeping a firm running. This new edition has been restructured to be a companion textbook for students undertaking architectural practice classes, while also fulfilling the specific knowledge needs of interns and emerging professionals. It supplements information from the professional handbook with new content aimed at those setting out in the architectural profession and starting to navigate their careers. New topics covered in this new edition include: path to licensure, firm identity, professional development, strategic planning, and integrated project delivery. Whether you want to work at a top firm, strike out on your own, or start the next up-and-coming team, the business of architecture is a critical factor in your success. This book brings the fundamentals together to give you a one-stop resource for learning the reality of architectural practice. Learn the architect's legal and ethical responsibilities Understand the processes of starting and running your own firm Develop, manage, and deliver projects on time and on budget Become familiar with standard industry agreements and contracts Few architects were drawn to the profession by dreams of writing agreements and negotiating contracts, but those who excel at these everyday essential tasks impact their practice in innumerable ways. The Architecture Student's Handbook of Professional Practice provides access to the "nuts and bolts" that keep a firm alive, stable, and financially sound.*

*Professional Practice for Architects and Project Managers*
*Architect's Handbook of Professional Practice: Documents*
*For Design and Construction Professionals*
*The Machine Learning Solutions Architect Handbook*

The definitive guide to management success for sole practitioners and leaders of small design firms Owning and operating a small architectural design firm can be challenging, with tight project deadlines, on-the-fly meetings, rush proposals, and fluctuating workloads as part of the firm's day-to-day activities. To help small firm owners cope with the chaos and prepare for the unexpected, here is The Architect's Guide to Small Firm Management, a no-nonsense guide to repurposing daily demands into workable, goal-directed solutions. Crucial topics such as self-aware leadership, people management, technology, financial health, scenario planning, sustainable practice, and future trends are examined using real-life case studies and business model paradigms. This definitive text explores the whole system experience of a small firm practice to deliver organizational strategies proven to keep a firm's creative mission on a steady, productive path. The Architect's Guide to Small Firm Management addresses how small firm owners can: Deal effectively with unexpected circumstances and shifting work requirements Meet the demands of the marketplace while creating a satisfying workplace Set and achieve goals in an environment of constant change This book is a must-have for those facing the often harsh reality of managing small design firms in a difficult and changing economy. Entrepreneurial architects and designers will discover how to define their own personal and professional meanings of success, as well as how to refocus their business approach to replace long, unrewarding hours with manageable, satisfying ones.
"This updated resource covers all aspects of architectural practice, featuring: new material of sustainable design, managing multiple offices,

lifelong learning, mentoring, and team building; revised content on programming, project management, construction contract administration, risk management, and ethics; and coverage of small firm considerations as well as emerging issues such as integrated practice and integrated project delivery."--Jacket.

An all-in-one architectural practice toolkit! AIA Kemper Award winner James R. Franklin's Architect's Professional Practice Manual is a no-nonsense compendium of well-tested methods, valuable tips, and contracts, forms, checklists, and other tools in a graphics-oriented, at-a-glance format. Beginning with how to position yourself in the marketplace, it takes you through the entire process of marketing, pricing, negotiating, designing, and carrying out projects, showing you how to build repeat client business while maintaining your joy and profitability through exemplary practices. This lean-and-clean fieldbook stresses the project-driven principles of good practice, emphasizing collaborative behavior, doing right by the client and the people you work with and for, as a key to upward mobility.

The Architect's Handbook of Professional Practice Update 2004

RIBA Architect's Handbook of Practice Management

Software Architect's Handbook

Salesforce Architect's Handbook

The comprehensive guide to construction tolerances, newly revised and updated How much may a steel frame be out of plumb? What are the expected variations of a precast concrete panel? What is required to successfully detail finish materials on masonry? Updating and expanding on its popular first edition, the Handbook of Construction Tolerances, Second Edition remains the only comprehensive reference to the thousands of industry standard tolerances for the manufacture, fabrication, and installation of construction materials and components-- including all-important accumulated dimensional variations. Covering new materials and techniques developed since the book was first published, the Second Edition of this easy-to-use reference features: * More than 100 drawings illustrating the tolerance concepts * New sections on measuring compliance with tolerance standards; right-of-way construction; autoclaved aerated concrete; tilt-up concrete panels; interior stone wall cladding; structural insulated panels; decorative architectural glass; laminated architectural flat glass and bent glass * New guidelines on how to incorporate tolerance requirements in drawings and specifications * New information on how to apply tolerance information during contract administration With the Handbook, architects, engineers, contractors, interior designers, lawyers, and others involved in the construction industry will be armed with the information they need to design and detail more accurately, write better specifications, establish normal practice and standards of care, supervise construction, settle worksite disputes, and save time and money at every stage of building.

Explains construction professional practice in an appealing, succinct, and relatively informal way This book details the management of construction projects from beginning to end, concentrating on the principles underlying what construction professionals like architects do. It covers the entire process—from the initial meetings with clients through the design, recruitment of a contractor, contract management, construction, and handover—all without referencing legal cases, contract clause numbers, laws, statutes, or the complex jargon that can muddle comprehension. The first part of Professional Practice for Architects and Project Managers offers enlightening chapters that cover: professional standards, perks of the job, bonds and parent company guarantees, office meetings, letter writing, the RIBA Plan of Work, and Building Information Modelling (BIM). The second section teaches all about dealing with the clients, and includes chapters that discuss the extent of

services, fee negotiations, conflicts of interest, and more. Next the book looks at such on-the-job responsibilities as surveys, ground investigations, cost estimates, work schedules, letters of intent, etc. The final section goes over everything readers need to know about dealing with a building contract in progress, informing them about advance payments, insurance, site inspections, contractor disputes, terminations, final certificates, and more. Details the entire process of managing a construction project, including dealing with clients, the design process, running a construction project, and more Highlights what the construction professionals do in their positions Shows how principles of construction management are applied in practice Written in a reader-friendly and accessible way Professional Practice for Architects and Project Managers is an excellent resource for architects and other construction professionals such as contract administrators, project managers, quantity surveyors, and contractors.

The definitive guide to architectural practice Business, legal, and technical trends in architecture areconstantly changing. The Architect's Handbook of ProfessionalPractice has offered firms the latest guidance on those trendssince 1920. The Fifteenth Edition of this indispensable guidefeatures nearly two-thirds new content and covers all aspects ofcontemporary practice, including updated material on: Small-firm practice, use of technologies such as BIM, andproject delivery methods, such as IPD and architect-leddesign-build Career development and licensure for emerging professionals andstate-mandated continuing education for established architects Business management topics, such as organizational development,marketing, finance, and human resources Research as an integrated aspect of architectural practice,featuring such topics as evidence-based design and research in asmall-firm context The Fifteenth Edition of The Architect's Handbook ofProfessional Practice includes access to a website thatcontains samples of all AIA Contract Documents (in PDF format forMac and PC computers). With comprehensive coverage of contemporarypractices in architecture, as well as the latest developments andtrends in the industry, The Architect's Handbook of ProfessionalPractice continues to be the essential reference for everyarchitect who must meet the challenges of today's marketplace withinsight and confidence.

The Architect's Handbook 2

9th Edition

Instructor's Guide

Create machine learning platforms to run solutions in an enterprise setting

The professional architect's business management bible now encompasses the RIBA Plan of Work 2013 to reflect the very latest practice in today's cutting-edge architectural environment. With an emphasis on the practical aspects of working as an architect, the 9th edition combines clear and comprehensive guidance with a focus on new directions in practice management which will give a modern practice that vital commercial edge. Topics range from starting up a practice and developing a business strategy, to how to win clients, manage people, and handle fees. It includes new sections on topics such as knowledge management, QA, IT and project management too. With its clear, accessible layout, and no-nonsense style aimed at busy architects, this is a must-read for practices of all sizes and the ideal companion to the RIBA Job Book, 9th edition

There are a lot of good books available to help people write better. They include dictionaries, usage guides, and various types of writers' manuals – and professional writers ought to have many of those books on their bookshelves. But most architects and other design and construction

professionals are not professional writers. Instead, they are people who spend a large part of their professional lives writing. That's a big difference, and that's where this book will help. The Architect's Guide to Writing has been written not by an English major, but by Bill Schmalz, an architect who knows the kinds of documents his fellow professionals routinely have to write, and understands the kinds of technical mistakes they often make in their writing. This book is designed to meet the specific needs of design and construction professionals. It's not going to waste their time with the things that most educated professionals know, but it will help them with the things they don't know or are unsure of. It's not a Chicago Manual-sized encyclopaedic reference that includes everything any writer would ever need to know, because architects don't need to know everything. But what they do need to know – and what they use every day in their professional lives – has been assembled in this book.
An architect's head is filled with thousands of details: weights and resistances, sizes and specifications, acoustic protection, properties, and so on.How can a busy professional keep all this information in mind?The Architect's Handbook is an easy-to-use, exhaustive reference book packed with facts: conversion tables, legal standards, technical specs, material properties, rules of thumb and much more; putting all the information at the architect's fingertips, anytime, anyplace.It includes detailed plans, drawings and sketches, and 80 charts full of hardy technical information.
Handbook of Construction Tolerances
Architect's Handbook of Professional Practice: Instructor's guide
Design scalable and cohesive business-to-consumer experiences with Salesforce Customer 360