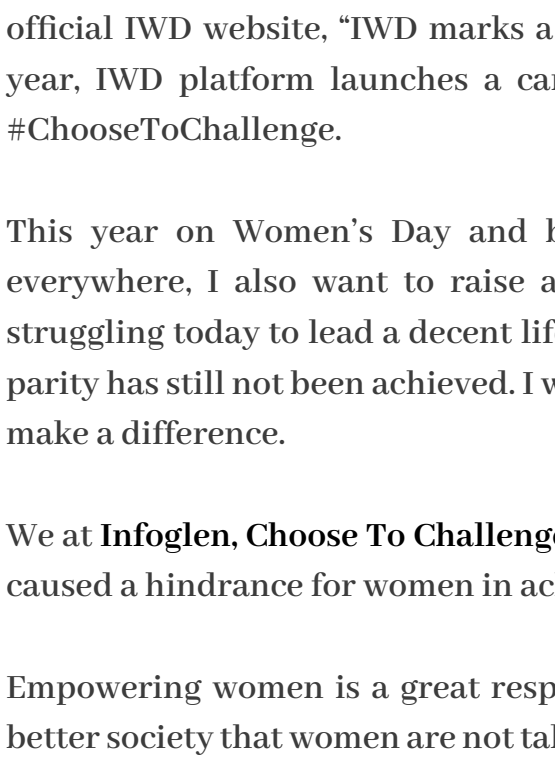


## Leaderspeak

### Celebrating Women on International Women's Day & Beyond



**Saba Ahmad**  
(COO & CO-FOUNDER)

Infoglen joined the global world community in celebrating International Women's Day, on 8th March 2021, a day celebrating the social, economic, cultural, and political achievements of women.

International Women's Day celebration began in the early 1900s. In the year 1908, 15,000 women marched through New York City demanding shorter hours, better pay and voting rights. For the next couple of years National Women's day was celebrated in United States, until in 1911 in an International Conference of Working Women in Copenhagen, a woman named Clara Zetkin (Leader of the 'Women's Office' for the Supporting and celebrating women's rights is a year-round responsibility. It is not something that we should talk about on 8th March and shelf for the rest of the year. According to the official IWD website, "IWD marks a call to action for accelerating women's equality". Each year, IWD platform launches a campaign theme. The IWD Campaign theme for 2021 is #ChooseToChallenge.

This year on Women's Day and beyond, as we celebrate the achievements of women everywhere, I also want to raise awareness for all the women worldwide, who are still struggling today to lead a decent life, and for communities and organisations where gender parity has still not been achieved. I want all of us to look around, take notice and see if we can make a difference.

We at **Infoglen**, **Choose To Challenge** all kinds of Gender Biases and Stereotypes which have caused a hindrance for women in achieving their personal and professional goals.

Empowering women is a great responsibility. It is necessary for gender equality and for a better society that women are not taken for granted and are given equal respect. **Infoglen** was founded with these ideals of gender equality and we celebrate women empowerment and leadership at every level. We value all the women Infoglenners and entrust them with equal opportunity and responsibility.

To that end, on this International Women's Day 2021, we launched **WI Circle** and had our inaugural session. WI Circle is the circle of women empowerment at Infoglen. In a world where a majority of women still face biases and hurdles, WI Circle will be a place where Women Infoglenners come together to support each other, give and get advice and celebrate their wins.

In our first session, we talked about different types of "Biases" women face, whether it is bias at work, or navigating through a new kind of bias due to Covid-19, dealing with the 'new normal' of lockdown - with online classes for your kids and work from home - or a bias that we come across outside work in our community. We also decided to select a bias that each one of us will 'Choose To Challenge' in 2021.



With WI Circle we want to raise awareness, bring these issues to the table and try to find solutions together. It will also be a place where we mentor and support our fellow Infoglenners in achieving their professional and personal goals. A place where we come together and help those who need our support.

In the words of **Adrienne Rich**, a poet and essayist, "The most important thing one woman can do for another is expand her sense of actual possibilities". This is exactly what we hope to do at WI Circle.

Our success towards Gender Equality without biases, hinges on each and every one of us Infoglenners making a conscious effort of choosing to challenge all biases and stereotypes for women within and outside Infoglen.

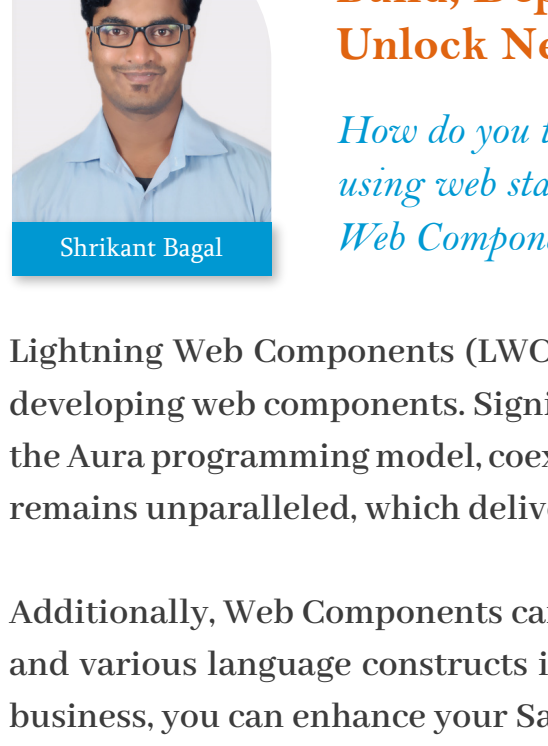
I also want to give a big shout out and thanks to all the Infoglenners who supported our social media campaign aligning with IWD's strike a pose and #ChooseToChallenge campaign of raising our hands in solidarity.

Let's all choose to challenge wherever we see injustice against women. Let's all work to promote gender equality by providing equal opportunities of work, leisure as well as decision making regardless of gender, be it at our work, homes or in our communities - not just on Women's Day, but everyday.

Wishing you all Happy Women's History Month ! Let us walk the talk !

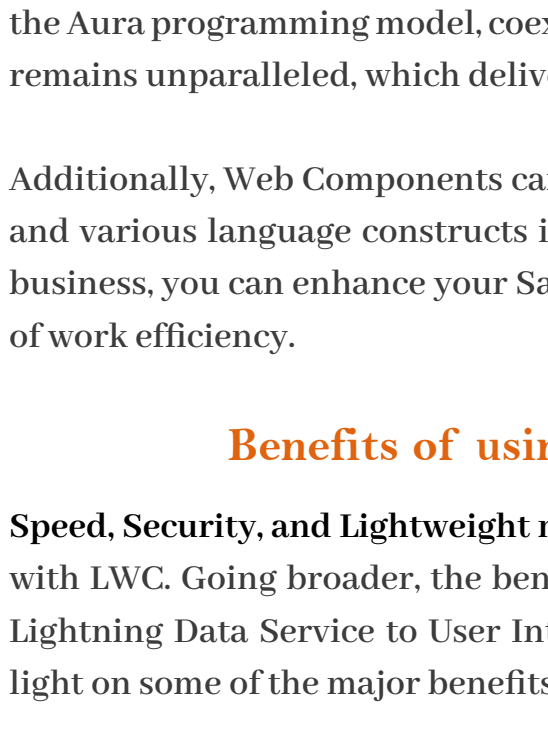
Cheers,  
Saba

## Salesforce News



Ferguson, the largest distributor of plumbing supplies has selected Salesforce to power its digital transformation.

[Read More](#)



Coca-Cola bottlers in North America have partnered with Salesforce to digitally transform its contact center and field service operations.

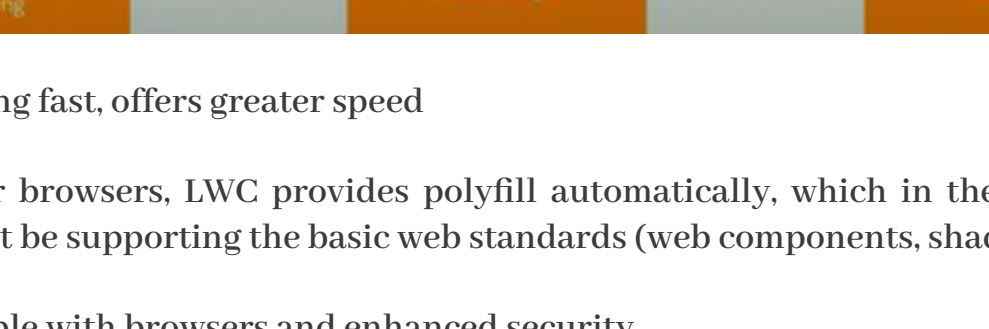
[Read More](#)



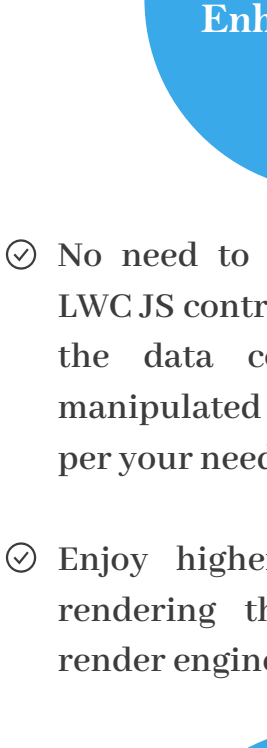
Salesforce has announced results for its fiscal fourth quarter and full year fiscal 2021. Total fourth quarter revenue was \$5.82 billion, an increase of 20% year-over-year, and 19% in constant currency.

[Read More](#)

## Opportunities @Infoglen



## Techtalk



### Build, Deploy, Reuse and Achieve- Unlock New Business Potentials Through LWC!

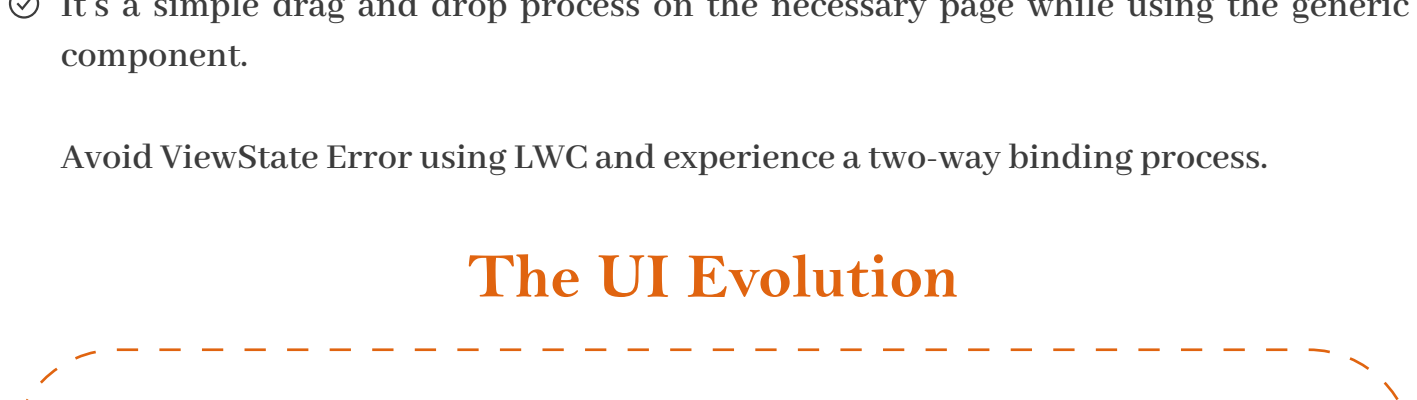
*How do you take the Salesforce Lightning Platform a step closer to using web standards for UI Development? It is through Lightning Web Components!*

Lightning Web Components (LWC) have emerged as a powerful programming model for developing web components. Significantly bolstering web standards, it is compatible with the Aura programming model, coexisting with the same. However, the performance of LWC remains unparalleled, which delivers a competitive advantage to its users.

Additionally, Web Components can leverage elements, shadow DOM, modules, templates, and various language constructs in ECMAScript 7 and more. Implementing LWC in your business, you can enhance your Salesforce Lightning Platform and achieve a greater level of work efficiency.

### Benefits of using Lightning Web Components

**Speed, Security, and Lightweight nature** are some of the key adjectives that can be tagged with LWC. Going broader, the benefits can be unfolded in various directions. Right from Lightning Data Service to User Interface APIs- LWC has its way for all of us. Let's throw light on some of the major benefits.



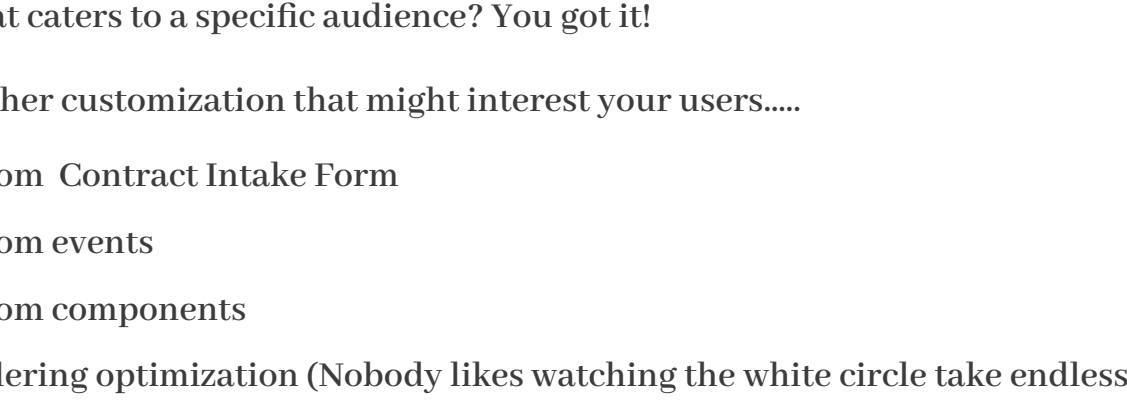
⊙ LWC, being fast, offers greater speed

⊙ For older browsers, LWC provides polyfill automatically, which in the normal case would not be supporting the basic web standards (web components, shadow dom, etc.)

⊙ Compatible with browsers and enhanced security

### How can LWC strengthen your business?

Let's explore the possibilities of boosting your business using LWC.



⊙ No need to make server calls. With LWC.JS controllers through javascript, the data coming can be simply manipulated and can be displayed as per your need.

⊙ Enjoy higher speed in component rendering through enhanced DOM render engine.

⊙ Easy to write components that do not have a user interface.

⊙ Can be reused in other components that are more powerful than static tools.

⊙ Lightning Web Components has built-in browser security features from Web Components Standards, allowing out-of-box usage and fewer custom functions.

⊙ With Lightning Web Components, CSS (Cascading Style Sheets), Script and event range is better and more limited.

⊙ Offers more consistency in the design of components.

⊙ LWC supports two-way data binding that facilitates the coordination of how data moves between the components.

⊙ LWC enables teams to carry out their tasks faster with sophisticated components, working seamlessly on various devices. The entire developmental efficiency gets a boost, along with parallel designing with components.

⊙ LWC enables users to come up with generic components for a seamless performance.

⊙ It's a simple drag and drop process on the necessary page while using the generic component.

Avoid ViewState Error using LWC and experience a two-way binding process.

### The UI Evolution



As an organization that aims to achieve unparalleled customer satisfaction, focusing on user experience is an important element. Salesforce has always introduced new ways of keeping up with the market trend while keeping the cloud element intact- LWC is one of them.

The ability to create new, trendy, and 'just what you need' kind of a page in your environment and for your end users has been the key reason for the adoption of LWC.

One might have questions about the exact implementation of LWC in their business and what do they actually need? Here's something that might interest you.

Let's say you are an organization with a fifty thousand customer base and you deal in membership services. Your transition from Classic to Lightning will open endless possibilities of expanding your business and bringing something new to the table for your members/users. Using Lightning Web Components to replace your VF pages will not just enhance the look and feel of your website/community but will also allow you to add numerous pages according to your needs. Looking for a new membership management page that caters to a specific audience? You got it!

Some other customization that might interest your users....

- ⊙ Custom Contract Intake Form
- ⊙ Custom events
- ⊙ Custom components
- ⊙ Rendering optimization (Nobody likes watching the white circle take endless rounds)

### One Framework, Multiple Platforms, Endless Possibilities Combining Open Source Software to LWC, this is what we achieve...

Open Source Software benefits the company, and its people as any new technology or idea can jumpstart new opportunities in production and operations. Remotely yet collaboratively working on codes is a unique skill set which naturally improves writing codes, accelerating innovation, hiring, and onboarding. A code, which is meant to be open-source is typically associated with good quality software/product design - it is modular, extensible, well documented, and allows teams to depend on it with confidence. Better code, therefore, associates with better software/products.

The benefits are significant. A single framework allows you to share code between apps. And given that LWC is built on the latest web standards, the framework is already cutting-edge with the latest best practices and patterns. Consequently, which means enterprises everywhere are empowered to quickly build fast, secure, and portable web applications with the same standards-based framework, and using the tools and open languages of their choice.

Under the wider umbrella of Salesforce capabilities, Lightning Web Components is worth the try!!