Blockchain Payments for Salesforce

Web3 Enabler

Admin Installation Guide V3.0

Overview

Web3 Enabler for Salesforce enables Sales Cloud and Service Cloud users to accept payments in popular Cryptocurrencies and Stablecoin cryptocurrencies. Blockchain Payments supports the following EVM Networks: Ethereum, Polygon, Arbitrum Optimism, and BASE networks, and the following UTXO Networks: Bitcoin, Doge, Litecoin, as well as the XRP Ledger and Tron Networks.

Web3 Enabler is secure by design. Neither your Salesforce Org nor Web3 Enabler has access to users' private keys. Public keys are connected using secure landing pages, made safer with third party tools like Wallet Connect and Auth0. We only use your UTXO xpub to derive and monitor transactions, or EVM/XRP/Tron Wallet addresses for monitoring transactions.

Your users do not need to be Web3 knowledgeable to accept cryptocurrency payments. With a few button clicks, they can invite your clients to connect their wallets and begin sending payments. Cryptocurrency standards like QR codes are natively supported. We also provide easy to reference URL fields for inclusion in your existing workflow. You can add a Payment Link to your existing Invoices and begin accepting payments immediately. Clients just need to connect their wallet through our secure URL to provide their Wallet Address, and we track all the payments.

We urge Salesforce Administrators to read through this entire document at least twice. If you are new to Web3, some of the details may be unfamiliar to you. If you are experienced with Web3, you may find some of the simplifications we make in the interface shocking. We have focused on making the process as simple as possible.

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Quick Start Guide

For security reasons, we recommend a limited access Integration User with Web3 Enabler Integration Permissions. Because of the sensitive nature of Blockchain Financial Transactions, a clear paper trail of this user is recommended. We recommend using an Integration User, but a Standard User with Admin Profile and the Integration Permission set will also work.

Installation Instructions (Quick Start)

Before installing, decide if production or starting a free trial is best for you. If you are interested in easy blockchain data and crypto currency payments integration directly into your Salesforce you may want to jump into production. If you are interested in trying new payment rails with near instantaneous settlement available globally but are unfamiliar with web3 then we recommend you start a free trial and discover the power of the next generation payments system.

Step by Step Instructions:
1. Go to the Salesforce AppExchange.
2. Install Blockchain Payments by Web3 Enabler.
3. Verify successful installation (Optional).

Permissions and Use Cases (Quick Start)

Installation requirements:
- You must have a Salesforce account to install and use Blockchain Payments..
- The user installing must have a System Admin account or have the "View Setup and Configuration", "Customize Applications," and "Modify All Data" Profile Permissions.
- You must have an existing Salesforce sandbox for a free trial.

Blockchain Payments use cases:
- Fast, simple, and cheap payments and instantaneous settlement, even internationally.
- Create and monitor clients and opportunities in a familiar user friendly environment.
- Use BitRank,a blockchain intelligence software, that provides fast, easy, and accurate real-time monitoring and scoring of transactions and wallets to stop transactions with bad actors and sanctioned entities directly in your Salesforce console.
- Create customizable reports to fit your business intelligence needs.

Installation Instructions (Step by Step)

A Salesforce account with the proper permissions is required for any installation. An active sandbox is required for use of the free trial.

Step by Step Instructions:
1. Go to the Salesforce AppExchange - There are two primary ways to access the Salesforce AppExchange. You may use either method.
    a. Salesforce console
        i. Go to Salesforce, and login.
        ii. Open the Salesforce App Launcher, and click "Visit AppExchange."
        iii. Click "Go To AppExchange."
    b. Web browser - Enter a direct link in your browser or select from your search engine.
2. Install Blockchain Payments by Web3 Enabler.
    a. Search for "Blockchain Payments" in the search bar.
    b. Select "Blockchain Payments" by "Web3 Enabler, Inc."
    c. Select "Get It Now" for a production installation or "Try It Free" to start your free trial.
    d. Choose a trial type, complete the form, and click "Continue to Installation."
    e. Click "Log In & Install", and complete your Salesforce login.
    f. Select which users (Admins only, All users, or Specific profiles) will have access to Blockchain Payments, and click "Install"
    g. Approve third-party access, and verify installation starts.
3. Verify Successful installation (Optional).
    a. Go to Salesforce.
    b. Open the Salesforce App Launcher, and view Web3 Enabler Blockchain Payments and Web3 Enabler Setup apps.
    c. Enter Setup, and Apps -> Packaging -> Installed Packages.
    d. Verify the following fields:
        i. Package Name: Web3 Enabler Blockchain Payments.
        ii. Publisher: Mutual Knowledge Systems.
   iii. AppExchange Ready: Passed.

Installation Instructions (Screenshots)

If you are more comfortable with a visual guide the following are full detailed screenshots of the Installation step by step found above.
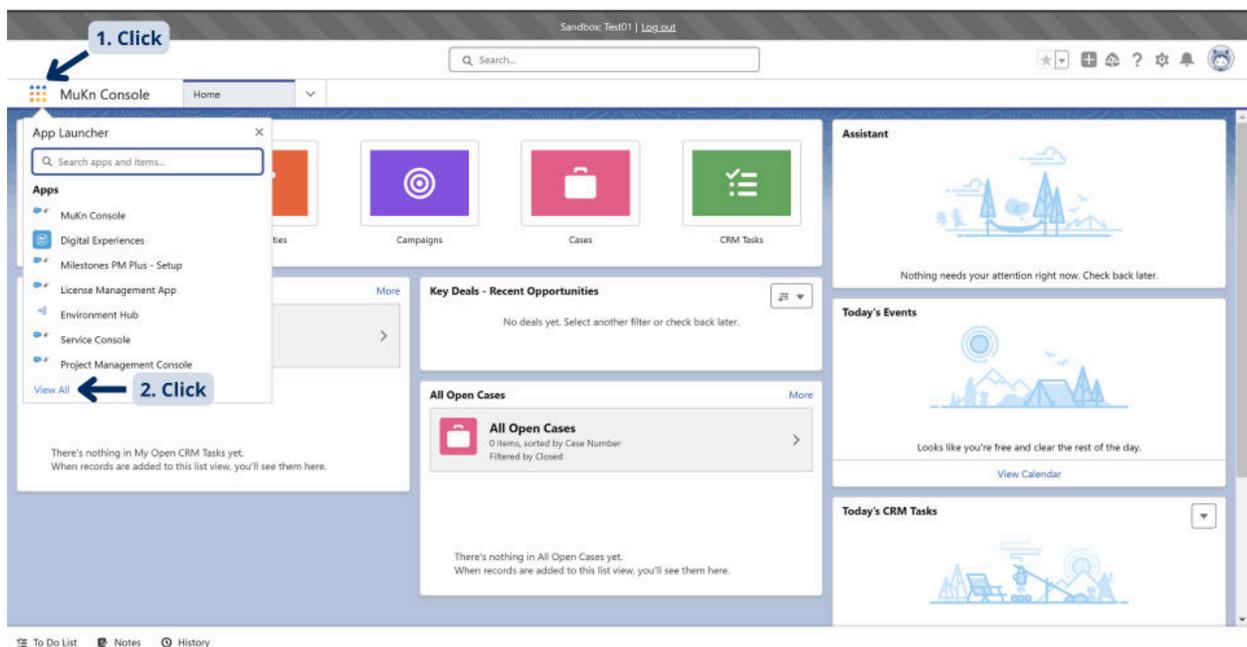
Go to the Salesforce AppExchange

These steps showing how to access the Salesforce AppExchange from your Salesforce console are optional. You may also access the Salesforce AppExchange through a direct link in your browser or searching on a search engine.
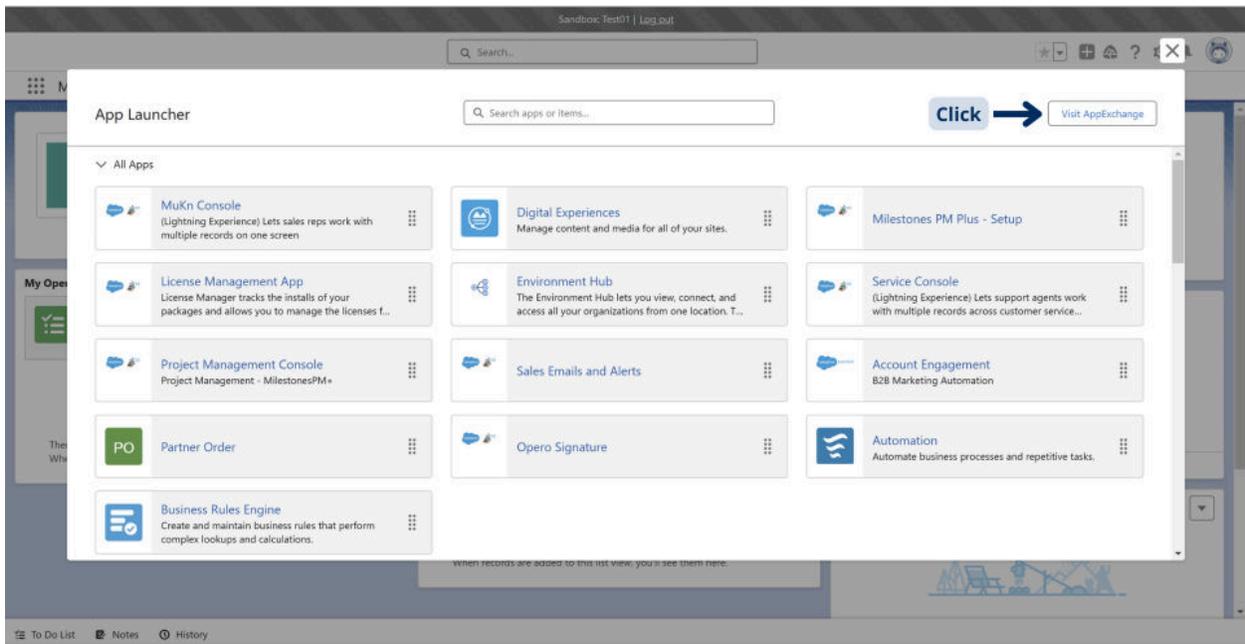
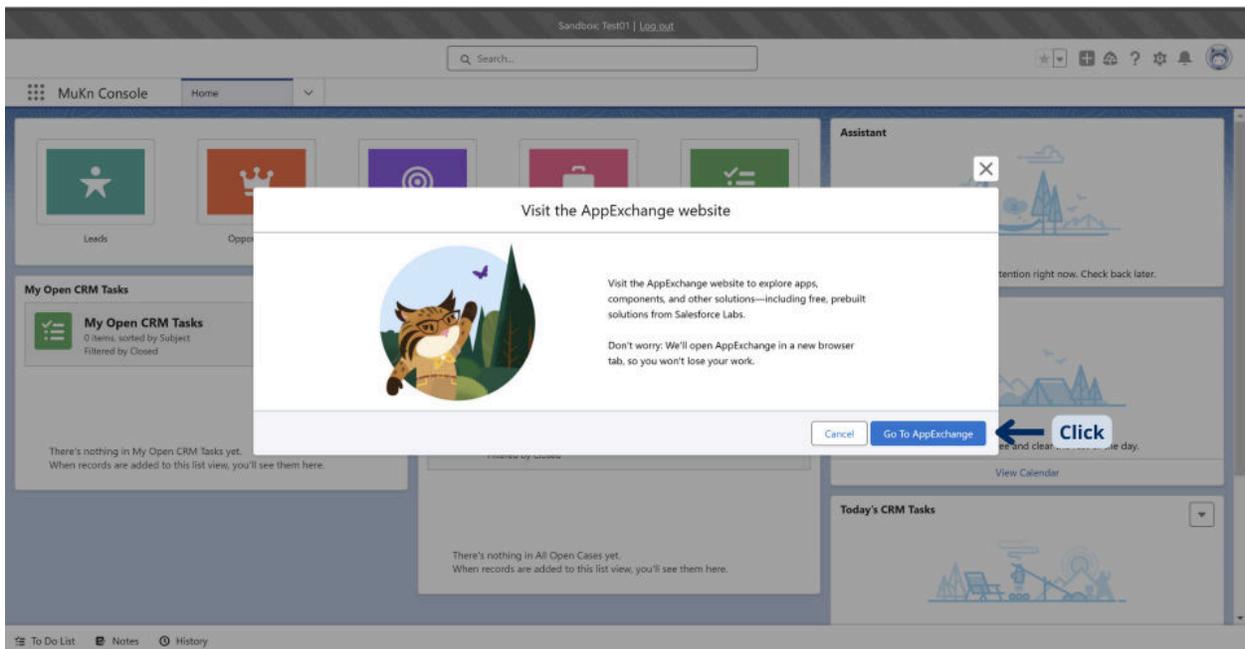1. Go to Salesforce and log in to your account.
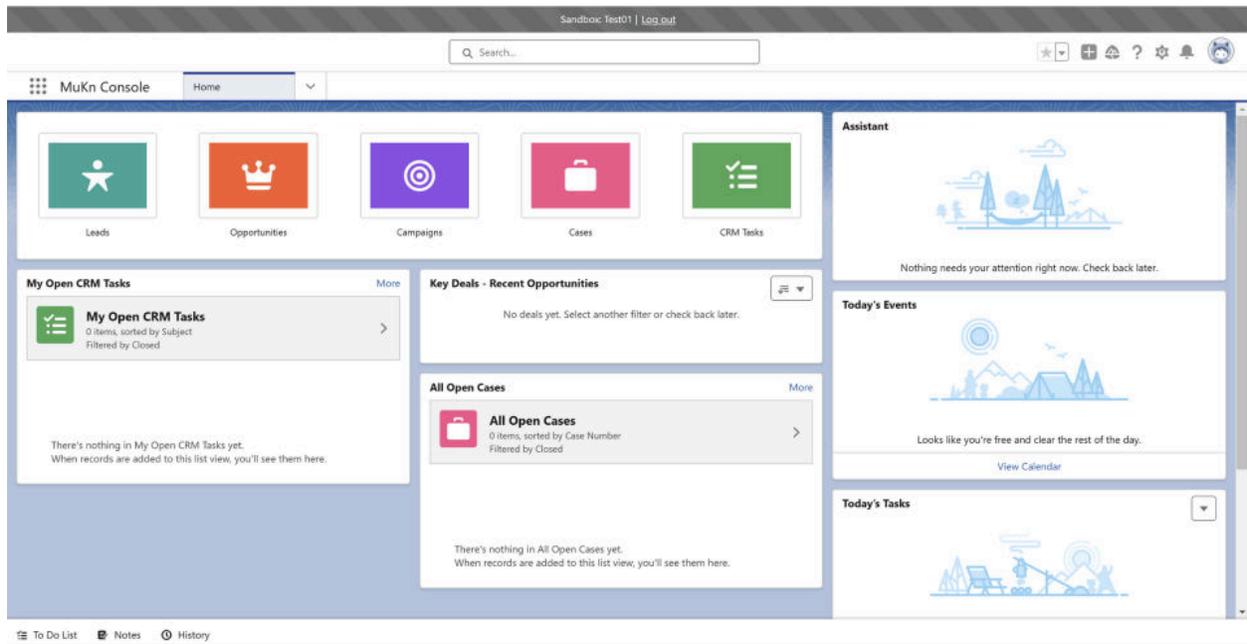
2. Open the Salesforce App Launcher by clicking the dotted square icon on the top left and then clicking "View All."

3. Click "Visit AppExchange" on the top right of your App Launcher.

4. Go to the Salesforce AppExchange by clicking "Go To AppExchange" on the bottom right of the window.
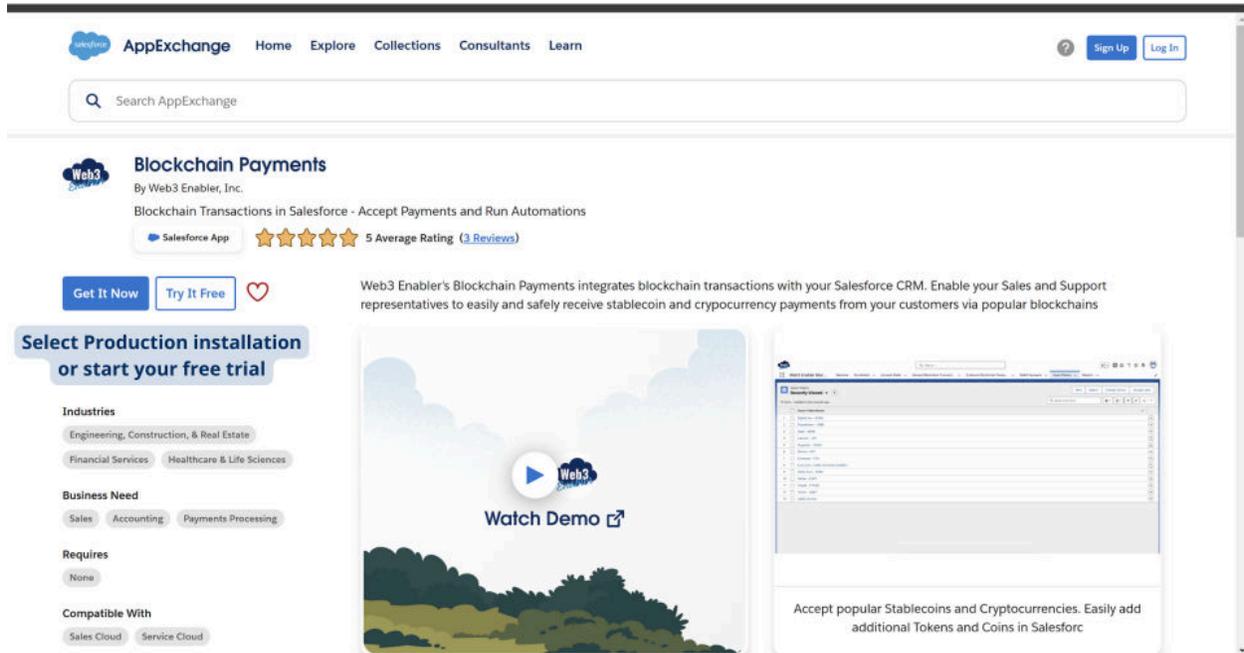
Install Blockchain Payments by Web3 Enabler

There are two options when installing Blockchain Payments. A production installation will require a purchase of seats with the price listed on the AppExchange. A free trial will require the use of your existing sandbox. Both installations require a user with the proper user permissions.

1. Search "Blockchain Payments" in the search bar.
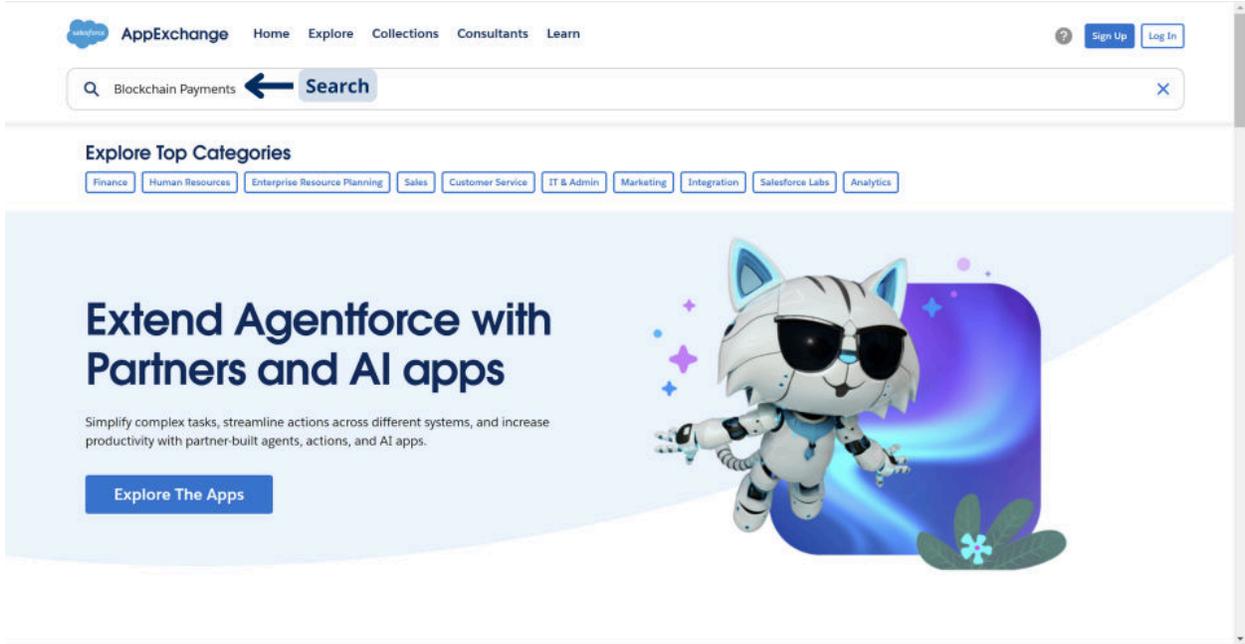
2. Select "Blockchain Payments" by "Web3 Enabler, Inc."
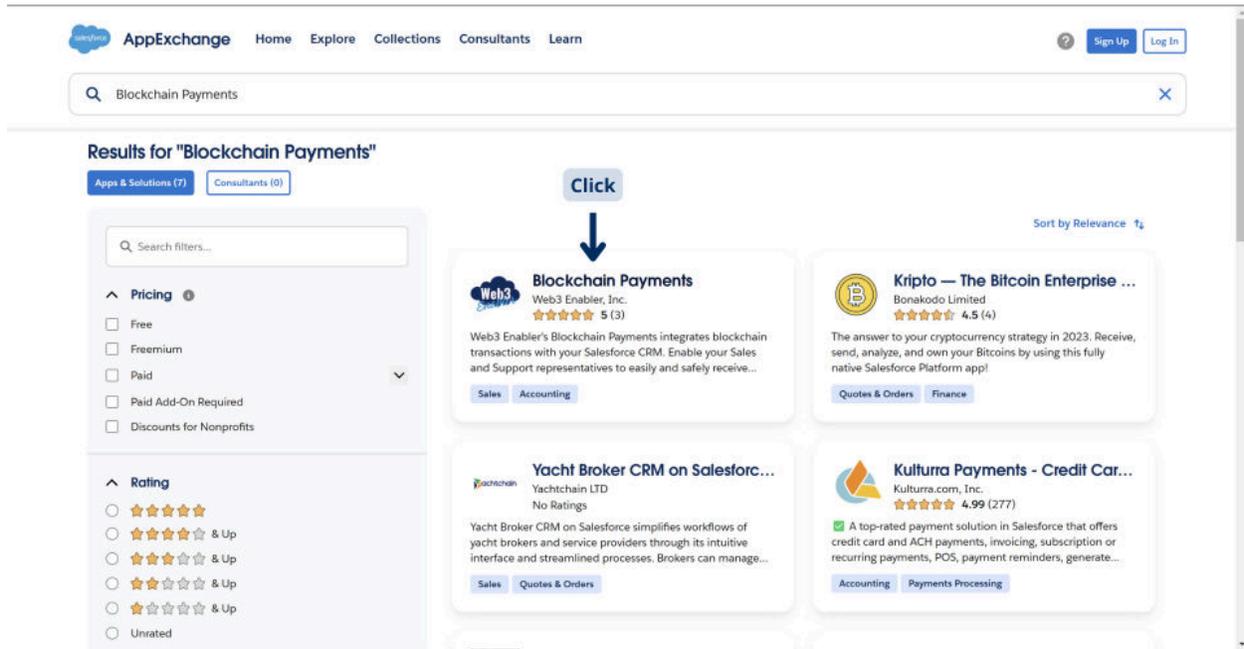
3. Select production installation or start your free trial.

4. Choose a trial type, fill out the Salesforce form, and click "Continue to Installation."

5. Click "Log In & Install."

6. Fill in your Salesforce login information and click "Log In to Sandbox."
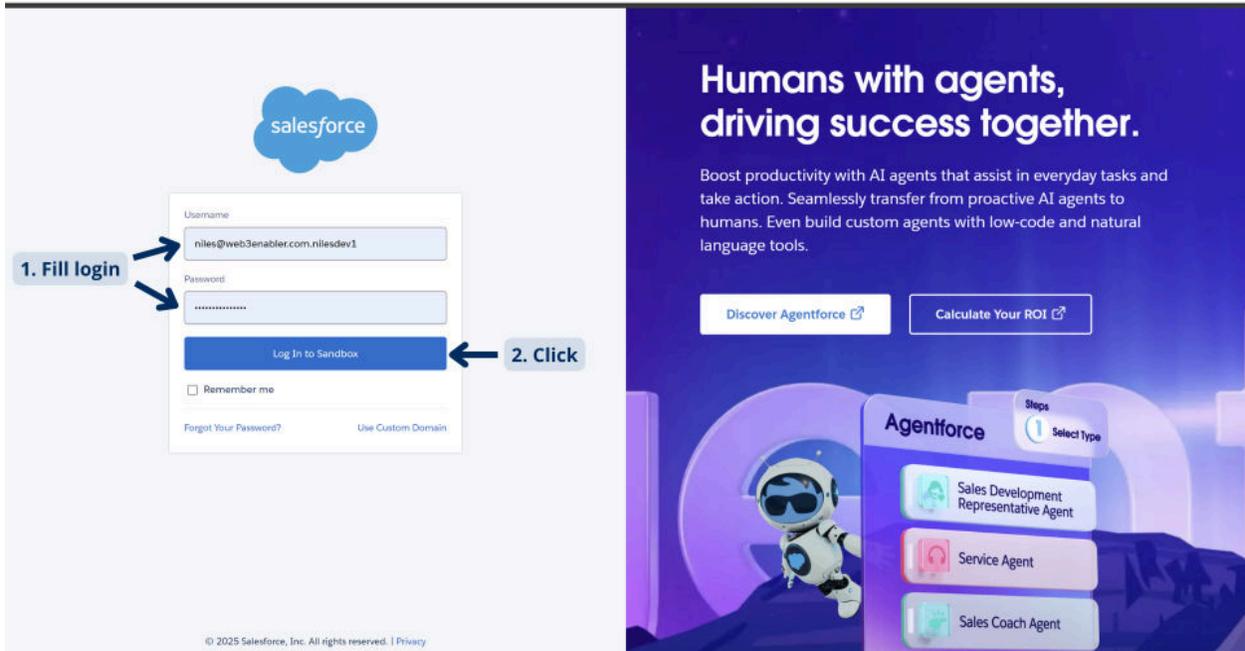
7. Select which users (Admins only, All users, or Specific profiles) will have access and click "Install."
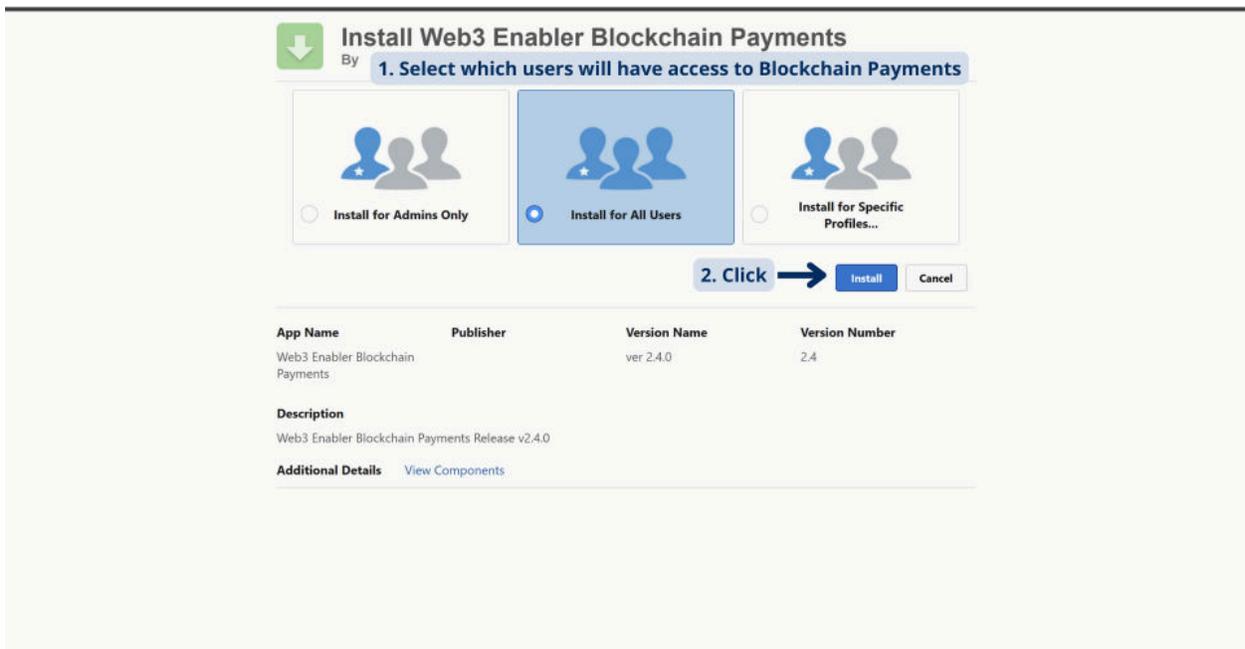
8. Approve third-party access and click "Continue."
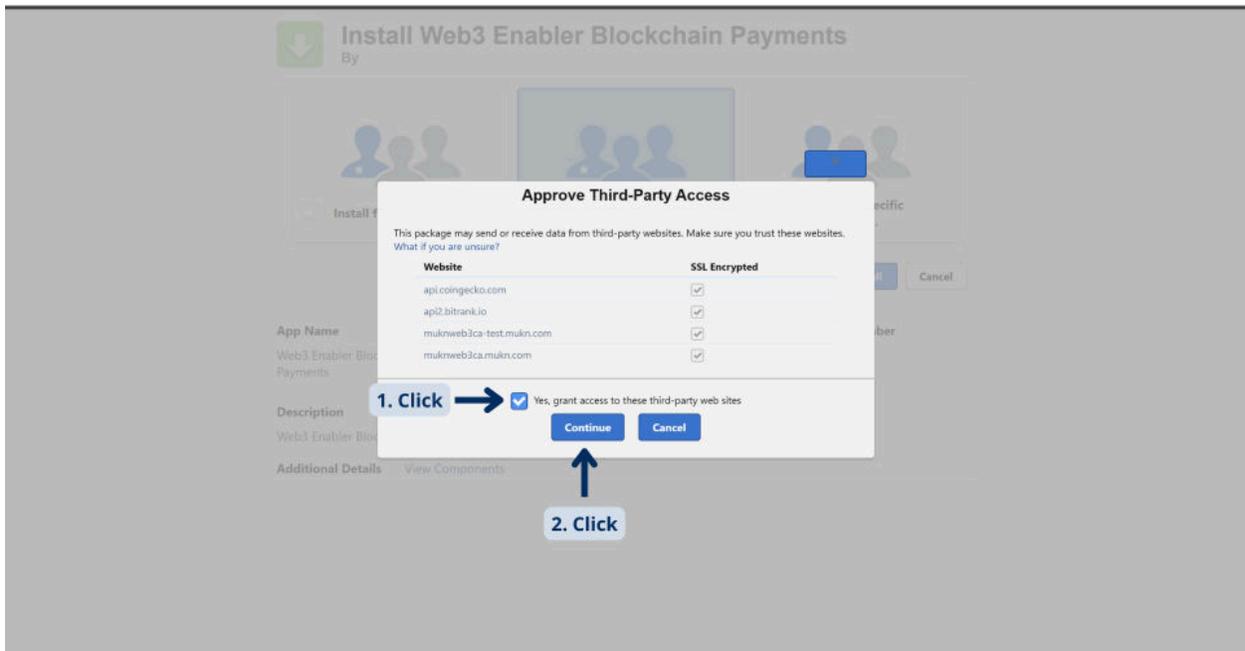
9. Verify installation starts.
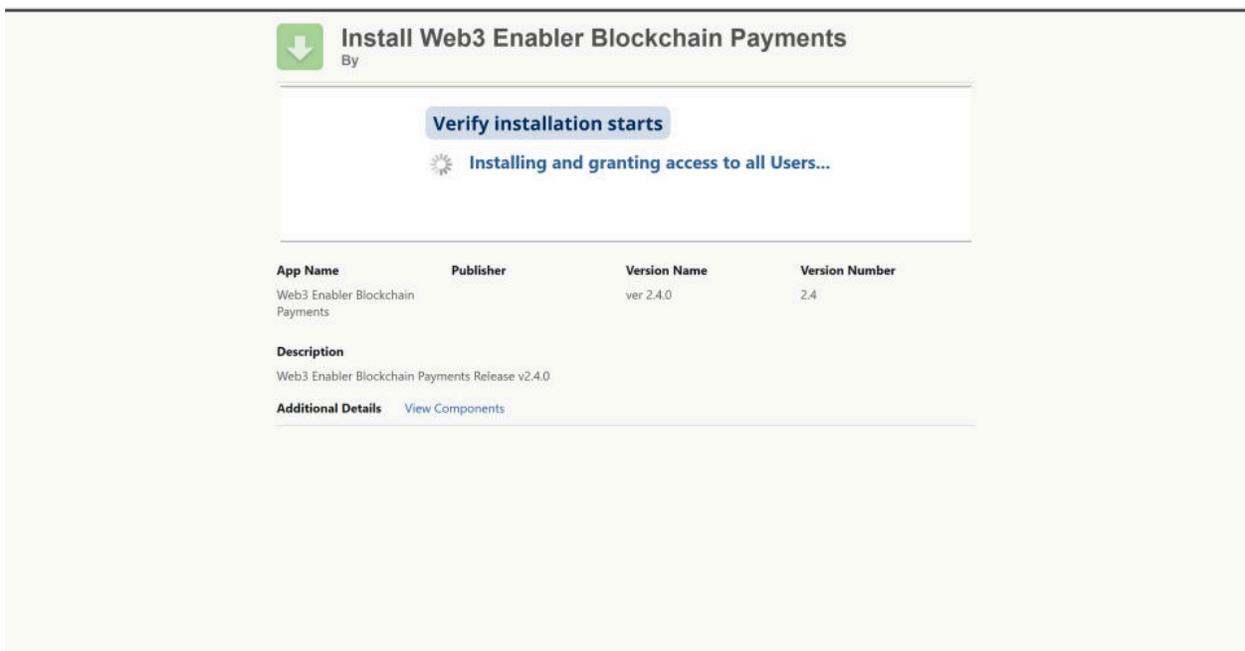
Verify Successful Installation (Optional)

Once installation is complete Blockchain Payments and Blockchain Payments Setup will automatically be viewable in your App Launcher. These steps are optional and are used as an additional package installation check.

1. Go to Salesforce.
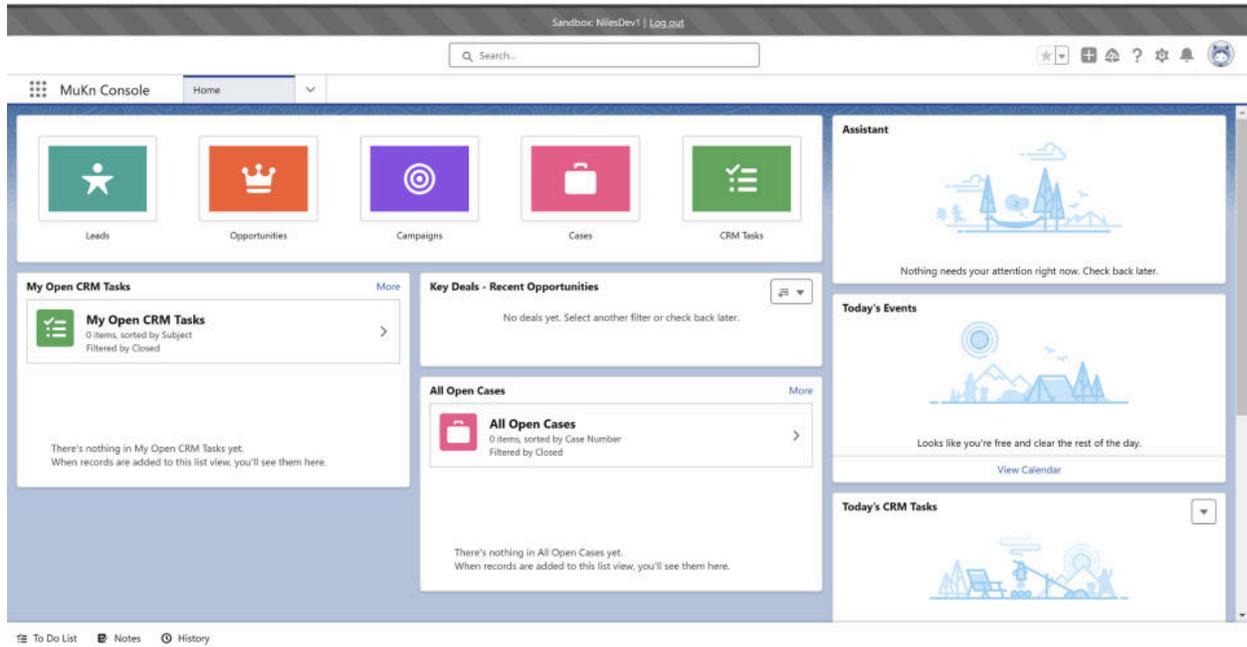
2. Open Salesforce App Launcher.
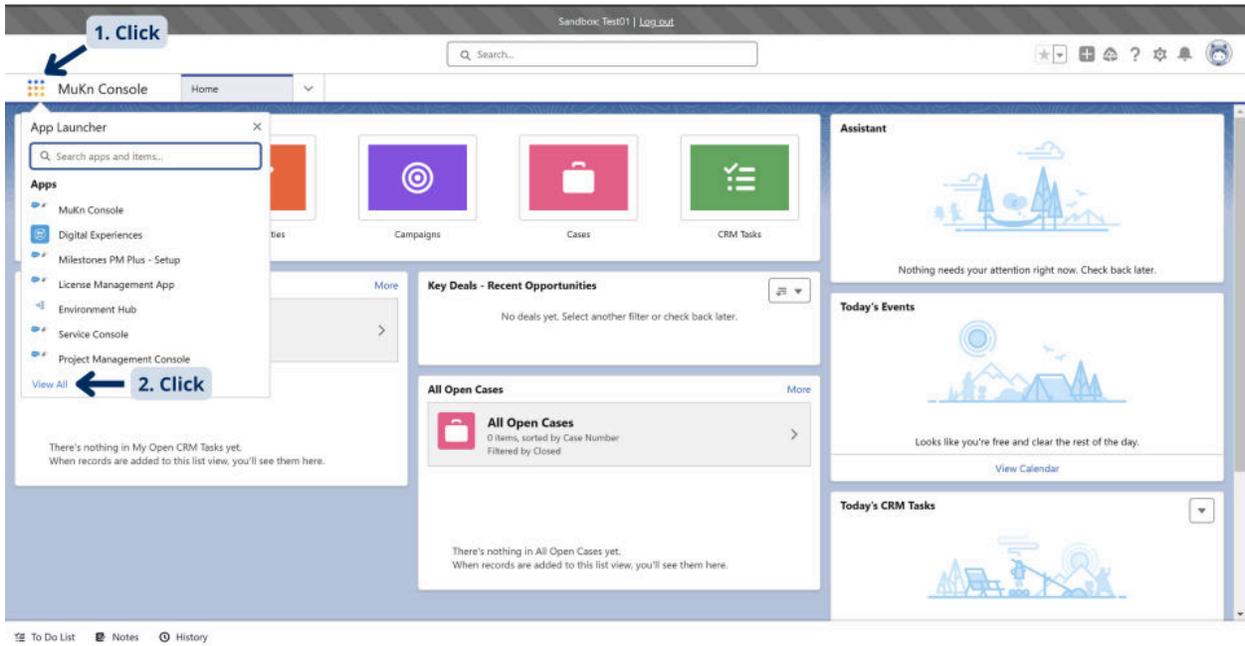
3. View Web3 Enabler Blockchain Payments and Web3 Enabler Setup apps.
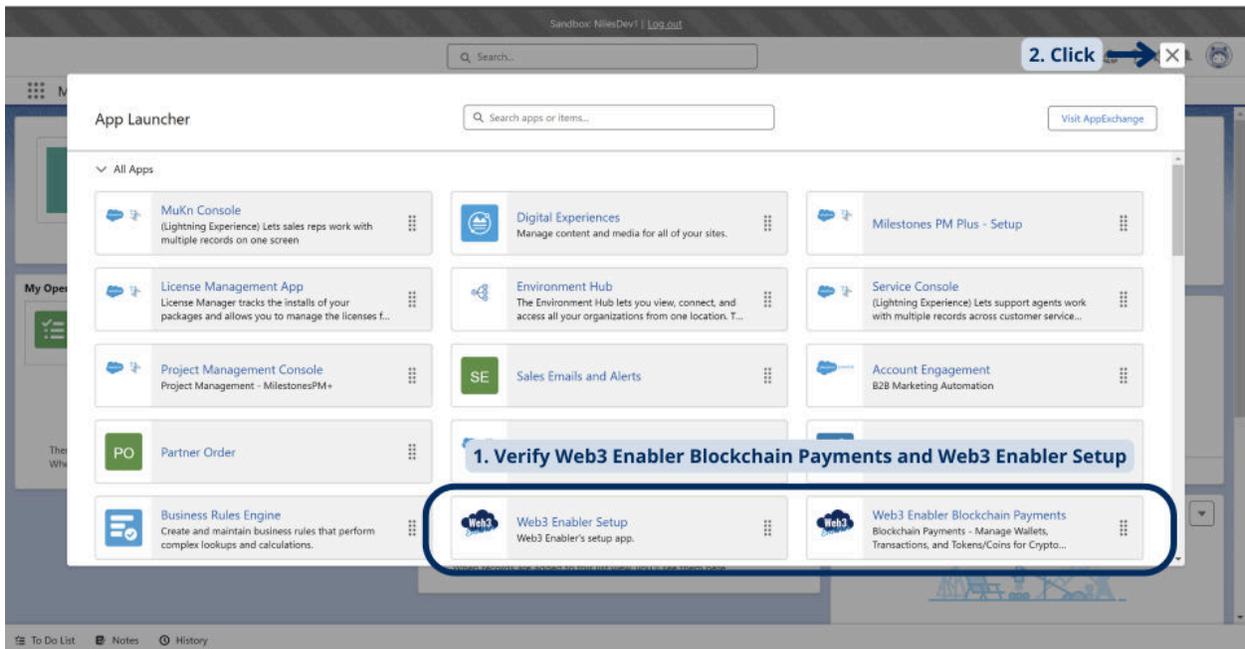
4. Enter Setup.

5. Enter Apps -> Packaging -> Installed Packages or search "Installed Packages" in the Quick Find search bar.

6. Verify successful installation with Verify the following fields:
Package Name: Web3 Enabler Blockchain Payments.
Publisher: Mutual Knowledge Systems.
AppExchange Ready: Passed.

Salesforce Admin Primer on Cryptocurrencies

Many Salesforce Admins may only have a cursory understanding of cryptocurrencies and digital assets when asked to embark on this process. This primer is designed to provide some basic terminology and understanding.
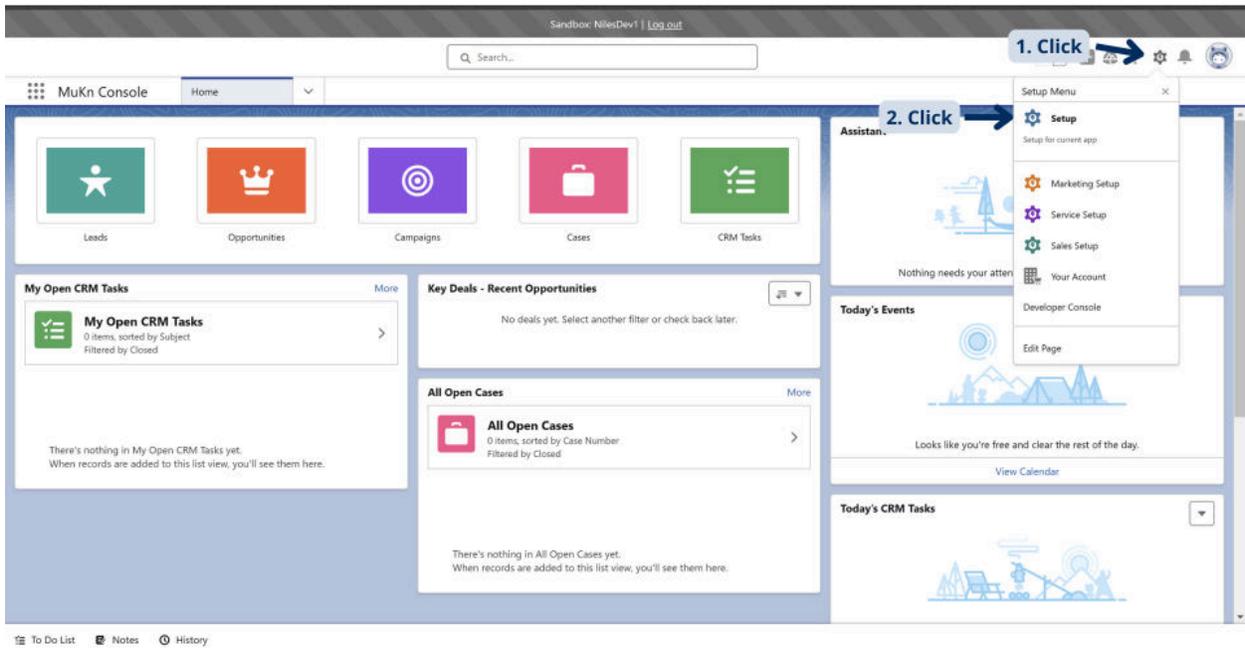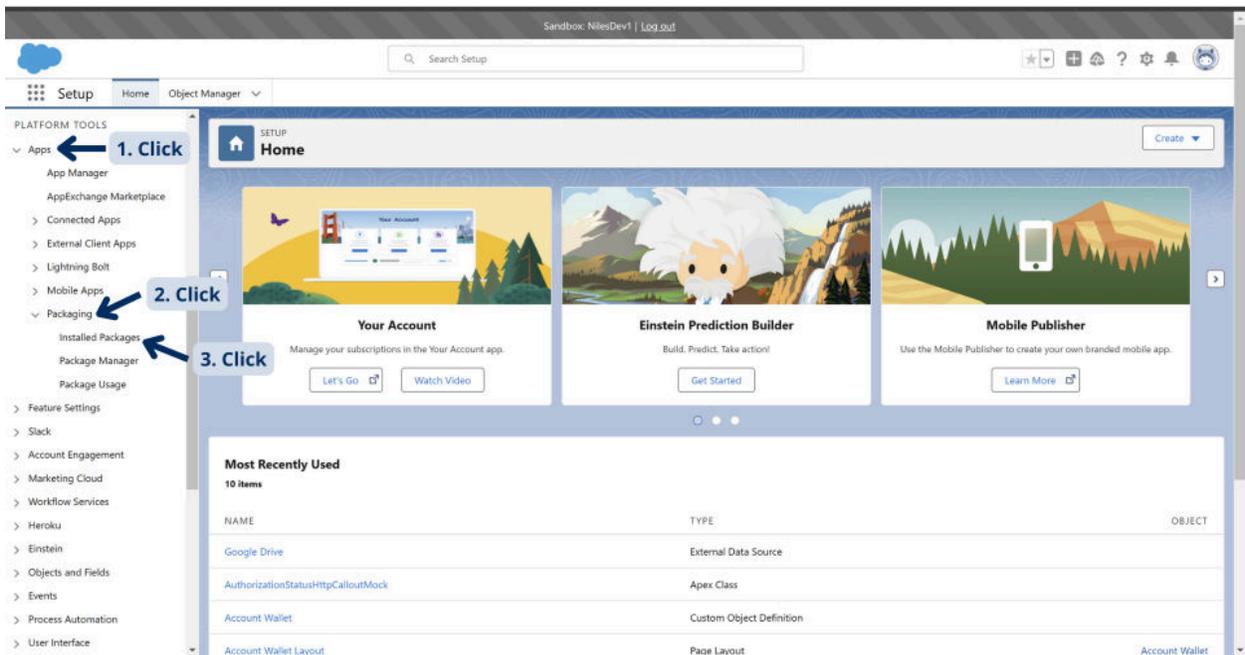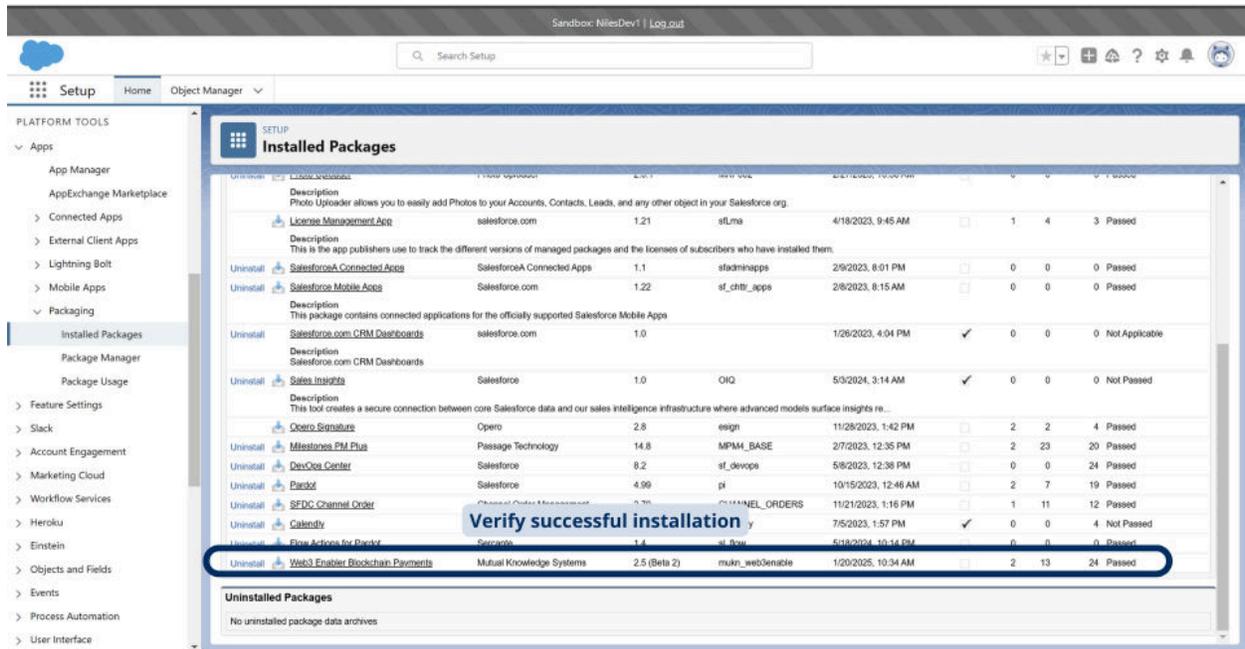
Definitions

Blockchain - A distributed ledger (series of transactions) stored in data elements called blocks. These blocks contain references to the prior blocks, creating a "chain" of data. The blockchain costs resources to maintain. The maintainers are compensated for validating or mining.

Coin - The native digital asset of a blockchain. It is used to pay for transactions (often called gas in Ethereum based systems). It is received as a reward for "mining" or "validating" data on the blockchain. Famous coins include Bitcoin (BTC), Ethereum (ETH), and Dogecoin (DOGE).

Fiat - Originally a term to separate currencies no longer backed by gold, it is used in the Web3 community to refer to currencies issued by central banks (i.e. US Dollars, Euros, Pounds, Yen).

Mining / Proof of Work - The process of maintaining and verifying blockchain operations generates small rewards for those doing the calculations. This is called "mining" and is done with a cryptographically complex operation. That "work" receives compensation, creating the correct incentives.

Off-Ramp - Process of converting Crypto to Fiat. Blockchain payments supports this for stablecoins via Bridge Liquidation Addresses, with other on-ramp/off-ramp coming in future releases.

Stablecoin - A digital token that is "pegged" to an existing financial instrument, commonly US Dollars, Euros, or other major currencies. High quality stablecoins make conversion to fiat easy. Popular Stablecoins include (USDT, USDC, EURS).

Token - A non-native digital asset. The media talks about NFTs (non-fungible tokens) and cryptocurrencies (fungible tokens). Most financial digital assets are these tokens.

Transaction - An entry on the blockchain

Validating / Proof of Stake - The validators track the information. They prove their economic incentives by having proof of a "stake" of the coins from the blockchain.

Create Policies Around Wallet Access

Whoever controls the private keys controls the coins. You should generally have at least two people with access to the wallet to avoid losing your coins. You should decide how much crypto exposure you want to have, and convert to fiat when your coins on hand exceed it. Web3 Enabler uses your public key only, and does not have access to your coins.

Best Practices (Cryptocurrencies)

Initial Cryptocurrency Rollout - Stablecoins

Web3 Enabler abstracts the differences between digital assets and wallets from end users. The distinction between Coins and Tokens is technologically significant but economically irrelevant. Web3 Enabler maps all transactions to "Asset-Tokens", which include both digital asset types.

For initial use, we recommend only accepting Stablecoins in the currency or currencies you already use. This simplifies your business process.

For example, a US based company that only works in dollars should disable all currencies except USDT and USDC. You should accept those tokens at a conversion rate of 1.

A multinational firm running multicurrency in Salesforce that does business in Europe, US, and UK, should enable:

USDC and USDT with a conversion rate of 1 USD
EURT, EURS, and EUROC with a conversion rate of 1 EUR
GBPT with a conversion rate of 1 GBP

Work with your Accounting/Finance team to set up one or more Web3 EVM Wallet that will accept all these tokens, and develop your offramp strategy to convert to fiat.

More Cryptonative: Popular Major Coins

Develop a conversion strategy for popular coins like Bitcoin (BTC), Ethereum (ETH), including off-ramping. More aggressively, accept close Bitcoin derivatives like Dogecoin (DOGE), Litecoin (LTC), and Dash (DASH). Your strategy involves how you mark the payments to market and set conversion rates.

Additionally, Networks like XRP or Tron may be extremely popular, depending on your market.