Salesforce Object *Comparison*

STANDARD OBJECT

1. Pre-built functionality & Features
2. Designed to work with Salesforce Core Features
3. Automatic Updates and Enhancements
4. AppExchange Compatibility
5. Specific security features pre-created for Profiles and Permissions
6. Can require specific licensing

Both

1. Custom Page Layouts, Record Types, Lightning Pages
2. Custom Fields
3. Used in Reports and Dashboards
4. Accessed via API
5. Store data in Salesforce
6. Can trigger automation

CUSTOM OBJECT

1. Unique processes not met by standard objects
2. Complete flexibility in designing relationships (ex. Can be child in a master-detail)
3. Can be deleted
4. Requires creation of specific business logic

CloudKettle
A BELL CANADA COMPANY