

Winter 07 New Feature Workshop

ADM251 – Data Validation

Data Quality is a top priority for most organizations. With Data Validation Rules **new in Winter 07**, Salesforce Administrators can create simple or complex rules to enforce quality data entry for their organization.

LENGTH: Two Hours

BENEFITS: Learn how to:

- Prevent invalid data from being entered
- Increase the accuracy of information to support business decisions
- Configure the Data Validation features for faster implementation and reduced costs
- Leverage the new capabilities with creating Custom Fields including globally required and unique properties

AUDIENCE: This workshop is ideal for system administrators and power users. This workshop would be suitable for any user any user who is interested in learning about configuring the setup of this new feature

ADM252 – Workflow and Approvals

These Winter 07 enhancements will assist in automating many day to day activities that create a long list of tasks and emails. Reduce the manual work by learning how to implement these new Workflow features!

BENEFITS: Learn how to:

- Customize and Create Workflow Field Updates
- Implement Approval Process Automation
- Automate and enforce practically any business process within your organization

AUDIENCE: This workshop is ideal for system administrators and power users. This workshop would be suitable for any user any user who is interested in learning about configuring the setup of this new feature

NOTE: This feature is available in Enterprise and Unlimited editions only. Professional Edition customers considering an upgrade are welcome to attend to evaluate this functionality.



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ADM253 – Business-to-Consumer Capabilities

If your company serves Individual Clients you can use SalesforceSFA to service those clients the same way you would a Business Client. Leverage the power and success of Salesforce for your Business-to-Consumer (B2C) pipeline!

BENEFITS: Learn how to:

- Model Individual Consumers in salesforce.com
- Streamline the entry and maintenance of consumer accounts
- Benefit from the Robust CRM capabilities in the app
- Provide management from customer acquisition to customer loyalty

AUDIENCE: This workshop is ideal for system administrators and power users. This workshop would be suitable for any user any user who is interested in learning about configuring the setup of this new feature.

NOTE: This feature is available in Enterprise and Unlimited editions only. Professional Edition customers considering an upgrade are welcome to attend to evaluate this functionality.