

ADM 301 Advanced Administration (EE/UE)

Duration

5 days

Delivery Format

Classroom

Certification

ADM 301 prepares you to take the Salesforce.com Certified Advanced Administrator exam. The exam is included in the price of the course.



This course is designed for experienced administrators who are ready to take their skills to the next level. This course is for you if you want to work more efficiently and powerfully using advanced techniques. Featuring real-world business scenarios, the course covers advanced topics such as managing data, enhancing end-user productivity, and expanding a Salesforce implementation.

Advanced Administration helps you meet the challenges of being a Salesforce administrator by teaching you how to leverage Salesforce applications, the Force.com platform, the Salesforce community, and the applications on the Force.com AppExchange marketplace to solve real-life business problems.

Who Should Take this Course?

This hands-on course is designed for advanced administrators who have used Salesforce for at least 3 months and/or have completed the **ADM 201 Administration Essentials** course. Although the course covers advanced Salesforce components that require coding at a high level, no coding experience is necessary for the hands-on exercises.

Note: This course prepares you to take the Salesforce.com Certified Advanced Administrator exam. The exam is included in the price of the course.

Prerequisites

Completion of **ADM 201 Administration Essentials** or equivalent hands-on experience (3 to 6 months) with Salesforce applications.

What You Will Learn

When you complete this course, you will be able to:

- ⌘ Manage your data to keep it clean and up to date
- ⌘ Increase user adoption with methods to get your users addicted to Salesforce
- ⌘ Enhance end-user productivity
- ⌘ Implement complex business processes within Salesforce
- ⌘ Revisit and expand your initial implementation to make your job as an administrator easier
- ⌘ Leverage a variety of techniques to ensure the security of your Salesforce data

REGISTER ONLINE: Check available classes at www.salesforce.com/uk/training.

To speak with a training & certification expert, contact your local salesforce.com office or call +353 1 4403333

“My Salesforce experience will mean as much during my HR review as my colleagues’ Microsoft Certification.”

— Aiden Martin
CRM Administrator
A Leading Canadian
Telecommunications Company

Course Outline: ADM 301 Advanced Administration

Extending Salesforce – Key Concepts

- ⚡ Force.com Web Services API
- ⚡ S-controls
- ⚡ Web controls
- ⚡ Apex programming language
- ⚡ Visualforce

Managing Data

- ⚡ Retrieve data
- ⚡ Identify dirty data
- ⚡ Cleanse dirty data
- ⚡ Enter clean data
- ⚡ Work with storage limits

Increasing User Adoption

- ⚡ Measure adoption and motivate users
- ⚡ Use Salesforce in meetings
- ⚡ Use Salesforce as a sales portal
- ⚡ Train end users

Enhancing Productivity

- ⚡ Make Salesforce easier to use
- ⚡ Use Salesforce everywhere
- ⚡ Increase administrator productivity

Implementing Business Processes

- ⚡ Implement management mandates with workflow and formulas
- ⚡ Create additional applications
- ⚡ Extend the reach of Salesforce
- ⚡ Enforce repeatable processes
- ⚡ Audit processes

Expanding Initial Implementations

- ⚡ Rethink your sharing model
- ⚡ Work as a team
- ⚡ Go global
- ⚡ Secure your Salesforce implementation

Visualforce Pages

- ⚡ Introduction to the Visualforce framework
- ⚡ Visualforce pages, components, and controllers
- ⚡ Incorporate Visualforce pages into Salesforce

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