

Salesforce Expertise for Every Role



Arm your people with the knowledge and skills they need to get the most from your Salesforce investment. Administrators, developers, and sales personnel can choose from a portfolio of classroom and on-demand courses covering the family of Salesforce applications, the Force.com platform, and the Force.com AppExchange marketplace. All courses are designed by our subject matter experts and are delivered by Salesforce.com Authorized Instructors virtually, in convenient classroom locations around the world, or as a private event at a location you choose.

New: Salesforce.com now offers **certification** for administrators and developers. It's the first official professional credential in the software-as-a-service (SaaS) and platform-as-a-service (PaaS) industries.

For Administrators

ADM 201 Administration Essentials (Enterprise & Unlimited Editions)

Become a Salesforce.com Certified Administrator! For new administrators or current administrators who need to formalize their knowledge and skill sets. Sign up for our most popular course and learn how to set up, configure, maintain, and customize Salesforce. The course also covers data utilities, security, and analytics and explores key features of marketing campaigns, support, and the AppExchange. The certification exam is included. *Classroom / 5 days*

ADM 202 Administration Essentials (Professional Edition)

Same as above for those features included in Salesforce Professional Edition. *Classroom / 3 days*

ADM 301 Advanced Administration (Enterprise & Unlimited Editions)

Become a Salesforce.com Certified Advanced Administrator! For experienced administrators ready to take their Salesforce implementation to the next level. Learn to build powerful business solutions using real-world business scenarios. You'll work with the advanced Salesforce functionality, the Force.com platform, the Force.com Web Services API, and the AppExchange. **ADM 201 Administration Essentials** or 6 months of Salesforce administration experience recommended. The certification exam is included. *Classroom / 5 days*

ADM 250 New Feature Workshop

For administrators who need to keep up with the new functionality in Salesforce major releases. Learn how to use and implement the new features of each release. *Classroom / 2-4 hours*

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

“The Salesforce.com Certification Program will make it much easier to identify, evaluate, and hire qualified candidates.”

— John Barnes
VP of Technology
Model Metrics

For Developers

DEV 401 Force.com Essentials

Become a Force.com Certified Developer! For new Force.com developers who want to start developing SaaS applications. Learn to deploy and install a full-featured business application from start to finish, without coding. Find out how to design an application, create custom objects, use workflow and rules to automate processes, and build the user interface. The certification exam is included. *Classroom / 5 days*

DEV 501 Visualforce, Apex, and DaaS

Become a Force.com Certified Advanced Developer! For experienced developers, this hands-on course offers a deep dive into Force.com capabilities. Learn to build and deploy Force.com applications using Visualforce for creating the user interface, Apex for custom programming, and the development-as-a-service (DaaS) resources. These resources include a rich development environment, team development and debugging best practices, and powerful deployment capabilities. The certification exam is included. *Classroom / 5 days*

For Other Users

SFA 180 Salesforce: Sales Rep Essentials

Designed for sales representatives, this course takes a deep dive into the Salesforce application to give you the tools needed to unlock the power of Salesforce. It's a media-rich, interactive look at everything you need to know to get up and running quickly, efficiently, and successfully. The course is available in an on-demand format so you can access it whenever it is convenient. *On demand / About 3 hours*

Custom Training for Your Users

Ask us about designing, developing, and delivering courses that are custom built based on your business needs, your Salesforce configuration, and your user preferences. We work with your project team to develop training scenarios, train your trainers, and deliver the training in any format you choose. We'll even teach custom training at your site.

REGISTER ONLINE: Check available classes at www.salesforce.com/training. To speak with a training & certification expert, contact your local salesforce.com office or call +353 1 4403333



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