

TRAINING & CERTIFICATION

Advanced Administration

ADM301

Duration

5 days

Delivery Format

Classroom

Certification

ADM301 prepares you to take the Salesforce.com Certified Advanced Administrator exam. The exam is included in the price of the course.



Ready to tackle your biggest administration challenges? This course is for experienced administrators who are ready to increase their skills and knowledge about how Salesforce CRM can solve their most pressing business needs. Using real-world scenarios, Advanced Administration covers advanced topics such as managing data, enhancing end-user productivity, and expanding Salesforce CRM to help you work more efficiently and get more from Salesforce CRM.

Advanced Administration helps you meet the challenges of being a Salesforce CRM administrator by teaching you how to leverage Salesforce CRM applications, the Force.com platform, the Salesforce CRM 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 CRM for at least 3 months and/or have completed the ADM201 Administration Essentials course. Although the course covers advanced Salesforce CRM 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 ADM201 Administration Essentials or equivalent hands-on experience (3 to 6 months) with Salesforce CRM 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 CRM
- :: Enhance end-user productivity
- :: Implement complex business processes within Salesforce CRM
- :: 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 CRM data

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“My Salesforce CRM 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: ADM301 Advanced Administration

Extending Salesforce – Key Concepts

- :: Force.com Web services API
- :: Web controls
- :: Apex programming language overview
- :: Visualforce overview

Managing Data

- :: Retrieve data
- :: Identify and cleanse dirty data
- :: Enter clean data
- :: Work with storage limits

Increasing User Adoption

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

Enhancing Productivity

- :: Make Salesforce CRM easier to use
- :: Use Salesforce CRM everywhere
- :: Increase administrator productivity

Implementing Business Processes

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

Expanding Initial Implementations

- :: Enhance your sharing model
- :: Work as a team
- :: Go global
- :: Secure your Salesforce CRM implementation
- :: Stay current on Salesforce CRM

Visualforce Pages

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

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Corporate Headquarters
The Landmark @ One Market
Suite 300
San Francisco, CA, 94105
United States

1-800-NO-SOFTWARE
www.salesforce.com

Latin America
+1-415-536-4606

Japan
+81-3-5785-8201

Asia/Pacific
+65-6302-5700

Europe, Middle East & Africa
+4121-6953700

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