Overview: ADM-201-ADMINISTRATION ESSENTIALS FOR NEW ADMINS (EE/UE) (ADM-201)

Comprehensive and hands-on, Administration Essentials for New Admins is the core training that en
before starting a Salesforce deployment or when taking over an existing deployment.

Objectives

At the end of Salesforce for Administrator training course, the participants will be able to:

Customize application, including page layouts, fields, tabs and business processes

Create a secure Salesforce environment

Maintain and import clean data

Create high-value reports and dashboards

Set up workflow automation

Suggested Audience

New system administrators responsible for the setup, configuration, and maintenance of their organi:

Other groups that would benefit from deepening their knowledge of Salesforce, including power user

Overview: DEV-401 & DEV-501-BUILDING APPLICATIONS USING FORCE.COM & VISUALFOR

The comprehensive hands-on course is a must for new application developers who want to create cu
declarative "clicks not code" capabilities of the Force.com cloud platform to create new applications a

Objectives

At the end of Salesforce for Developer training course, the participants will be able to:

Build and customize multi-user cloud applications with just clicks

Define an application's data model

Customize the user interface

Create advanced workflows and validation rules

Automate business processes

Manage your data

Develop a custom user interface with Force.com pages

Suggested Audience

Application Developers who want an in-depth understanding of how to use the declarative capabilitie
course provides the foundation for developers who need to know how to leverage these capabilities

Day-01	Setting Up and Managing Users, Getting Your Organization Ready for Users, Getting Around the App, Security and Data Access

Day-02	Managing Data, Automation, Managing the Support Process, Reports and Dashboards
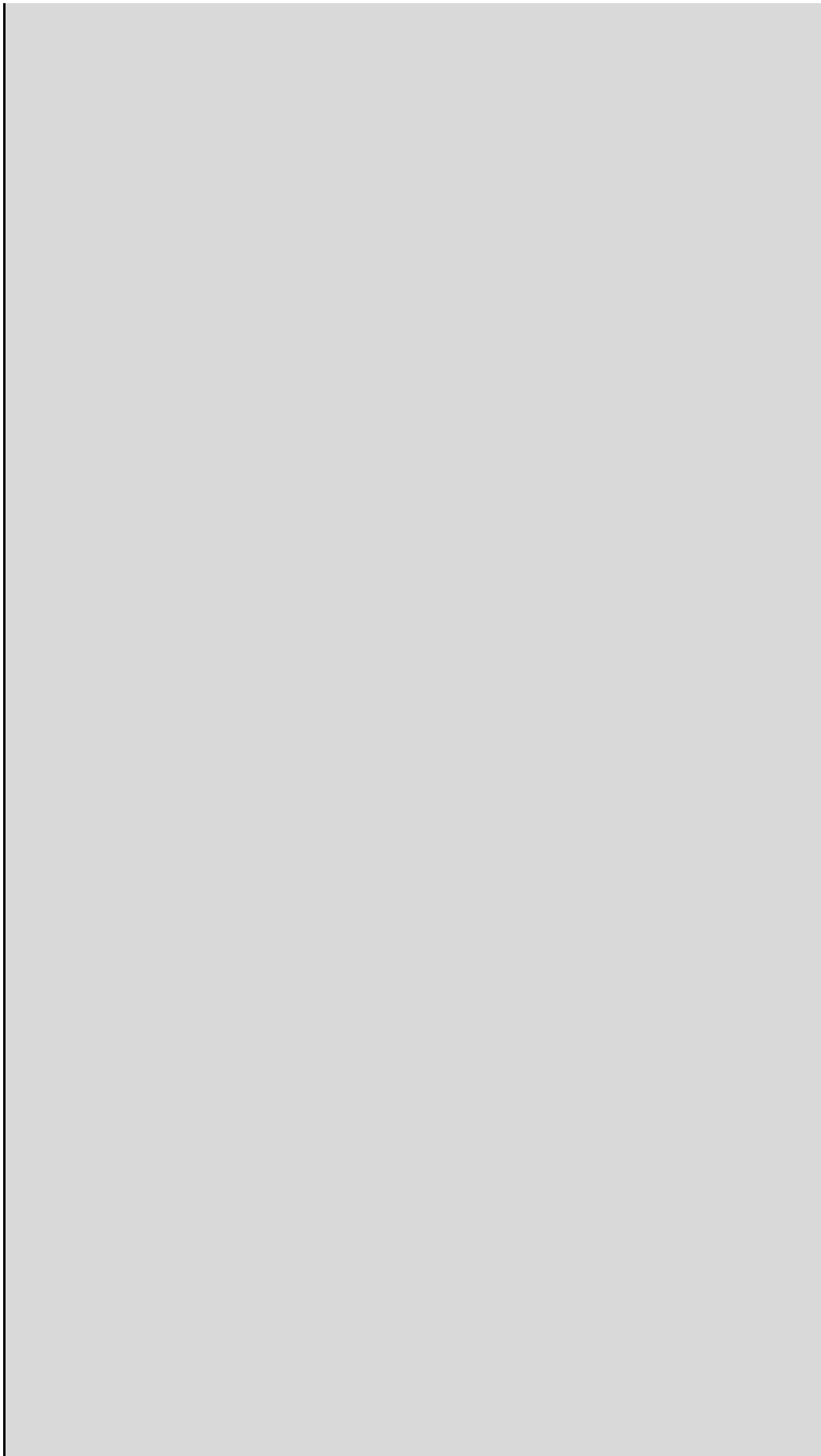
R NEW ADMINS (EE/UE) (ADM-201)

Activate your computer-Setting up ENVIRONMENT

Setting Up the USER INTERFACE
Set up the UI & SEARCH options
Understand the data model and navigation
Find answers in Help & Training
Set up the company profile
Configure the user interface
Set up activities and calendars
Configure search settings
Set up Chatter
ORGANIZATION Administration
Set your ORGANIZATION's LANGUAGE & LOCALE
Manage user profiles
Create and manage users
Troubleshoot user login issues
Restrict logins
Determine object access
Manage record access with the role hierarchy
Deal with record access exceptions
Manage field-level security
Create & manage your USERS
Set ORGANIZATION-WIDE DEFAULTS
Learn about RECORD ACCESS
Create the ROLE HIERARCHY
Learn about the SHARING MODEL
Manually SHARING RECORDS
Set up OPPORTUNITY TEAM SELLING & ACCOUNT TEAMS
Learn about FOLDER ACCESS

Create CUSTOM PROFILES & CUSTOM FIELDS

Define DEPENDENT PICK LISTS
Customize LOOKUP FIELDS & FORMULA FIELDS
Customize PAGE LAYOUTS
Customize standard RELATED LISTS
Learn about RECORD TYPES & BUSINESS PROCESSES
Use FIELD-LEVEL SECURITY
Learn about SALESFORCE CRM DATA VALIDATION
Create DATA VALIDATION RULES

Learn about custom fields & unique properties Data Utilities
Import records using the IMPORT WIZARDS
Use MASS DELETE
Use MASS TRANSFER
Learn about STORAGE utilization
Use the integrated CAMPAIGN builder
Learn about LEAD QUEUE & LEAD ASSIGNMENT setup
Learn WEB-TO-LEAD & AUTO-RESPONSE RULES
Manage email administration
Set up workflow rules
Automate the support process
Understand the Service Cloud console
Enable collaboration in the Service Cloud
Analyze support data with reports and dashboards
Learn about CASES & SOLUTIONS
Set up CASE ESCALATION RULES
Identify SOLUTION CATEGORIES & suggested solutions
SALESFORCE Console
Navigate the SALESFORCE Console
Create a SALESFORCE Console
Extending SALESFORCE CRM
Learn about CUSTOM OBJECTS
Learn about CUSTOM TABS
Learn about CUSTOM WEB TABS
Build a CUSTOM APP
Collaboration
Chatter and Chatter Free
Email Administration and Email Templates
Tracking Tasks and Events
Define WORKFLOW
Set up WORKFLOW RULES
Set up WORKFLOW TASKS & ALERTS
Plan APPROVALS using WORKFLOW
Use the APPROVAL WIZARD – standard vs. jump-start
Create WORKFLOW APPROVALS
The APPEXCHANGE
Learn about the APPEXCHANGE
Install an APPLICATION
Uninstall an APPLICATION
Run and modify reports, Create new reports with the report
builder, Filter reports, Summarize report data with formulas and
visual summaries, Print, export, and email reports, Build
dashboards

Create custom REPORTS
Use advanced FILTERS
Use CONDITIONAL HIGHLIGHTING
Use CUSTOM SUMMARY FORMULAS
Create DASHBOARDS

Day-03	Designing Applications on Force.com, Designing Applications for Multiple Users, Implementing Business Processes
Day-03, Day-04	Managing Data

Day-03, Day-04	Force.com Pages
Day-03, Day-04, Day-05	Force.com Code (Apex)
Day-03, Day-04, Day-05	7. Visualforce Controllers

Data Model and Navigation

Help & Training
Learn about factors to consider when building a data model
Develop custom objects and fields, encrypted fields, field help, field history tracking
Use master-detail, lookup, and many-to-many relationships
Create a user interface for custom applications using the custom object tab, page layou
customization options
Set field attributes on the page layout
Use custom object queues and event-based workflow rules with field update actions
Develop custom formulas and validation rules
Learn about factors to consider when designing applications for multiple users
Create profiles, understand what a profile controls (including data access), and customiz
profiles to manage the user experience
Create and customize permission sets to manage the user experience
Customize the user experience with record types and page layouts
Control access to records
Employ organization-wide defaults (OWDs), sharing rules and levels, roles, public group
manual share
Apply profiles, OWDs, role hierarchy, and sharing to restrict access to sensitive data
Apply OWDs, public groups, and manual sharing to create conditional access to data
Analyze suitability of field-level security, page layouts, types to satisfy business requiren
Use the VLOOKUP, REGEX, ISCHANGED, ISNEW, and PRIORVALUE functions to build bu
processes
Use validation rules to enforce conditional required behavior
Use functions to enforce data format and data consistency
Implement multi-step approval workflows and escalations to automate business process
Create parallel approval processes and approval processes with dynamic approval routin
Use outbound messages as part of an approval process
Establish approval process criteria with cross-object formulas
Set up field history tracking to audit processes
Learn techniques to prevent or record data changes
Learn when and how to use upsert

Determine object access
Use data management tools and the capabilities of API-based tools
Deal with record access exceptions
Use the Force.com data loader to create mapping files and to upsert data

Learn about the capabilities of Force.com pages

Incorporate Force.com pages into Salesforce CRM
Construct expression bindings and incorporate Salesforce CRM into Force.com pages wit
components
Use Force.com pages components to create page layouts, input forms, output tables, cu
components, and more
Create partial page refreshes on JavaScript events
Learn about the functionality that comes with Force.com pages standard controllers
Find out when Force.com code is required for creating custom controllers or extensions

Describe the features, functionality, and use cases of Apex

Describe the data types and syntax of Apex
Describe how multi-tenancy affects Apex
Write queries and complex joins using SOQL
Write text-based searches using SOSL
Manipulate data using Apex DML
Write Apex triggers to automate code
Describe the testing requirements of the Force.com platform
Write Apex tests
Create callouts to external web services
Send and receive email from Apex

Understand the Visualforce framework, including its advantages and capabilities

Use expressions to bind data and actions on a page to a controller
Understand the concepts behind controllers, including their functionality and capabilities
Create custom controllers and standard controller extensions to incorporate new data a
actions into a page
Understand the security implications of using custom vs. standard controllers
Implement wizards using custom controllers to handle the state and operations
Create custom components that use custom controllers
Test, debug, and deploy controllers