



SALES FORCE ADVANCED ADMIN

<p>Security and Access</p> <ul style="list-style-type: none"> • Learn the implications to record and field data access <ul style="list-style-type: none"> ○ Sharing model ○ Controlled by parent ○ Grant access by hierarchies ○ Profile vs. Sharing rules ○ Portal/communities security settings ○ Field and record level access ○ Sharing rules ○ Field level security ○ Record types • Learn the capabilities of territory management and the implications to the sharing model • Compare and contrast the capabilities of custom profiles, permission sets, and delegated administration
<p>Extending Custom Objects and Applications</p> <ul style="list-style-type: none"> • Learn the appropriate use of relationship types when building custom objects <ul style="list-style-type: none"> ○ Master detail ○ Lookup
<p>Auditing and Monitoring</p> <ul style="list-style-type: none"> • Learn the appropriate tools for monitoring and troubleshooting system activity <ul style="list-style-type: none"> ○ Debug log ○ Setup audit trail
<p>Sales Cloud Applications</p> <ul style="list-style-type: none"> • Learn how to customize and maintain products, price books, schedules, and quotes • Learn the capabilities of forecasting <ul style="list-style-type: none"> ○ Categories ○ Hierarchy ○ Quotas
<p>Service Cloud Applications</p> <ul style="list-style-type: none"> • Learn how to create and maintain Salesforce Knowledge <ul style="list-style-type: none"> ○ Article types ○ Data categories • Learn how to create and maintain service entitlements and entitlement processes • Learn the features of Salesforce which enable interaction between support agents and customers <ul style="list-style-type: none"> ○ Live agent ○ Case feed ○ Service cloud console ○ Portals/communities
<p>Data Management</p> <ul style="list-style-type: none"> • Learn the tools and best practices for improving and enriching data quality <ul style="list-style-type: none"> ○ Validation ○ Managing duplicates ○ Enriching ○ Archiving
<p>Content Management</p> <ul style="list-style-type: none"> • Learn how to set up and maintain Salesforce Content

Change Management

- Learn the options available to move metadata between environments
 - Change sets
 - Force.com IDE
- Learn the capabilities and best practices for using change sets to move metadata between environments

Analytics, Reports and Dashboards

- Learn the appropriate analytic tools to meet complex reporting requirements
 - Custom report types
 - Reporting snapshots
 - Complex charting
 - Custom summary formulas
 - bucketing
 - Joined reports
 - Cross filters
 - Dynamic dashboards
 - Dashboard filters

Process Automation

- Learn how to troubleshoot an approved process
- Learn how to determine the solution using a combination of automation tools to solve a business problem
 - Workflow rules
 - Approval processes
 - Formula fields
 - When to use visualforce and apex triggers

