

The Salesforce logo is displayed in a stylized, lowercase font within a white, fluffy cloud shape. The cloud is set against a blue background that features a white, scalloped-edged border along the top edge of the page.

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# Salesforce.com Certified Administrator **Study Guide**

Winter '12

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## About the Salesforce.com Certified Administrator Program

The Salesforce.com Certified Administrator program is designed for individuals who have experience as a Salesforce CRM administrator. The program encompasses the breadth of CRM applications, the features and functions available to an end user, and the configuration and management options available to an administrator across the Sales, Service, and Collaboration Clouds.

The first credential in the program is the Salesforce.com Certified Administrator. This credential focuses on the features and functionality used to maintain a Salesforce implementation. The second level in the program is the Salesforce.com Certified Advanced Administrator. This credential is targeted towards the Salesforce.com Certified Administrator who has mastered Salesforce configuration maintenance, can demonstrate an understanding of administration best practices, and is able to use the advanced features and functionality to solve a variety of business problems.

### Section 1. Purpose of this Study Guide

This study guide is designed to help you evaluate if you are ready to successfully complete the Salesforce.com Certified Administrator exam. This guide provides information about the target audience for the Salesforce.com Certified Administrator exam, the recommended training and documentation, and a complete list of exam objectives—all with the intent of helping you achieve a passing score. Salesforce.com highly recommends a combination of on-the-job experience, course attendance, and self-study to maximize your chances of passing the exam.

### Section 2. Audience Description: Salesforce.com Certified Administrator

The Salesforce.com Certified Administrator has experience performing as a Salesforce CRM Administrator, including practical application of the skills and concepts noted in the exam objectives. The candidate should have a general knowledge of the features available to the end users and the configuration options available to a Salesforce administrator. The candidate should be capable of maintaining a Salesforce organization, responding to common business requirements, and performing administrative functions using the current version of the Salesforce features.

The candidate should successfully complete the Administration Essentials course (ADM201) from salesforce.com or an Authorized Training Center or possesses the equivalent experience and knowledge prior to taking the exam. Additionally, the candidate should have six or more months of experience as a Salesforce system administrator and should be able to successfully perform the tasks outlined in the exam objectives.

### Section 3. About the Exam

The Salesforce.com Certified Administrator exam has the following characteristics:

- Content: 60 multiple-choice/multiple-select questions.
- Time allotted to complete the exam: 90 minutes
- Passing score: 60 percent
- References: No hard-copy or online materials may be referenced during the exam
- Prerequisites: None required; course attendance highly recommended

### Section 4. Recommended Training and References

Salesforce.com Training and Certification recommends six or more months of experience as a Salesforce system administrator with hands-on practice in the areas listed in the Exam Outline section below as preparation for this exam.

In addition, Salesforce.com Training and Certification recommends the following resources as preparation for this exam:

- Instructor-led course: Administration Essentials (ADM 201)
- Online course: Administration Essentials
- Online course: Analyze Your Data Your Way with Reports
- Online course: Automating Your Service Cloud
- Online course: Configure Salesforce with Custom Fields
- Online course: Creating Your Salesforce Community
- Online course: Customizing Profiles to Align with Your Business Needs
- Online course: Getting a Head Start with Chatter
- Online course: Managing Data for Administrators
- Online course: Managing Users and Troubleshooting Login Issues
- Online course: Salesforce CRM Content for Administrators
- Online course: Salesforce Mobile
- Online course: Summarize Your Data with Highlights, Charts, and Dashboards

In addition to the courses above, or as an alternative if you do not have access to the online courses, Salesforce.com Training and Certification recommends studying the online Documentation by searching for topics listed in the Exam Outline section below and fully reviewing all information related to those topics. Online courses, Documentation, Tip Sheets and User Guides can be accessed through the [Help](#) site in your Salesforce CRM application by clicking **Help & Training** in the top-right corner of your screen (requires login).

Documentation is also available in PDF format here: <https://na1.salesforce.com/help/doc/en/sf.pdf>.

Register for instructor-led courses here: <http://www.salesforce.com/training>.

## Section 5. Exam Outline

The Salesforce.com Certified Administrator exam measures a candidate's knowledge and skills related to the objectives listed below. A candidate should have hands-on experience as a Salesforce CRM administrator and have demonstrated the application of each of the features/functions below.

Objective	Weighting
<b>Organization Setup</b>	<b>1%</b>
Describe the components of the company profile	
<b>User Setup</b>	<b>9%</b>
Identify the steps to set up and maintain a user	
Given a scenario, troubleshoot common user access and visibility issues	
<b>Global User Interface</b>	<b>1%</b>
Distinguish between and identify the implications of the various user interface features that an administrator controls	
<b>Security and Access</b>	<b>15%</b>
Explain the various organization security options	
Describe the features and capabilities of the sharing model	
Given a scenario, apply the appropriate security controls	
Describe the various profiles controls	
Given a scenario, determine the appropriate use of a custom profile	
<b>Standard and Custom Objects</b>	<b>18%</b>
Describe the standard object architecture and relationship model	

Explain how to create, delete, and customize fields, page layouts, and list views for custom and standard objects	
Given a scenario, determine the appropriate fields and page layouts for custom and standard objects	
Explain how to create, delete, and customize record types for custom and standard objects	
Given a scenario, determine the appropriate record types and business processes for custom and standard objects	
Explain the implications of deleting fields	
Describe when to use and how to create formula fields	
<b>Sales Cloud Applications</b>	<b>9%</b>
Given a scenario, identify the capabilities and implications of the sales process	
Given a scenario, identify when to apply the appropriate sales productivity features	
Describe the capabilities of products and price books	
Describe the capabilities of lead management	
Given a scenario, identify how to automate lead management	
Describe the capabilities of campaign management	
<b>Service Cloud Applications</b>	<b>6%</b>
Describe the capabilities of case management	
Given a scenario, identify how to automate case management	
Describe the capabilities of solution management	
Describe the basic capabilities of portals	
Describe the capabilities of the Community application, such as Ideas and Answers	
Describe the capabilities of Salesforce Knowledge	
<b>Activity Management</b>	<b>3%</b>
Describe the capabilities of activity management	
<b>Chatter</b>	<b>1%</b>
Describe the features of Chatter	
<b>Data Management</b>	<b>11%</b>
Describe the considerations when importing, updating, transferring, and mass deleting data	
Given a scenario, identify tools and use cases for managing data	
Describe the capabilities and implications of the data validation tools	
Describe the different ways to back up data	
<b>Content and Folder Management</b>	<b>2%</b>
Describe the capabilities of Salesforce Content	
Describe how folders can be used to organize and secure communication templates, dashboards, reports, and documents	
<b>Analytics – Reports and Dashboards</b>	<b>13%</b>
Describe the options available when creating or customizing a report	
Describe the impact of the sharing model on reports	
Describe the options available when creating and modifying dashboards	
Describe the capabilities of custom report types	
<b>Workflow Automation</b>	<b>7%</b>
Describe when workflow rules are evaluated	
Describe the capabilities of workflow rules and actions	
Given a scenario, identify the appropriate workflow solution	
Describe capabilities and use cases for the approval process	
<b>Desktop and Mobile Administration</b>	<b>2%</b>
Describe the capabilities of Mobile Lite	
Describe the installation and synchronization options of Salesforce for Outlook	
<b>AppExchange</b>	<b>2%</b>
Identify use cases for AppExchange applications	

## Section 6. Sample Exam Questions

The following questions are representative of those on the Salesforce.com Certified Administrator exam. These questions are not designed to test your readiness to successfully complete the certification exam, but should be used to become familiar with the types of questions on the exam. The actual exam questions may be more or less difficult than the questions below.

1. What should a system administrator use to disable access to a custom application for a group of users?
  - A. Profiles
  - B. Sharing rules
  - C. Web tabs
  - D. Page layouts
  
2. Universal Containers needs to track the manufacturer and model for specific car companies. How can the system administrator ensure that the manufacturer selected influences the values available for the model?
  - A. Create the manufacturer field as a dependent picklist and the model as a controlling picklist.
  - B. Create a lookup field from the manufacturer object to the model object.
  - C. Create the manufacturer field as a controlling picklist and the model as a dependent picklist.
  - D. Create a multi-select picklist field that includes both manufacturers and models.
  
3. Sales representatives at Universal Containers need assistance from product managers when selling certain products. Product managers do not have access to opportunities, but need to gain access when they are assisting with a specific deal. How can a system administrator accomplish this?
  - A. Notify the product manager using opportunity update reminders.
  - B. Enable sales teams and allow users to add the product manager.
  - C. Use similar opportunities to show opportunities related to the product manager.
  - D. Enable account teams and allow users to add the product manager.
  
4. What should a system administrator consider before importing a set of records into Salesforce? (There are *two* correct answers.)
  - A. The import file should include a record owner for each record.
  - B. Currency field values will default to the personal currency of the record owner.
  - C. Data should be de-duplicated in the import file prior to import.
  - D. Validation rules are not triggered when importing data using the import wizard.
  
5. Which statement about custom summary formulas in reports is true? (There are *two* correct answers.)
  - A. Reports can be grouped by a custom summary formula result.
  - B. Custom summary formulas can reference a formula field within a report.
  - C. Custom summary formulas can reference another custom summary formula.
  - D. Custom summary formulas can be used in a report built from a custom report type.

## Section 7. Answers to Sample Exam Questions

1. A
2. C
3. B
4. A, C
5. B, D

## Section 8. Maintaining a Certification

Successful completion of online, release-specific Salesforce.com Certified Administrator exams is required to maintain this credential. Release exams are published three times a year, one for each of the major product releases throughout the year.

The initial cost of the certification includes the Salesforce.com Certified Administrator exam plus two online release exams. In subsequent years, a maintenance fee of \$100 will be charged when registering for every third release exam to keep the certification current for the following year. The maintenance fee includes the three maintenance exams and access to the supporting training material. Salesforce.com Certified professionals will be notified automatically when new release training material and exams become available.



### For more information:

Contact your account executive to learn how we can help you accelerate your CRM success.

### Corporate Headquarters

The Landmark @ One Market  
Suite 300  
San Francisco, CA, 94105  
United States  
1-800-NO-SOFTWARE  
[www.salesforce.com](http://www.salesforce.com)

### Global Offices

Latin America	+1-415-536-4606
Japan	+81-3-5785-8201
Asia/Pacific	+65-6302-5700
EMEA	+4121-6953700