

The Salesforce logo, featuring the word "salesforce" in a lowercase, sans-serif font, is positioned inside a white, stylized cloud shape.

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

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Contents

ABOUT THE SALESFORCE.COM CERTIFIED ADVANCED ADMINISTRATOR PROGRAM	2
SECTION 1. PURPOSE OF THIS STUDY GUIDE.....	2
SECTION 2. AUDIENCE DESCRIPTION: SALESFORCE.COM CERTIFIED ADVANCED ADMINISTRATOR.....	2
SECTION 3. ABOUT THE EXAM	3
SECTION 4. RECOMMENDED TRAINING AND REFERENCES	3
SECTION 5. EXAM OUTLINE	4
SECTION 6. SAMPLE EXAM QUESTIONS.....	6
SECTION 7. ANSWERS TO SAMPLE EXAM QUESTIONS	7
SECTION 8. MAINTAINING A CERTIFICATION	8

About the Salesforce.com Certified Advanced Administrator Program

The Salesforce.com Certified Advanced Administrator program is designed for individuals who have expertise as a seasoned Salesforce CRM administrator. The program encompasses the breadth of CRM applications, the features and functions available to an end user, and the advanced configuration, management, and application extending 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 Advanced Administrator exam. This guide provides information about the target audience for the certification program, 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 Advanced Administrator

The Salesforce.com Certified Advanced Administrator exam is intended for an individual who has experience performing as a Salesforce CRM administrator, including practical application of the skills and concepts noted in the exam outline below. The candidate is a Salesforce.com Certified Administrator and has successfully completed the Advanced Administration course (ADM 301) from salesforce.com or an Authorized Training Center or possesses the equivalent experience and knowledge. The candidate also has invested time in studying the materials from this course and the additional required study materials provided by salesforce.com.

The candidate may administer only a few of the Salesforce CRM applications, but should have a broad knowledge of the full application family, the features/functions available to an end user, and the configuration and management options available to an administrator across the Sales Force Automation, Marketing, Call Center, Communities, and Content applications. The candidate should be capable of performing administration functions, using Salesforce CRM features as described in the exam objectives, and identifying appropriate solutions to specific business challenges/process requirements by applying his/her knowledge of the features in the current version of Salesforce CRM applications.

The candidate should be able to perform the tasks outlined in the exam objectives successfully. These include (but are not limited to) the administrative features, problem-solving areas, and Force.com platform capabilities listed below.

The candidate should be able to:

- Set up and configure Salesforce CRM Ideas and Salesforce CRM Content
- Create and optimize custom buttons and complex formulas, including those that span the Force.com data model
- Set up, deploy, and maintain security and access capabilities, including the sharing model, Lockout features, forensic investigation options, delegated administration, territory management, role hierarchy, record types, and page layouts

- Implement business processes using workflows, approvals, and formulas
- Manage data using advanced filtering techniques, the Force.com data loader, and de-duplication capabilities; use validation rules, custom lookup fields, record types, and page layouts to maintain data quality
- Manage storage usage
- List capabilities of and configure properties of Force.com Connect for Microsoft Office, Force.com Connect for Lotus Notes, and Connect Offline
- Recognize, set up, and configure use cases of the Force.com sandbox

The candidate should be able to describe the capabilities of:

- The Force.com platform, including suitable custom applications to be developed using the platform and globalization features
- Data quality management reports, adoption metrics and dashboards, custom report types, and data audits
- Force.com code (Apex), dynamic approvals, and related use cases
- Force.com pages (Visualforce) and related use cases, button overrides, and Mass Action List buttons on related lists
- The Web Services API and Metadata API, integration capabilities, and custom links
- Development as a service (DaaS)/cloud computing

The exam references tasks performed in Salesforce CRM applications and on the Force.com platform, including the data loader, applications from the AppExchange, Force.com Connect for Microsoft Office, Force.com Connect for Lotus Notes, and Connect Offline.

The exam focuses on the administrative features/functions of Salesforce CRM applications and an understanding of the Force.com platform. There is no expectation that the candidate will be able to write Force.com code (Apex) or Force.com pages (Visualforce) or controllers or use the Web Services API or Metadata API to create new integrations with other systems to complete this exam successfully.

Section 3. About the Exam

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

- Content: 60 multiple-choice/multiple-select questions
- Time allotted to complete the exam: 90 minutes
- Passing score: 67 percent
- References: No hard-copy or online materials may be referenced during the exam
- Prerequisites: Current status as a Salesforce.com Certified Administrator; course attendance highly recommended

Section 4. Recommended Training and References

Salesforce.com Training and Certification recommends one or more years of experience as a 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: Advanced Administration (ADM 301)

In addition to the course above, 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>.

Note that many of the exam questions are scenario-based and rely on a candidate's experience and ability to combine features and concepts to determine the best solution or correct answer to the question. As a candidate prepares for the exam, she or he should consider how the features and capabilities listed in the exam objectives are used in combination to solve particular business problems.

Section 5. Exam Outline

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

Objective	Weighting
Software as a Service (SaaS)	8%
Describe how to use Salesforce CRM applications for internal initiatives	
Describe the capabilities of Salesforce CRM Ideas	
Set up and configure Salesforce CRM Ideas	
Submit an idea to Ideas	
Identify where to go to stay current on new release information	
List the various aspects of the Salesforce.com Community	
Describe the capabilities of Salesforce CRM Content	
Set up and configure Salesforce CRM Content	
Force.com (Platform as a Service)	8%
Describe the Force.com platform	
Describe the cloud computing model	
Evaluate if the Force.com platform is suitable for an application based on a specific set of business requirements	
Describe possible enhancements to a Force.com application	
Identify potential features to assist in implementing Salesforce CRM globally	
Use Salesforce CRM localization application functionality	
Application Essentials	10%
Create a Force.com data model (objects, fields, relationships) for a given set of requirements	
Create and optimize complex formulas	
Use formula-based rules that span the relational data model	
Describe use cases for creating a custom button	
Create a custom button	
Security and Access	13%
Analyze use cases of the Salesforce CRM sharing model	
Describe how to use profiles to prevent users from logging in to the system during maintenance periods	

Discuss the use cases in which a forensic investigation might need to take place	
Describe the steps involved in a sharing model update process	
Set up, deploy, and maintain the Delegated Administration functionality	
Describe the use cases for Delegated Administration	
Describe the effect of implementing Territory Management	
Compare and contrast Territory Management and Role Hierarchy	
Set up and configure Territory Management	
Describe how to implement record types and page layouts	
Implementing Business Processes	12%
Create workflows, approvals, and formulas to implement processes from management mandates	
Compare and contrast the ways of using Salesforce CRM to automate business processes	
Create a workflow rule with time-dependent actions	
List the order in which automation features trigger when a user saves a record	
Describe methods for troubleshooting automation	
List and describe the functions of the Process Visualizer	
Managing Data	12%
Retrieve data via reports by using advanced filtering techniques	
Export data using the Data Loader and SOQL	
Define “dirty data”	
Correct inaccurate data within Salesforce CRM	
De-duplicate data from Salesforce CRM	
Describe how quality data is enforced while entering it into the system by creating validation rules	
Describe how to use custom lookup fields and workflow field updates to maintain data quality	
Describe how to use custom record types and page layouts to maintain data quality	
Describe proactive measures to maintain effective storage usage	
Analytics & Reporting	7%
Build reports to monitor data quality	
Install and customize the Salesforce Adoption Dashboards from the AppExchange	
Describe the data available on the Adoption Dashboards	
Identify ways to audit data in an org	
Create complex reports using custom report types	
Force.com Code (Apex)	5%
Define Force.com code	
Describe the capabilities of Force.com code	
Describe the use cases of when to use Force.com code	
Describe how to use Force.com code to create Dynamic Approvals	
Force.com Pages (Visualforce)	7%
Define Force.com pages	
Define Force.com controllers	
Describe the capabilities of Force.com	
Set up basic URL integrations	
Describe the use of button overrides	
Create mass action list buttons on related lists to modify records en masse	
Integrations	13%
Define the Web Services API	
Describe the capabilities of the Web Services API	
List the commonly used API calls	
Describe the capabilities of the Metadata API	

Define Web Applications and Web Controls	
Use custom links to let reps link internally to other Salesforce CRM pages and to external websites	
Describe integration options that promote adoption	
Define the different methods of integrating a public website with Salesforce	
Describe the capabilities of Salesforce Connect for Microsoft Office	
Create and upload mail-merge templates using Salesforce Connect for Microsoft Office	
Describe the capabilities of Salesforce Connect for Lotus Notes	
Describe the capabilities of Salesforce Offline	
Set up and configure Salesforce Offline	
Sandbox & Development as a Service (DaaS)	5%
Define DaaS	
Describe the use cases of the Force.com Sandbox	
Set up and configure the Force.com Sandbox	

Section 6. Sample Exam Questions

The following questions are representative of those on the Salesforce.com Certified Advanced 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 this set of questions.

- An administrator notices there are too many duplicate records, numerous sharing rules, and a large number of manually shared records.
Which situation may this be a symptom of?
 - A role hierarchy that has too few roles.
 - A sharing model that is too public.
 - A sharing model that is too private.
 - Object permissions on profiles that are too restrictive.
- In Salesforce territory management, which statement describes how a territory hierarchy is different from a role hierarchy?
 - A territory hierarchy grants login access to all users in a territory.
 - A territory hierarchy supports assigning users to multiple territories.
 - A territory hierarchy automatically assigns users to sales teams in the territory.
 - A territory hierarchy gives users in a territory full edit access to all accounts in that territory.
- An administrator wrote a field update action for a workflow rule on a field that is hidden via field-level security.
When the workflow rule triggers, what happens to the data in the hidden field?
 - The field will fail to update and remain in its original state.
 - The field is updated, even though it is hidden.
 - The field will only update if the rule was triggered by a time-based trigger.
 - The field will only update if the user has “Modify All Data” enabled in the profile.
- A developer would like to create a mashup to display a contact’s location using Google Maps.

Which of the following is *not* a necessary step in developing this mashup?

- A. Deciding on the parameters needed for submission.
 - B. Creating an S-control to pass the URL to Google Maps.
 - C. Creating a URL with merge fields to pass to Google Maps.
 - D. Coding the HTML/JavaScript in an S-control to retrieve the results.
5. Universal Containers would like to track bugs within Salesforce. They need to track the bug's severity and type as well as its status and description. Bugs should be related to cases, but the bug's owner will be different than the owner of the case. How can the Universal Containers administrator meet these requirements?
- A. Create a section on the case page layout.
 - B. Create a field on cases.
 - C. Create a custom object for bugs and relate it to cases.
 - D. Create a relationship between the standard bug object and the standard case object.
5. Universal Containers currently uses the standard Salesforce CRM product and pricebook objects.

Is it possible for Universal Containers to publish product and pricebook information to its corporate website so customers in different regions see the correct product catalog with prices in the local currency?

- A. Yes, with the Customer Portal.
- B. No, it is not possible to present multicurrency data.
- C. Yes, by building a custom integration following the X-to-Web design pattern.
- D. No, it is not possible to present data stored in standard objects other than cases and solutions to a website.

Section 7. Answers to Sample Exam Questions

- 1. C
- 2. B
- 3. B
- 4. D
- 5. C
- 6. C

Section 8. Maintaining a Certification

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

Successful maintenance of the pre-requisite credential, Salesforce.com Certified Administrator, is required to maintain this credential. An annual maintenance fee of \$100 will be charged when registering for every third release exam, based on when the pre-requisite credential was earned. The maintenance fee includes the three release 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:

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