



Certification Exam Guide

SALESFORCE CERTIFIED ADVANCED ADMINISTRATOR

Winter '18

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ABOUT THE SALESFORCE CERTIFIED ADVANCED ADMINISTRATOR PROGRAM

The Salesforce Certified Advanced Administrator program is designed for individuals who have expertise as a seasoned Salesforce Administrator. The program encompasses the breadth of 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 Cloud, Service Cloud, and Salesforce Chatter applications.

The first credential in the program is the Salesforce 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 Certified Advanced Administrator. This credential is targeted toward the Salesforce Certified Administrator who has mastered the advanced Salesforce configuration maintenance, and is able to use the advanced features and functionality to solve a variety of business problems.

SECTION 1. PURPOSE OF THIS EXAM GUIDE

This exam guide is designed to help you evaluate if you are ready to successfully complete the Salesforce 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 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 CERTIFIED ADVANCED ADMINISTRATOR

The Salesforce Certified Advanced Administrator exam is intended for an individual who has significant experience performing as a Salesforce Administrator, including hands-on experience applying the skills and concepts noted in the exam outline in Section 5 below. The candidate is a Salesforce Certified Administrator and has successfully completed the Administration Essentials for Experienced Admins (ADM 211) from Salesforce or an Authorized Training Center or possesses the equivalent experience and knowledge. The candidate has also invested time in studying the course materials and additional study materials provided by Salesforce.

The candidate should have a broad knowledge of the full application capabilities, the features/functions available to an end user, and the configuration and management options available to an Administrator across the Sales Cloud, Service Cloud, and Salesforce Chatter applications. The candidate should be capable of performing administration functions at an expert level, using the full set of Salesforce features as described in the exam outline. The candidate can leverage the advanced administration capabilities of Salesforce to solve specific business challenges and automate complex business processes. The candidate should be able to recommend configuration enhancements and best practices to optimize and extend an organization's use of Salesforce. The candidate actively seeks out new functionality as it becomes available and can evaluate the potential benefits of new features for an organization.

The candidate should be able to:

- Appropriately define record and field data access based on business requirements.
- Create custom objects and define the appropriate relationship types.
- Set up and configure Sales Cloud applications, including products, price books, schedules, and quotes.
- Understand the capabilities of Customizable Forecasting and Collaborative Forecasting.
- Set up and configure Service Cloud applications, including Salesforce Knowledge and entitlements.
- Assess, cleanse, and maintain data quality using standard Salesforce functionality.
- Set up and configure Salesforce CRM Content.
- Understand the capabilities of sandboxes and the tools available to move data between environments.
- Use custom report types, reporting snapshots, complex charting, custom summary formulas, bucketing, joined reports, and cross-filters to build reports that meet complex business requirements.
- Use dynamic dashboards and dashboard filters to enhance dashboards.
- Create workflow rules, approval processes, and formula fields to automate complex business processes.

SECTION 3. ABOUT THE EXAM

The Salesforce Certified Advanced Administrator exam has the following characteristics:

- Content: 60 multiple-choice/multiple-select questions* (five unscored questions will be added)
- Time allotted to complete the exam: 105 minutes (time allows for unscored questions)
- Passing score: 65%
- Registration fee: USD 200, plus applicable taxes as required per local law
- Retake fee: USD 100, plus applicable taxes as required per local law
- Delivery options: Proctored exam delivered onsite at a testing center or in an online proctored environment. Click [here](#) for information on scheduling an exam.
- References: No hard-copy or online materials may be referenced during the exam
- Prerequisite: Salesforce Certified Administrator credential

*Please note that as of November 16, 2017, all Salesforce certification exams will contain five additional, randomly placed, unscored questions to gather data on question performance. The duration of each exam has been evaluated and adjusted to accommodate the inclusion of the unscored questions. These five questions will be in addition to the 60 scored questions on your exam, and will have no impact whatsoever on your score.

SECTION 4. RECOMMENDED TRAINING AND REFERENCES

As preparation for this exam, Salesforce recommends a combination of: hands-on experience, training course completion, Trailhead trails, and self-study in the areas listed in the Exam Outline section of this exam guide.

To access the most comprehensive training list, download a copy of our Salesforce Guide to Certification available [here](#).

To enroll in instructor-led courses and launch online training from your Salesforce application, click the **Help & Training** link in the upper right corner of the screen (requires login) and search for the desired courses. Non-Salesforce customers can register for instructor-led courses [here](#).

Instructor Led Training recommended for this exam:

- Instructor-led course: Administration Essentials for Experienced Admins (ADM 211) OR
Online course: Administration Essentials for Experienced Admins

To review online Documentation, Tip Sheets, and User Guides – search for the topics listed in the Exam Outline section of the exam guide and study the information related to those topics. Documentation, Tip Sheets, and User Guides can also be accessed through **Help & Training**. Documentation is also available in PDF format [here](#).

Trailhead trails can be accessed [here](#).

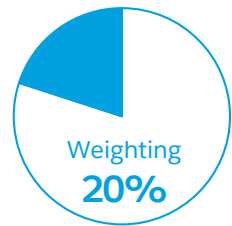
Check out the official [Certification Trailmix](#) for this credential. We have included essential Trailhead learning specifically with you in mind.

SECTION 5. EXAM OUTLINE

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

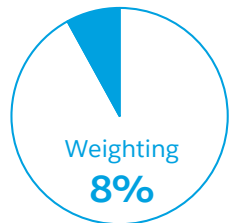
SECURITY AND ACCESS

- Given a scenario, determine the implications to record and field data access (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).
- Describe 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.



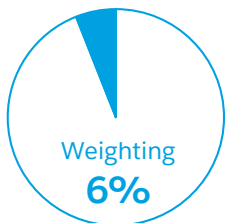
EXTENDING CUSTOM OBJECTS AND APPLICATIONS

- Describe the appropriate use of relationship types when building custom objects (master detail, lookup).



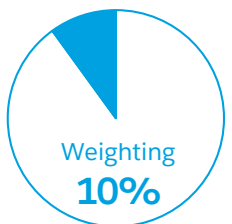
AUDITING AND MONITORING

- Given a scenario, determine the appropriate tools for monitoring and troubleshooting system activity (debug log, setup audit trail).



SALES CLOUD APPLICATIONS

- Explain how to customize and maintain products, price books, schedules, and quotes.
- Describe the capabilities of forecasting (categories, hierarchy, quotas).



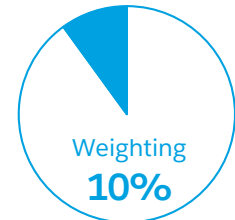
SERVICE CLOUD APPLICATIONS

- Explain how to create and maintain Salesforce Knowledge (article types, data categories).
- Explain how to create and maintain service entitlements and entitlement processes.
- Describe the features of Salesforce which enable interaction between support agents and customers (Live Agent, Case Feed, Service Cloud Console, and portals/communities).



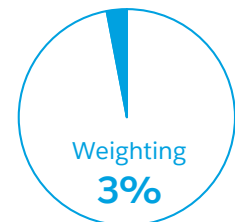
DATA MANAGEMENT

- Explain the tools and best practices for improving and enriching data quality (validation, managing duplicates, enriching, archiving).



CONTENT MANAGEMENT

- Explain how to set up and maintain Salesforce Content.



CHANGE MANAGEMENT

- Describe the options available to move metadata between environments (change sets, Force.com IDE).
- Describe the capabilities and best practices for using change sets to move metadata between environments.



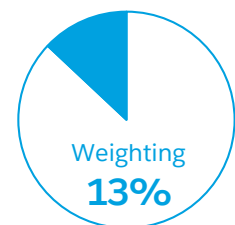
ANALYTICS, REPORTS AND DASHBOARDS

- Given a scenario, determine 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

- Given a scenario, troubleshoot an approved process.
- Given a complex scenario, determine the solution using a combination of automation tools to solve a business problem (workflow rules, approval processes, formula fields, and when to use Visualforce and Apex triggers).



SECTION 6. SAMPLE EXAM QUESTIONS

The following questions are representative of those on the Salesforce 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 the questions below.

1. Universal Containers has a custom field on its contact record called Salary that is hidden for all profiles except the System Administrator. The Administrator has been asked to grant Read-Only access to the Salary field to the recruiters and assistants. The recruiters and assistants currently have two different profiles.

How can the Administrator meet this requirement?

Choose two answers

- A. Change the access levels in the Recruiter and Assistant profiles to Read-Only for the Salary field.
 - B. Create a sharing rule for the Contact object using criteria-based sharing on the Salary field.
 - C. Create a permission set with Read-Only access to the Salary field and assign it to the assistant and recruiter users.
 - D. Create a new profile for the assistants and recruiters and reassign these users to the new profile.
2. Sales representatives are reporting trouble syncing quotes with their related opportunities.

What is a possible explanation for this problem?

Choose two answers

- A. The attached currency is no longer active.
 - B. The quote contains an archived list price.
 - C. The quote is attached to a closed opportunity.
 - D. The user does not have Edit permissions on the quote.
3. What should an Administrator consider when setting up and maintaining Salesforce Knowledge?

Choose three answers

- A. Data category visibility is assigned through roles and profiles.
- B. Article version numbers must be assigned by a Knowledge Manager for tracking.
- C. Knowledge settings must be configured in order for users to be able to create articles from cases.
- D. Solution category browsing must be enabled in Solution settings.

- E. Archiving maintains published articles that are obsolete so they display to agents and customers on your organization's Salesforce Knowledge channels.
4. The sales manager at Universal Containers wants to see all opportunities that do not have any activities.

Which report type could be used to meet this requirement?

Choose two answers

- A. A custom report type with Opportunity as the primary object and Activity as the secondary object.
 - B. An Opportunity report with a cross-object filter of opportunities without activities.
 - C. A joined report using an opportunity report in Block A; a task and event report filtered by tasks for Block B.
 - D. A standard Opportunity report filtered where the field Last Activity is blank.
5. Universal Containers has a requirement to report on opportunities where the probability has dropped beneath 50%. The Administrator has created a custom checkbox as a way to identify these records.

What else should the Administrator do to meet this requirement?

Choose one answer

- A. Enable field history tracking on the field and include the history in the report filter.
- B. Create an approval process that submits the opportunity for approval when the custom checkbox is true.
- C. Create a workflow rule that updates the field when the probability drops below 50%.
- D. Build a validation rule that displays an error when the user enters the probability at less than 50%.

SECTION 7. ANSWERS TO SAMPLE EXAM QUESTIONS

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

SECTION 8. MAINTAINING A CERTIFICATION

One of the benefits of holding a Salesforce credential is always being up to date on new product releases. Our release exams are designed to ensure you have the latest information you need to be a successful Salesforce Certified expert.

Click [here](#) for information regarding requirements and cost to maintain your Salesforce certification.

If you earned the Salesforce Certified Advanced Administrator credential on or before November 15, 2017, you are required to pass the pre-requisite Salesforce Certified Administrator – Winter '18 Release Exam. Click [here](#) for details about the release exam objectives, number of questions, recommended preparation, and registration information.

ABOUT SALESFORCE

Salesforce offers a comprehensive catalog of courses and certifications to help you administer, develop, and use your organization's Salesforce environment. Whether you need a customized private course for your whole team or an in-depth instructor-led classroom experience for one person, Salesforce can help you take the next steps on your journey to success. Contact us today to learn how we can help you get the most out of your Salesforce investment.



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