



Certification Exam Guide

SALESFORCE CERTIFIED ADMINISTRATOR

Winter '17



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ABOUT THE SALESFORCE CERTIFIED ADMINISTRATOR PROGRAM

The Salesforce Certified Administrator program is designed for individuals who have experience as a Salesforce administrator. The program encompasses the breadth of 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 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 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 EXAM GUIDE

This exam guide is designed to help you evaluate if you are ready to successfully complete the Salesforce Certified Administrator exam. This guide provides information about the target audience for the Salesforce 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 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 ADMINISTRATOR

The Salesforce Certified Administrator has experience performing as a Salesforce 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 or an Authorized Training Center or possess the equivalent experience and knowledge prior to taking the exam. Additionally, the candidate should have six or more months of experience as a Salesforce Administrator and should be able to successfully perform the tasks outlined in the exam objectives.

SECTION 3. ABOUT THE EXAM

The Salesforce Certified Administrator exam has the following characteristics:

- Content: 60 multiple-choice/multiple-select questions*
- Time allotted to complete the exam: 90 minutes
- Passing score: 65%
- Registration fee: USD 200; Retake fee: USD 100
- 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: None required; course attendance highly recommended

*Please note that on occasion, Salesforce Certification may place a small number of unscored questions on an exam in order to gather data on question performance. These unscored exam questions are in addition to the 60 scored questions on your exam, and have no impact whatsoever on your final exam score.

SECTION 4. RECOMMENDED TRAINING AND REFERENCES

As preparation for this exam, Salesforce University 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 New Admins (ADM-201)
- Instructor-led course: Administration Essentials for New Administrators and Certification (ADM-201C)
- Instructor-led course: Preparing for Your Salesforce Administrator Certification (CRT-101)

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](#).

SECTION 5. EXAM OUTLINE

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

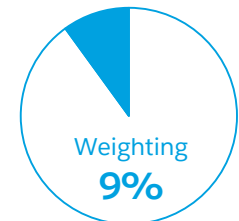
ORGANIZATION SETUP

- Describe the components of the company profile (e.g., fiscal year, business hours, currency management, default settings, company information).



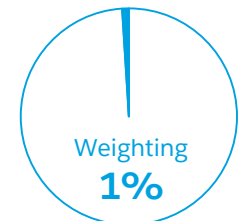
USER SETUP

- Identify the steps to set up and/or maintain a user (e.g., assign licenses, reset passwords, and resolve locked user accounts).
- Given a scenario, troubleshoot common user access and visibility issues.



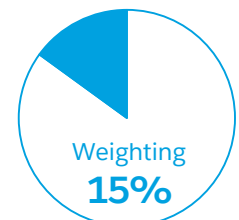
GLOBAL USER INTERFACE

- Distinguish between the various UI features that an administrator controls, including the implications (e.g., UI settings, search settings, list views, home page layouts).



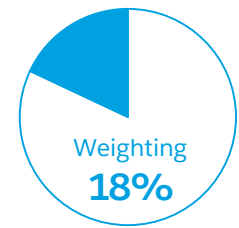
SECURITY AND ACCESS

- Explain the various organization security options (e.g., passwords, IP restrictions, identity confirmation, network settings).
- Describe the features and capabilities of the Salesforce sharing model (e.g., record ownership, organization-wide defaults, roles and the role hierarchy, manual sharing, sharing rules and public groups).
- Given a scenario, apply the appropriate security controls (e.g., organization-wide defaults, roles and the role hierarchy, manual sharing, sharing rules and public groups).
- Describe the various settings and permissions a profile controls (e.g., IP access, login hours, record types, access to tabs, permissions, object permissions, field-level security).
- Given a scenario, determine the appropriate use of a custom profile.



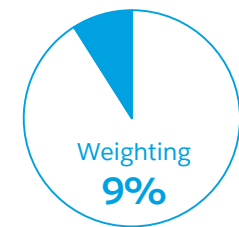
STANDARD AND CUSTOM OBJECTS

- 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.



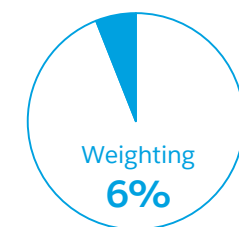
SALES AND MARKETING APPLICATIONS

- Given a scenario, identify the capabilities and implications of the sales process.
- Given a scenario, identify when to apply the appropriate sales productivity features (e.g., big deal alerts, update reminders, similar opportunities, competitors, team selling).
- Describe the capabilities of products and price books.
- Describe the capabilities of lead management (e.g., lead conversions, lead source, lead field mapping).
- Given a scenario, identify how to automate lead management (e.g., queues, assignment rules, web-to-lead, and auto-response).
- Describe the capabilities of campaign management (e.g., hierarchies, influences, campaign members).



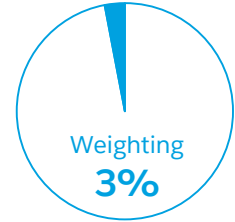
SERVICE AND SUPPORT APPLICATIONS

- Describe the capabilities of case management (e.g., case processes, case settings, and case comments).
- Given a scenario, identify how to automate case management (e.g., case assignment, auto-response, escalation, web-to-case, email-to-case, case teams).
- Describe the capabilities of solution management (e.g., settings, categories, processes).
- Describe the basic capabilities of portals.
- Describe the capabilities of the Community application (e.g. Ideas, Answers).
- Describe the capabilities of Salesforce Knowledge.



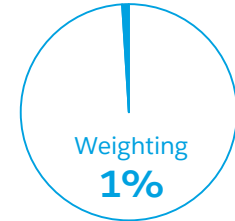
ACTIVITY MANAGEMENT

- Describe the capabilities of activity management (e.g., manage tasks, events, public calendars, multi-day events, cloud scheduler).



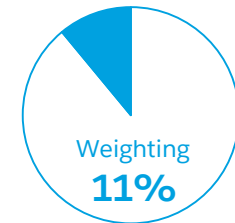
CHATTER

- Describe the features of Chatter (e.g., feed, groups, following, security).



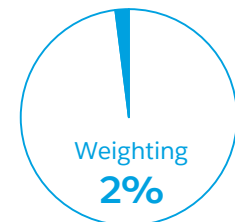
DATA MANAGEMENT

- Describe the considerations when importing, updating, transferring, and mass deleting data (e.g., CSV files, field matching, matching types, record IDs, external IDs, duplicate records).
- Given a scenario, identify tools and use cases for managing data (e.g., dataloader, data import wizard).
- Describe the capabilities and implications of the data validation tools.
- Describe the different ways to back up data (e.g., weekly data export service, exports, dataloader).



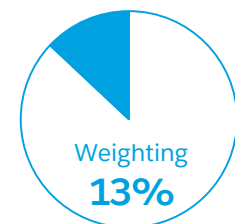
CONTENT AND FOLDER MANAGEMENT

- Describe the capabilities of Salesforce Content (e.g., presentation assembly, content delivery, content packs, workspaces, tags).
- Describe how folders can be used to organize and secure communication templates, dashboards, reports, and documents.



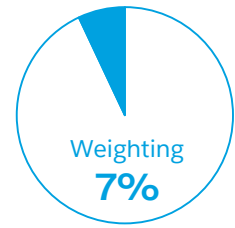
ANALYTICS, REPORTS AND DASHBOARDS

- Describe the options available when creating or customizing a report (e.g., report type, report format, fields, summarizing data, filtering data, charting, scheduling, and conditional highlighting).
- Describe the impact of the sharing model on reports.
- Describe the options available when creating and modifying dashboards (e.g., dashboard components, data sources, chart types, scheduling, and running user).
- Describe the capabilities of custom report types.



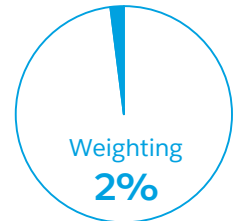
WORKFLOW AUTOMATION

- Describe when workflow 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.



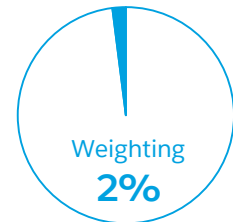
DESKTOP AND MOBILE ADMINISTRATION

- Describe the capabilities of Salesforce Mobile.
- Describe the installation and synchronization options of Salesforce for Outlook.



APPEXCHANGE

- Identify use cases for AppExchange applications.



SECTION 6. SAMPLE EXAM QUESTIONS

The following questions are representative of those on the Salesforce 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?

Choose one answer

- 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?

Choose one answer

- 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?

Choose one answer

- A. Notify the product manager using opportunity update reminders.
- B. Enable opportunity 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?

Choose two 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?

Choose two 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

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 Administrator credential on or before October 26, 2016 you are required to pass the Salesforce Certified Administrator – Winter '17 Release Exam. Click [here](#) for details about the release exam objectives, number of questions, recommended preparation, and registration information.

SECTION 9. MULTIPLE LANGUAGE OPTIONS

The Salesforce Certified Administrator exam is currently offered in English, French, German, Spanish, and Brazilian Portuguese. For translated exams, the exam questions and on-screen exam results are translated. The Webassessor user interface, exam registration process, email communication, and customer support will be in English.

The online, release-specific Salesforce Certified Administrator exams required to maintain this credential will be available in English, French, German, Spanish, and Brazilian Portuguese.

ABOUT SALESFORCE UNIVERSITY

Salesforce University 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 University 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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