Salesforce Certified Administrator
Study Guide
Spring ‘15
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 towards 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 Study Guide
This study 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 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 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 percent
- Registration fee: USD 200; Retake fee: USD 100
- 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
As preparation for this exam, Salesforce Training and Certification recommends a combination of six or more months of hands-on experience as a Salesforce system administrator, training course completion, and self-study in the areas listed in the Exam Outline section of this study guide.
Salesforce Training and Certification recommends the following instructor-led and online courses to guide your study:

- Instructor-led course: Administration Essentials for New Admins (ADM-201)
- Online course: Administration Essentials for New Admins and Administration Essentials for the Service Cloud
- Instructor-led course: Preparing for Your Salesforce Administrator Certification (CRT-101)

Other helpful resources:

- Online course: Analyze Your Data with Reports
- Online course: Getting a Head Start with Chatter
- Online course: Getting Started with Managing Data
- Online course: Managing Users and Troubleshooting Login Issues
- Online course: Summarize Your Data with Dashboards
- Documentation: [New Names for Reporting Products and Features](as of Spring ‘15)

Enroll in instructor-led courses and launch online training from your Salesforce application by clicking the Help & Training link in the upper right corner of the screen (requires login) and searching for the desired courses, listed above. Non-Salesforce customers can register for instructor-led courses here: [http://www.Salesforce/training](http://www.Salesforce/training).

In addition, Salesforce Training and Certification recommends reviewing online Documentation, Tip Sheets and User Guides by searching for the topics listed in the Exam Outline section of the study guide and studying 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: [https://na1.Salesforce/help/doc/en/sf.pdf](https://na1.Salesforce/help/doc/en/sf.pdf).

### Section 5. Exam Outline

The Salesforce 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 administrator and have demonstrated the application of each of the features/functions below.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization Setup</td>
<td>1%</td>
</tr>
<tr>
<td>Describe the components of the company profile</td>
<td></td>
</tr>
<tr>
<td>User Setup</td>
<td>9%</td>
</tr>
<tr>
<td>Identify the steps to set up and maintain a user</td>
<td></td>
</tr>
<tr>
<td>Given a scenario, troubleshoot common user access and visibility issues</td>
<td></td>
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<tr>
<td>Global User Interface</td>
<td>1%</td>
</tr>
<tr>
<td>Distinguish between and identify the implications of the various user interface features that an administrator controls</td>
<td></td>
</tr>
<tr>
<td>Security and Access</td>
<td>15%</td>
</tr>
<tr>
<td>Explain the various organization security options</td>
<td></td>
</tr>
<tr>
<td>Describe the features and capabilities of the sharing model</td>
<td></td>
</tr>
<tr>
<td>Given a scenario, apply the appropriate security controls</td>
<td></td>
</tr>
<tr>
<td>Describe the various profiles controls</td>
<td></td>
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<tr>
<td>Given a scenario, determine the appropriate use of a custom profile</td>
<td></td>
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<tr>
<td>Standard and Custom Objects</td>
<td>18%</td>
</tr>
<tr>
<td>Describe the standard object architecture and relationship model</td>
<td></td>
</tr>
<tr>
<td>Explain how to create, delete, and customize fields, page layouts, and list views for custom and</td>
<td></td>
</tr>
</tbody>
</table>
| 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 Cloud Applications** | 9%  
| 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  
| **Service Cloud Applications** | 6%  
| 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  
| **Activity Management** | 3%  
| Describe the capabilities of activity management  
| **Chatter** | 1%  
| Describe the features of Chatter  
| **Data Management** | 11%  
| 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  
| **Content and Folder Management** | 2%  
| Describe the capabilities of Salesforce Content  
| Describe how folders can be used to organize and secure communication templates, dashboards, reports, and documents  
| **Reports and Dashboards** | 13%  
| 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  
| **Workflow Automation** | 7%  
| 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  
| **Desktop and Mobile Administration** | 2%  
| Describe the capabilities of Salesforce1 and SalesforceA  
| Describe the installation and synchronization options of Salesforce for Outlook  
| **AppExchange** | 2%  
| 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?
   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 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? (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 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 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 Certified professionals will be notified automatically when new release training material and exams become available.

Section 9. Multiple Language Options
The Salesforce Certified Administrator exam is currently offered in English, French, German, Spanish and Brazilian Portuguese languages. 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.