



Salesforce & Force.com for Technology Leaders (SPTL-101)

Course ID #: 7000-440-ZZ-Z

Hours: 24

Course Content

Course Description:

This class is designed for technology managers, business analysts, software architects and technology leaders who are responsible for the success of a Salesforce or Force.com implementation. A student in this class will be exposed to a broad range of topics at the appropriate level of detail for a technology leader.

At Course Completion:

Upon completion of the class, a technology leader will be able to effectively coach their team on the appropriate use of the technology. The class will be taught by a senior instructor with real-world consulting and implementation experience who will lecture and facilitate discussions about the appropriate use of the technologies introduced.

Prerequisites:

None.

Target Student:

People who manage Salesforce or Force.com developers and administrators, executives involved in the strategy around implementing Salesforce or Force.com, and IT leaders who need to understand the impact of Salesforce or Force.com on their business. Software architects who want to fully understand the capabilities of the platform will also benefit from this class.

Topics:

- Salesforce & Force.com Architecture; Model, View, Controller
- Software Development Lifecycle, Project Management Strategies and Success Metrics
- System Security & Best Practices
- Salesforce Automation / Sales Cloud
- Customer Service Automation / Service Cloud
- Marketing Automation / Marketing Cloud
- Development capabilities of the Force.com Platform (Declarative, Apex & Visual Force) and recommended uses of the platform
- Chatter
- Integration
- Analytics (Reports & Dashboards)
- Deployment & Change Management