

Croma Campus is now

**NASSCOM**<sup>®</sup>  
Certified Member



# SALESFORCE ADMIN CERTIFICATION TRAINING

Chase your dream companies



**500K+**

Satisfied Students



**100K+**

Online Students



**300+**

Trainers



**300K+**

Placements



**200+**

Global Certifications



**150+**

Companies



**1.2 Million**  
Learners



**1-1 Personalized**  
Mentorship



**60% Average**  
Salary Hike

# About PROGRAM



## Learning Format

Online / Offline



## Trainer

Industry Professionals



## Career Services

By Croma Campus

Our course content has been specifically designed to turn you into a skilled professional in this industry. As a part of your certification training, you will receive enough study material and recorded video sessions that will help you cover all the latest trends and features in this course. The training session will comprise important sections, features, advantages, and scope of the technology in the coming years. Moreover, our qualified trainers will help you imbibe all the required skills, and information in a much better manner to help you in you becoming an expert in this technology. Post the completion of your course, you will receive a training certificate recognized world-wide.

## What Make Us Trick



### Career-oriented Sessions

Attend 25+ career-oriented sessions by industry mentors and prepare your career trajectory



### Mock Interview Preparation

Prepare with mock interviews including most asked questions by top employers



### Dedicated Job Portal Access

Get exclusive access to 200 job postings per month on Intellipaas's job portal



### Profile Building

Craft a Cloud Computing resume and LinkedIn profile and make an impression on top employers



### 1:1 Mentoring Sessions

Get 1:1 guidance at every step in your career transition to Cloud Computing



### Minimum 3 guaranteed interviews

Get job interviews with 400+ hiring partners including promising startups and top MNCs

# Program FEATURES



## Key Highlights

- ✓ Instructor – Led Training
- ✓ Self– paced Videos
- ✓ Project & Exercises
- ✓ Job Assistance
- ✓ Flexible Schedule
- ✓ Life Time Free Upgrade
- ✓ Mentor Support
- ✓ Guaranteed Interviews
- ✓ 1 – 1 with industry mentors
- ✓ Training Certification

## Who Should Enroll in **this Program?**

Any technical degree or equivalents such as B.tech, M.tech, a degree in engineering, bachelor/master's in computer science, and basic programming knowledge.

This program caters to a wide audience, from those who are hoping to enter the industry

- ✓ Fresh graduates who are intent on taking the plunge into the job market
- ✓ Developers who are working in one of the functional roles of front-end or back
- ✓ Development and want to shift to full stack development
- ✓ Test engineers, system engineers, and others who want to make a career shift to

## ✓ Module 1 : Salesforce.com Overview

- Cloud Computing Overview
  - ◇ Introduction to Cloud Computing
  - ◇ Introduction to IAAS, PAAS, SAAS
  - ◇ Deployment Models
  - ◇ Introduction to CRM
  - ◇ How can CRM help?
  - ◇ Evolution of CRM
  - ◇ Advantages of CRM
  - ◇ A view of available of CRM Products
- Introduction to Salesforce CRM
  - ◇ What is Salesforce.com?
  - ◇ Salesforce CRM Overview
  - ◇ Why Salesforce?
  - ◇ Understanding Salesforce Architecture
  - ◇ Services Provided by Salesforce
  - ◇ Salesforce Vs Other Cloud
  - ◇ Market Demand for Salesforce CRM.
  - ◇ Job Market and growth in CRM industry.
  - ◇ Salesforce Editions, Licenses and Pricing
  - ◇ Salesforce Sandboxes (Dev, QA, Full, Prod.)
  - ◇ Creating First SFDC Dev Account
  - ◇ Salesforce.com CRM Editions
  - ◇ Salesforce.com Navigation – Overview
  - ◇ Creating Salesforce Developer Account
- Salesforce Applications
  - ◇ Sales Cloud, Service Cloud, Custom Cloud
  - ◇ Rapid application Development, Cost Reduction & Quality Products
- Salesforce Certifications
  - ◇ Certified Administration (201)
  - ◇ Certified Advanced Administration (211)
  - ◇ Salesforce certified platform developer 1 (PD1: 401)
  - ◇ Salesforce certified platform developer 2 (PD2: 501)
- Organization Setup
  - ◇ Salesforce Quick Navigation Walk Through
  - ◇ Popular Std. Objects and their purpose
  - ◇ Set up Menu Intro (Various OOB and Dev Options)

- ◇ Popular in different other objects
- ◇ Organization profile, Currency etc.
- ◇ Salesforce User Interface Overview

## ✓ Module 2 : Force.com Database Configuration

- Objects in Salesforce
  - ◇ Types of objects available in salesforce
  - ◇ Standard Objects
  - ◇ Custom Objects
  - ◇ Use of Standard Objects and Custom Objects in Salesforce
  - ◇ Difference between standard and custom object
  - ◇ Limitations of Standard Objects
- Tabs in Salesforce
  - ◇ Introduction to tab
  - ◇ Assigning tab to object
  - ◇ Types of Tab - Custom Object Tabs, Visualforce, Web tab, Lightning Page tabs
- Intro on various Data Types/Fields
  - ◇ Various data type fields creation
  - ◇ Standard Data types
  - ◇ Read only Data types
  - ◇ Relational Data types
  - ◇ Roll-Up Summary Fields and its features.
  - ◇ Limitations of Roll-up Summary Fields
  - ◇ Required, External Id, Default Value and Unique fields
- Object Relationships
  - ◇ Introduction to Relationships
  - ◇ Need of Relationships in salesforce
  - ◇ Brief on Types of relationship
  - ◇ Master-Details, Lookup, Self-relationship, External lookup relationship, Indirect lookup relationship, Many-to-many relationships (Junction object), Hierarchical relationship
  - ◇ Deep in to Junction object
  - ◇ Use of Junction object.
  - ◇ Difference between master-detail and lookup relationship
  - ◇ How to convert lookup to master details and vice Versa.

## ✓ Module 3 : Workflows in Salesforce

- Defining Workflows
- Workflow Rules
- Types of evaluation criteria in Workflow rules
- Introduction to Approval Process
- Understanding Approval steps, Approval actions, Rejection actions
- Introduction to process builder and its action
- What is the difference between workflow and process builder?
- Workflow Actions
  - ◇ Email Alert
  - ◇ Task Create
  - ◇ Field Update
  - ◇ Outbound Message
- Difference between Evaluation Criteria and Rule Criteria
- Workflow Vs Trigger
- Email Templates Overview
- Email Templates for Email Notifications
- Sending Email Templates
  - ◇ Sending Single emails
  - ◇ Sending Mass emails.
- Types of Templates
  - ◇ HTML (Using Letter Head)
  - ◇ Custom HTML (without using letter head)
  - ◇ Visual force Email Templates

## ✓ Module 4 : Formula Fields and Validation rules

- Understanding of formula fields
- Purpose of formula field
- Types of formula field in salesforce
- Text/Logic/Math/Date functions & Other popular functions
- Introduction to cross object formula
- What is the need for object formula?
- Introduction to validation rule, Need, and Various popular functions
- What is the difference between the formula field and Rollup summary in Salesforce?

## ✓ Module 05 : Record Types/Page Layouts

- Page Layouts
  - ◇ Defining Page layouts
  - ◇ Field order changes
  - ◇ Adding custom buttons and links
  - ◇ Defining required and read only fields
  - ◇ Adding related list
  - ◇ Adding Sections in Detail page
- Record Types
  - ◇ To create and maintain record types for your organization.
  - ◇ Display different page layouts and picklist values based on record types.
  - ◇ Uses of Record Types
- Field Dependencies
  - ◇ Controlling field/Dependent field?
  - ◇ Making dependent pick list fields
  - ◇ Limitations

## ✓ Module 6 : AWS – SFDC Security Model

- Introduction to User Management, User Object
- Different types of user licenses available – Salesforce, Salesforce Platform
- Roles and Profiles
- Creating Users
- Permission Sets
- Profile Vs Permissions Sets
- Password Policy
- IP Address security
- Login hours & Session settings
- OWD –Public Read/Write, Public Read, private only
- Manage record access with the role hierarchy
- Sharing record-Manual and owner based
- Manage field-level security

## ✓ Module 7 : Data Managementta Management

- Introduction to Data migration
- Overview to Data loader and its installation process
- Data Loader Action-Insert, Update, Delete, hard delete

- Configure the Data Loader via command line
- Attachment upload with Data loader
- Data Loader Vs Other Third Party ETL Tools
- Introduction to salesforce import wizard
- Mass Transfer Records and Delete of Records
- Difference between Data loader and import wizard
- Mass Transfer Records and Delete of Records
- Back up data with a weekly export

## ✓ Module 8 : Reports & Dashboard

- Introduction to Data Visualization-Reports and Dashboard
- Introducing Reports and Custom Reports
- Types of report-Tabular, summary, Matrix, and joint report
- Understanding the formula field and bucket field.
- Add a chart and a few other features like highlighting
- Understanding -Reporting Snapshots, Report types
- Overview to the dashboard and its types
- What is a dynamic dashboard?
- Adding Dashboard Snapshots to Home Page
- Understanding Sharing & Security of Reports-Dashboards

## ✓ Module 9 : App Design

- What is AppExchange?
- Installation of an App
- Uninstall an App
- Create a custom app
- Service Cloud Console

## ✓ Module 10 : Flows

- Create flows
- Screen Flows
- Scheduled Trigger Flows
- Auto Launched Flows
- Record Triggered Flows

## ✓ Module 11 : Chatter

- Create Chatter Group
- Adding User to Chatter Group
- Post Message to Chatter



# e-Learning through LMS

## Learning Management System

Our LMS (LearnPitch) is for the administration, documentation, tracking, reporting, automation, and delivery of educational courses, training programs, or learning and development programs.

Our LMS has been designed to identify training and learning gaps, using analytical data and reporting to keep you up with the class activities.

## Key Features Learning Management System



Live Sessions with Class recordings



Get study material with Assignments.



Track your curriculum covered.



Track your class wise attendance



Share your feedback for Trainer & Training



Get your Training Certificate from LMS



# Training Certification

## Earn Your Certificate

Your certificate and skills are vital to the extent of jump-starting your career and giving you a chance to compete in a global space.



# Croma Campus is Nasscom Certified

Croma Campus is now

# NASSCOM<sup>®</sup>

Certified Member



# Croma Campus! Reviews



"The most rewarding part of my experience has been achieving a prestigious certification in the subject that I love. Moreover, the training offered out by the specialists are of world-class and prepares out the students for corporate world. For me Croma Campus means a lot."

*"By The  
Students  
For The  
Students,,*

## Your Success Is Our Story



**Bharat**

“I am fully satisfied with the excellent training services received by the expert staff at Croma Campus. I want to thank Croma Campus for providing me with the most innovative and affordable training services for learning all the software testing procedures and guidelines.”



**Ankit**

“It was a lifetime experience for me to get trained by IT Experts of Croma Campus. What I liked most about the training was the consistent high-quality education, which was friendly and co-active. The placement department was also proactive, they keep me updated regarding new job opportunities and provide the grooming session to crack the interview. At last, I would like to thank all faculty members of Croma Campus for their immense help and support.”



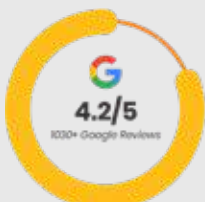
**Umesh**

“Without any second thought, I will give Croma Campus 10/10. Their placement department is highly proactive. I remember they started scheduling interviews for me from the very next day when I told them my course has been completed. These people are doing a phenomenal job and I highly recommend Croma Campus to everyone.”



**Shams Khan**

“Croma Campus is doing a phenomenal job in the IT training industry. The reason why I decided to join their training program was that they provide quality training at very a nominal price. Plus, the online training mode was also a factor due to which I decided to join the training program of Croma Campus as I didn't want to attend physical classes.”





# Meet Our Team



## Sales Team

Our Sales team is highly passionate, emphatic, positive attitude, great listening skills, ability to deliver quick solutions, and they are multitasker too. Our team always remains up-to-date about all the latest technologies and market trends. With effective communication skills, they always work to deliver the right information to customers when it is needed.



## Product Team

Our product team is highly functional and collaborative working together to achieve the common outcome of designing exceptional digital experiences. Each of our members is a contributor to help us achieve success in long-run. Sitting at the high-end of technology and innovation, team helps to deliver high-end customer experiences and always comes out with a big idea as a game-changing plan.



## Marketing Team

Our Marketing team works as gladiators and helps us to achieve business success in all possible ways. They are included in almost everything either it is building a brand, creating brand awareness, promoting products or services, delivering trailblazing customer experiences or increasing engagement at public forums. They are the true backbone of the Company.



## Content Team

Our content team is responsible for ideation, creation, optimization, and distribution of content throughout the company. The team always starts its work with a strategy, how to create high-quality contents, and how to promote or share the content. Our in-house content team help us to produce all types of contents either they are educational content pieces, marketing content, SEO content, or any other forms too.



## Customer Access Team

This is the team that has actually been taken up us from reactive state to a pro-active state. The team utilizes high-valued solutions to satisfy customers in all possible ways. It is truly said that no company can succeed if your customers are not satisfied. And our customer success team is dedicatedly working to keep all the customers satisfied and we always consider our customer feedback on priority.



## HR Team

Our HR team is committed to provide high-end solutions to employees as they require. Our HR team has the right skills and knowledge to make sure that the HR department can always be legally and strategically successful. They know how to keep employees motivated all the time with the best HR policies and fun activities too from time to time.





# Glimpse Of Our Office

## Look **Who We are**

Our office's infrastructure comprises all the necessary software and network resources that are required to deliver IT & Design, Human Resources, Digital Marketing, and training services.

We are well-equipped with bright designed work bays for employees and managers having separate cabins with spacious cafeteria and training classrooms.



# About Croma Campus

“ Our Mission is to Build Nation through Education & Beyond Limitation. ”

Croma Campus Training & Development Private Limited is an education platform providing rigorous industry-relevant programs designed and delivered in collaboration with world-class faculty, industry & Infrastructure. In the past 12 years we have trained 18000+ candidates and out of which we are able to place 12000+ professionals in various industries successfully.

We Are  
Affiliated  
With Different  
Partners



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**REACH US:**

**Croma Campus Training & Development (P) Ltd.**

📍 G-21, Block G, Sector 3, Noida, Uttar Pradesh - 201301

☎ +91-9711-5269-42 📠 +91-0120-4155255

✉ [helpdesk@cromacampus.com](mailto:helpdesk@cromacampus.com) | 🌐 [www.cromacampus.com](http://www.cromacampus.com)