



**CERTIFIED**  
**SOLUTION**  
**ARCHITECT PATHS**

**CERTIFIED**  
**B2B SOLUTION**  
**ARCHITECT**

**CERTIFIED**  
**B2C SOLUTION**  
**ARCHITECT**

**CERTIFIED**  
**DATA ARCHITECT**

**SHARING AND VISIBILITY**  
**ARCHITECT**

**PLATFORM DEVELOPER I**

**PLATFORM APP BUILDER**

**CERTIFIED**  
**INTEGRATION**  
**ARCHITECT**

**PLATFORM APP BUILDER**

**MARKETING CLOUD EMAIL**  
**SPECIALIST**

# **Salesforce Com Certified Technical Architect Study Guide**

**Paul Battisson, Mike Wheeler**



# Salesforce Com Certified Technical Architect Study Guide

*Becoming a Salesforce Certified Technical Architect* Tameem Bahri, 2021-02-12 Design and build high performance secure and scalable Salesforce solutions to meet business demands and gain practical experience using real world scenarios by creating engaging end to end solution presentations Key Features Learn common integration data migration and security patterns for designing scalable and reliable solutions on the Salesforce Lightning platform Build an end to end delivery framework pipeline for delivering successful projects within specified timelines Gain access to an exclusive book club of skilled Salesforce professionals to discuss ideas best practices and share experiences of designing modern solutions using Salesforce Book Description Salesforce Certified Technical Architect CTA is the ultimate certification to validate your knowledge and skills when it comes to designing and building high performance technical solutions on the Salesforce platform The CTA certificate is granted after successfully passing the CTA review board exam which tests your platform expertise and soft skills for communicating your solutions and vision You ll start with the core concepts that every architect should master including data lifecycle integration and security and build your aptitude for creating high level technical solutions Using real world examples you ll explore essential topics such as selecting systems or components for your solutions designing scalable and secure Salesforce architecture and planning the development lifecycle and deployments Finally you ll work on two full mock scenarios that simulate the review board exam helping you learn how to identify requirements create a draft solution and combine all the elements together to create an engaging story to present in front of the board or to a client in real life By the end of this Salesforce book you ll have gained the knowledge and skills required to pass the review board exam and implement architectural best practices and strategies in your day to day work What you will learn Explore data lifecycle management and apply it effectively in the Salesforce ecosystem Design appropriate enterprise integration interfaces to build your connected solution Understand the essential concepts of identity and access management Develop scalable Salesforce data and system architecture Design the project environment and release strategy for your solution Articulate the benefits limitations and design considerations relating to your solution Discover tips tricks and strategies to prepare for the Salesforce CTA review board exam Who this book is for This book is for Salesforce architects who want to become certified technical architects by learning how to design secure and scalable technical solutions for their organizations A solid understanding of the Salesforce platform is required ideally combined with 3 to 5 years of practical experience as an application architect system architect enterprise architect or solution architect **Salesforce Data Architect Certification Guide** Aaron Allport, 2022-11-18 Learn data architecture essentials and prepare for the Salesforce Certified Data Architect exam with the help of tips and mock test questions Key Features Leverage data modelling Salesforce database design and techniques for effective data design Learn master data management Salesforce data management and

how to include considerations Get to grips with large data volumes performance tuning and poor performance mitigation techniques

**Book Description** The Salesforce Data Architect is a prerequisite exam for the Application Architect half of the Salesforce Certified Technical Architect credential This book offers complete up to date coverage of the Salesforce Data Architect exam so you can take it with confidence The book is written in a clear succinct way with self assessment and practice exam questions covering all the topics necessary to help you pass the exam with ease You ll understand the theory around Salesforce data modeling database design master data management MDM Salesforce data management SDM and data governance Additionally performance considerations associated with large data volumes will be covered You ll also get to grips with data migration and understand the supporting theory needed to achieve Salesforce Data Architect certification By the end of this Salesforce book you ll have covered everything you need to know to pass the Salesforce Data Architect certification exam and have a handy on the job desktop reference guide to re visit the concepts What you will learn

Understand the topics relevant to passing the Salesforce Data Architect exam Explore specialist areas such as large data volumes Test your knowledge with the help of exam like questions Pick up useful tips and tricks that can be referred to time and again Understand the reasons underlying the way Salesforce data management works Discover the techniques that are available for loading massive amounts of data Who this book is for This book is for both aspiring Salesforce data architects and those already familiar with Salesforce data architecture who want to pass the exam and have a reference guide to revisit the material as part of their day to day job Working knowledge of the Salesforce platform is assumed alongside a clear understanding of Salesforce architectural concepts

*Becoming a Salesforce Certified Technical Architect* Tameem Bahri, 2023-06-30 Gain practical experience designing and building high performance secure and scalable Salesforce solutions using real world scenarios Purchase of the book unlocks access to web based exam prep resources like flashcards and a free eBook PDF

**Key Features** Master each knowledge domain by applying key concepts to a real world scenario Put all the skills covered in the book into action with two full mock scenarios Gain access to additional online assets including flashcards and exam tips

**Book Description** This book is a complete guide to learning essential architectural concepts that ll enable you to deliver secure high performant Salesforce solutions and pass the Salesforce CTA review board exam with confidence This second edition comes with updated content additional supporting material such as cheat sheets and detailed practical examples and helps you learn key soft skills to craft a winning presentation You ll begin by reviewing vital architectural concepts needed to create a scalable end to end Salesforce solution Next you ll find out how to identify requirements and break down a problem into smaller more solvable parts As you advance you ll gain practical experience in managing design decisions and defending them using real world scenarios The book also helps familiarize you with the correct methodology to structure your solution presentation and the necessary supporting artifacts Finally you ll practice providing solutions for two full hypothetical scenarios and structuring your playback step by step By the end of this

Salesforce book you'll be able to design a highly scalable Salesforce solution and create suitable material to comfortably explain the end-to-end solution to the CTA review board and potentially your customer and have a higher chance of passing. What you will learn: Explore core architectural concepts essential for any Salesforce architect; Understand Salesforce knowledge domains using practical examples; Practice creating solutions using scenarios focusing on particular knowledge domains; Discover key artifacts needed to document and explain an end-to-end solution; Apply data life cycle management effectively in the Salesforce ecosystem; Design appropriate enterprise integration interfaces to build your connected solution; Know what to expect on the day of the review board along with valuable tips and tricks; Who this book is for: This book is for Salesforce architects who want to design secure, performant, and scalable technical solutions for their organizations and ultimately become Salesforce Certified Technical Architects. A solid understanding of the Salesforce platform is required, ideally combined with three to five years of practical experience as an application architect, system architect, enterprise architect, or solution architect.

*Salesforce Architect's Handbook* Dipanker Jyoti, James Hutcherson, 2021-01-08. Take a deep dive into the architectural approach, best practices, and key considerations needed to comprehend, evaluate, and design an efficient, scalable, and sustainable Salesforce-based solution. This book takes a comprehensive look at the seven architectural domains that must be considered when architecting a Salesforce-based solution and equips you to develop the artifacts needed for an end-to-end enterprise architecture blueprint for Salesforce implementation and DevOps. This handbook helps Salesforce professionals implement and manage Salesforce in their organization. You will learn Salesforce architecture, solution architecture, data architecture, security architecture, integration architecture, identity and access management architecture, and strategies that can be used for Salesforce-based mobile applications. In addition to the main architecture concepts, the book also offers industry best practices and the recommended framework for approaching managing, delivering, and continuously improving a Salesforce solution using its Salesforce Development Salesforce implementation. SI partners needing a detailed playbook for architecting and delivering successful Salesforce solutions; Salesforce admins, developers, and architects looking for a one-stop educational resource to mastering the Salesforce architect domains or those pursuing the Salesforce architecture domain certification exams, including the Salesforce Certified Technical Architect (CTA) board exam.

*Salesforce Data Architecture and Management* Ahsan Zafar, 2021-07-30. Learn everything you need to become a successful data architect on the Salesforce platform. Key Features: Adopt best practices relating to data governance and learn how to implement them; Learn how to work with data in Salesforce while maintaining scalability and security of an instance; Gain insights into managing large data volumes in Salesforce. Book Description: As Salesforce orgs mature over time, data management and integrations are becoming more challenging than ever. *Salesforce Data Architecture and Management* follows a hands-on approach to managing data and tracking the performance of your Salesforce org. You'll start by understanding the role and skills required to become a successful data architect. The book

focuses on data modeling concepts how to apply them in Salesforce and how they relate to objects and fields in Salesforce You ll learn the intricacies of managing data in Salesforce starting from understanding why Salesforce has chosen to optimize for read rather than write operations After developing a solid foundation you ll explore examples and best practices for managing your data You ll understand how to manage your master data and discover what the Golden Record is and why it is important for organizations Next you ll learn how to align your MDM and CRM strategy with a discussion on Salesforce s Customer 360 and its key components You ll also cover data governance its multiple facets and how GDPR compliance can be achieved with Salesforce Finally you ll discover Large Data Volumes LDVs and best practices for migrating data using APIs By the end of this book you ll be well versed with data management data backup storage and archiving in Salesforce What you will learn Understand the Salesforce data architecture Explore various data backup and archival strategies Understand how the Salesforce platform is designed and how it is different from other relational databases Uncover tools that can help in data management that minimize data trust issues in your Salesforce org Focus on the Salesforce Customer 360 platform its key components and how it can help organizations in connecting with customers Discover how Salesforce can be used for GDPR compliance Measure and monitor the performance of your Salesforce org Who this book is for This book is for aspiring architects Salesforce admins and developers You will also find the book useful if you re preparing for the Salesforce Data Architecture and Management exam A basic understanding of Salesforce is assumed **Salesforce Advanced**

**Administrator Certification Guide** Enrico Murru,2019-11-08 Master advanced Salesforce Administration concepts with expert tips techniques and mock tests Key FeaturesLearn advanced features to reduce implementation time and enhance your Salesforce administration skillsDevelop the ability to solve critical issues with a proactive approach and deliver the best solutionExplore complex automation with workflows approvals process builder and custom Apex codingBook Description The Salesforce Advanced Administrator certification extends beyond administrator certification covering advanced platform features and functions such as configuration automation security and customization Complete with comprehensive coverage of all these topics and exam oriented questions and mock tests this Salesforce book will help you earn advanced administrator credentials You ll start your journey by mastering data access security monitoring and auditing and understanding best practices for handling change management and data across organizations The book then delves into data model management for improving data quality and lets you explore Sales features such as products schedules quotes and forecasting capabilities As you progress this book will guide you in working with content management to set up and maintain Salesforce content You ll also master organizing your files and data using reports and dashboards Finally you ll learn how to use a combination of automation tools to solve business problems By the end of the book you will have developed the skills required to get your advanced administrator credentials What you will learnMaster data security to monitor your org effectivelyExplore best practices for handling change management across orgsExtend the capabilities of Salesforce objects

using advanced relationships validation rules and duplicate management Handle file libraries with Salesforce CRM content Understand ways to deliver the best solutions with Sales and Service Cloud applications Build reports and dashboards to visualize data for better decision making Customize your CRM with process automation features Who this book is for If you've already achieved your Salesforce administrator certification this book will help you prepare for the Salesforce Advanced Administrator certification You'll also find this guide useful if you are a Salesforce administrator or developer and want to maximize your administration skills with deeper knowledge of advanced Salesforce declarative features 1-2 years of experience as a Salesforce administrator or developer is enough to help you to get the most out of the book [Salesforce B2C Solution Architect's Handbook](#) Mike King, 2021-11-19 The ultimate handbook for new and seasoned Salesforce B2C Solution Architects who want to design seamless B2C solutions across the Salesforce Customer 360 ecosystem including B2C Commerce Service Cloud and Marketing Cloud Key Features Give your customers a frictionless experience by creating a unified view of all their interactions Get your architectural design right the first time and avoid costly reworks Prepare for the B2C Solution Architect exam and Salesforce certification with practical scenarios following Salesforce best practices Book Description There's a huge demand on the market for Salesforce professionals who can create a single view of the customer across the Salesforce Customer 360 platform and leverage data into actionable insights With [Salesforce B2C Solution Architect's Handbook](#) you'll gain a deeper understanding of the integration options and products that help you deliver value for organizations While this book will help you prepare for the B2C Solution Architect exam its true value lies in setting you up for success afterwards The first few chapters will help you develop a solid understanding of the capabilities of each component in the Customer 360 ecosystem their data models and governance As you progress you'll explore the role of a B2C solution architect in planning critical requirements and implementation sequences to avoid costly reworks and unnecessary delays You'll learn about the available options for integrating products with the Salesforce ecosystem and demonstrate best practices for data modeling across Salesforce products and beyond Once you've mastered the core knowledge you'll also learn about tools techniques and certification scenarios in preparation for the B2C Solution Architect exam By the end of this book you'll have the skills to design scalable secure and future proof solutions supporting critical business demands What you will learn Explore key Customer 360 products and their integration options Choose the optimum integration architecture to unify data and experiences Architect a single view of the customer to support service marketing and commerce Plan for critical requirements design decisions and implementation sequences to avoid sub-optimal solutions Integrate Customer 360 solutions into a single source of truth solution such as a master data model Support business needs that require functionality from more than one component by orchestrating data and user flows Who this book is for This book is for professionals in high-level job roles that heavily rely on Salesforce proficiency It's primarily written for B2C commerce architects application architects integration architects as well as system architects enterprise architects Salesforce

architects and CTO teams looking to benefit from a deeper understanding of this platform Before you get started you ll need a solid understanding of data integration APIs and connected systems along with knowledge of the fundamentals of business to consumer B2C customer experiences *Salesforce Platform App Builder Certification* Rakesh Gupta,2019-12-16 New or intermediate developers will want to use this hands on guide to prepare for the Salesforce Certified Platform App Builder credential awarded for designing building and implementing applications using the declarative customization capabilities of the Salesforce Platform This is the first book available covering this content and Salesforce training is very costly This book is filled with real world examples and hands on exercises enabling you to prepare for the certification exam in a short span of time Multiple choice study questions and exercises are included to help you apply what you learn in each chapter Author Rakesh Gupta explains Salesforce Platform fundamentals including knowledge about the limitations of the declarative platform and when to use programmatic development versus the AppExchange Data management and data analytics are covered And you will learn how to set up organization wide features that affect the look and feel of your application Sandbox design patterns and process automation tools available in Salesforce are discussed and you will know when to use them You will become familiar with a wide array of topics including designing a mobile app and reporting in Salesforce What You Will Learn Know when to use declarative development versus programmatic development versus the AppExchange Understand the Salesforce data model field type when to use which fields and how and when to use an external object in Salesforce Be familiar with security and settings in Salesforce See how easily users can migrate to the Lightning experience from the classic platform Implement business process automation using declarative features Apply the automation process in Salesforce Utilize Process Builder and manage its power to automate business processes Use sandboxes and deployment tools Who This Book Is For New or intermediate Salesforce developers or anyone in the Salesforce development arena who wants to learn or explore the platform *Salesforce Platform Developer I Certification Guide* Jan Vandeveld, Gunther Roskams,2019-05-24 Build and deploy scalable applications on the Salesforce Lightning Platform using the latest features of Spring 19 Key FeaturesAn end to end guide with practice tests to help you achieve the Salesforce Platform Developer certificationDesign data models user interfaces and business logic for your custom applicationsUnderstand the complete development life cycle from designing to testingBook Description Salesforce Lightning Platform used to build enterprise apps is being increasingly adopted by admins business analysts consultants architects and especially developers With this Salesforce certification you ll be able to enhance your development skills and become a valuable member of your organization This certification guide is designed to be completely aligned with the official exam study guide for the latest Salesforce Certified Platform Developer I release and includes updates from Spring 19 Starting with Salesforce fundamentals and performing data modeling and management you ll progress to automating logic and processes and working on user interfaces with Salesforce components Finally you ll learn how to work with testing frameworks perform debugging and



deploy metadata and get to grips with useful tips and tricks Each chapter concludes with sample questions that are commonly found in the exam and the book wraps up with mock tests to help you prepare for the DEV501 certification exam By the end of the book you ll be ready to take the exam and earn your Salesforce Certified Platform Developer I certification

What you will learn Solve sample questions and mock tests and work with exam patterns Gain an understanding of declarative Salesforce tools such as Process Builder flows and many more Code in Salesforce using the Developer Console and IDEs Grasp the basics of object oriented programming Write Apex classes Visualforce pages and Apex test classes with easy to follow steps Explore the different deployment tools that you can use to push metadata to different environments Build custom declarative apps and programs on Force com platforms Who this book is for The Salesforce Platform Developer I Certification Guide is for you if you want to learn how to develop and deploy business logic and user interfaces using the capabilities of the Lightning Platform No prior knowledge of Apex programming is required

**Architecting Salesforce Success** Amit Chaudhary, 2024-06-21 Accelerate your career by understanding what it takes to grow within the Salesforce ecosystem Key Features Find out what skills are required to become a Salesforce Architect Gain insights into the role of an architect and their day to day responsibilities Learn from best practices and find out how to avoid common mistakes to build a successful career Purchase of the print or Kindle book includes a free PDF eBook Book Description Salesforce stands as a leading cloud based customer relationship management CRM platform with extensive support for businesses in managing their sales marketing customer service and other critical activities Becoming a Salesforce Architect opens doors to lucrative career opportunities in a thriving industry given the high demand for skilled professionals This guide offers expert insights and best practices for developers who want to ascend the Salesforce ladder technical leads honing their prowess in Salesforce and enthusiasts exploring the dynamic world of Salesforce architecture Whether you re seeking a roadmap to success as a Salesforce Architect or want to enhance your skills this concise yet insightful report ensures your growth in the vibrant Salesforce community This guide will help you change your mindset from developer to architect highlighting key considerations when designing a solution for clients By the end of this book you ll have gained a comprehensive understanding of the role of a Salesforce Architect and the prerequisites and essential soft skills necessary for success within the Salesforce ecosystem What you will learn Build the soft skills necessary for success as a Salesforce Architect Develop an architectural mindset to approach projects effectively Avoid common mistakes made by Salesforce architects Master essential hacks and strategies used by for Salesforce Architects Leverage the tools extensions and plugins at your disposal Who this book is for If you re a technical lead or developer looking to enhance your skills or an enthusiast exploring architect roles within the Salesforce ecosystem this book is for you

**Salesforce B2C Solution Architect's Handbook** Mike King, Melissa Murphy, 2024-05-31 Design solutions across the Salesforce Customer 360 ecosystem with this definitive guide for Salesforce B2C solution architects covering B2C Commerce Service Cloud Data Cloud and Marketing Cloud Key Features

Create a frictionless customer experience and a unified view of all touchpoints Avoid expensive rework by getting your architecture right the first time Use real world scenarios and best practices to prepare for the B2C Solution Architect certification exam Purchase of the print or Kindle book includes a free PDF eBook Book Description In today's competitive landscape the ability to create a unified view of the customer and turn data into actionable insights is a game changer for businesses With *Salesforce B2C Solution Architect's Handbook* you'll gain a deeper understanding of the integration options and products that help you deliver value for organizations The book will guide you through the tools techniques and scenarios needed to confidently tackle the B2C Solution Architect exam You'll start by building a robust understanding of each component within the Customer 360 ecosystem diving into their capabilities data models and governance structures As you progress you'll explore the role of a B2C solution architect in planning critical requirements and implementation sequences to avoid costly reworks and unnecessary delays You'll learn about the available options for integrating products with the Salesforce ecosystem and demonstrate best practices for data modeling across Salesforce products and beyond By the end of this journey you'll not only be prepared to ace the exam but also to excel as a Salesforce B2C Solution Architect ready to shape the future of customer engagement What you will learn Explore key Customer 360 products and their integration options Choose the best integration architecture to unify data and experiences Plan for requirements design choices and implementation sequences Architect a single view of the customer to support service marketing and commerce Integrate Customer 360 solutions into a single source of truth solution Orchestrate data and user flows to support functionality from multiple components Understand the capabilities and design considerations for Data Cloud Prepare for the B2C Solution Architect exam Who this book is for This book is for professionals in high level job roles that heavily rely on Salesforce proficiency It's primarily written for Salesforce technical architects application functional architects integration architects enterprise architects and CTO teams looking to benefit from a deeper understanding of this platform Before you get started you should understand the fundamentals of data integration APIs and connected systems in general along with knowledge of the basics of business to consumer B2C customer experiences

*Mastering Salesforce DevOps* Andrew Davis, 2019-10-29 This practical guide brings DevOps principles to Salesforce development It fits together two major movements within the IT world the movement to Software Platform as a Service SaaS PaaS and the DevOps movement While SaaS and PaaS allow companies to invest in their core competencies rather than maintain their own infrastructure the goal of DevOps is to optimize the process of delivering software innovation and value The release of Salesforce DX in late 2017 unlocks the possibility of a true DevOps workflow on Salesforce But DevOps is new to the Salesforce world and there is not a widespread understanding of its goals and methods and so adoption of Salesforce DX is still in the early stages *Mastering Salesforce DevOps* explains how to build a powerful and comprehensive DevOps workflow for Salesforce allowing you to finally deploy the world's most innovative platform using the world's most effective and efficient techniques It addresses the

need for a comprehensive guide to DevOps for Salesforce allowing teams to bring proven practices from the IT world to resolve the hardest problems facing Salesforce developers today What You Will Learn Improve company performance and software delivery performance using Salesforce DX Translate DevOps concepts into the unique language and practices of Salesforce Understand why and how you can implement Salesforce DX to achieve greater productivity and innovation Enable continuous delivery on Salesforce Build packages and architect code so it can be deployed easily Allow admins to participate in what has traditionally been a developer workflow Know the techniques for reducing the stress and risk of deployment Apply the full range of automated tests that can be used on Salesforce Who This Book Is for Salesforce developers release managers and those managing Salesforce development teams who need a guide to DevOps and DevOps specialists who need to apply familiar concepts to Salesforce

**Salesforce Lightning Platform Enterprise Architecture** Andrew Fawcett, 2019-11-04 Key Features Use the Lightning Platform to build integrated scalable and robust apps focused on enterprise level customer demands Use the Lightning Component framework to deliver modern and responsive user experiences targeting multiple devices through Lightning Experience and Salesforce Mobile Extend your application with access to external services and AI Book Description Salesforce Lightning provides a secure and scalable platform to build deploy customize and upgrade applications This book will take you through the architecture of building an application on the Lightning platform to help you understand its features and best practices and ensure that your app keeps up with your customers increasing needs as well as the innovations on the platform This book guides you in working with the popular aPaaS offering from Salesforce the Lightning Platform You ll see how to build and ship enterprise grade apps that not only leverage the platform s many productivity features but also prepare your app to harness its extensibility and customization capabilities You ll even get to grips with advanced application architectural design patterns such as Separation of Concerns Unit Testing and Dependency Integration You will learn to use Apex and JavaScript with Lightning Web Components Platform Events among others with the help of a sample app illustrating patterns that will ensure your own applications endure and evolve with the platform Finally you will become familiar with using Salesforce DX to develop publish and monitor a sample app and experience standard application life cycle processes along with tools such as Jenkins to implement CI CD By the end of this book you will have learned how to develop effective business apps and be ready to explore innovative ways to meet customer demands What you will learn Create and deploy AppExchange packages and manage upgrades Understand Enterprise Application Architecture patterns Customize mobile and desktop user experience with Lightning Web Components Manage large data volumes with asynchronous processing and big data strategies Implement Source Control and Continuous Integration Add AI to your application with Einstein Use Lightning External Services to integrate external code and data with your Lightning Application Who this book is for This book is for Lightning platform developers who want to discover the true potential of the platform to develop complex scalable applications for use in enterprise businesses

**Salesforce Platform**

**App Builder Certification Guide** Paul Goodey,2020-11-13 Get up to speed with the essential concepts and techniques necessary to prepare for the Salesforce Platform App Builder certification exam Key FeaturesPrepare for the Salesforce Platform App Builder certification exam by exploring important concepts and expert tips and techniquesDesign the data model user interface business logic and security for custom appsUnderstand the key milestones and considerations when managing an application lifecycleBook Description Do you want to be able to confidently design and build apps that support business processes within the Lightning Platform Salesforce Platform App Builder Certification Guide not only helps you to do this but also prepares you for the certification exam The book starts by describing the core capabilities of the Lightning Platform You ll learn techniques for data modeling to design build and deploy apps without writing code and achieve rapid results with the declarative capabilities that the Lightning Platform provides Next you ll explore utilities for importing and exporting data and the features available in the Lightning Platform to restrict and extend access to objects fields and records You ll also be able to customize the Salesforce Lightning Experience user interface UI and build functionality for custom buttons links and actions Later this certification study guide will take you through reporting and the social and mobile features of the Lightning Platform Finally you ll get to grips with Salesforce build environments and deployment options By the end of this Salesforce book you ll not only have learned how to build data models enforce data security and implement business logic and process automation but also have gained the confidence to pass the Platform App Builder exam and achieve Salesforce certification What you will learnExplore the core features of the Lightning PlatformDesign and build an appropriate data model for a given scenarioIdentify the Lightning Platform s features and capabilitiesCustomize the Salesforce Lightning Experience UIImplement business logic and process automationIdentify the capabilities of declarative customizationWho this book is for This book is for beginners and aspiring developers who want to learn how to build apps on the Salesforce Platform or pass the Salesforce Platform App Builder certification exam Salesforce administrators and existing Salesforce Lightning Platform developers looking to learn more about the declarative non programmatic app building capabilities of the Salesforce Lightning Platform will also find this book useful

**Salesforce for Beginners** Sharif Shaalan,2020-05-29 Get a 360 degree view of the Salesforce platform and learn how to use it for sales service marketing and automating business processes Key FeaturesUnderstand how to use core Salesforce objects for maximum efficiencyBuild various dashboards and reports to analyze results and improve visibility in your business processesLearn the basics of Salesforce administration and mobile app set upBook Description Salesforce is the world s leading Customer Relationship Management CRM software helping businesses connect with their constituents and partners This book will give you a comprehensive introduction to managing sales marketing customer relationships and overall administration for your organization You ll learn how to configure and use Salesforce for maximum efficiency and return on investment You ll start by learning how to create activities manage leads and develop your prospects and sales pipeline using opportunities and

accounts and then understand how you can enhance marketing activities using campaigns Packed with real world business use cases this Salesforce book will show you how to analyze your business information accurately to make productive decisions As you advance you ll get to grips with building various reports and dashboards in Salesforce to derive valuable business insights Finally you ll explore tools such as process builder approval processes and assignment rules to achieve business process automation and set out on the path to becoming a successful Salesforce Administrator By the end of the book you ll have learned how to use Salesforce effectively to achieve your business goals What you will learn Understand the difference between Salesforce Lightning and Salesforce Classic Create and manage leads in Salesforce Explore business development with accounts and contacts in Salesforce Find out how stages and sales processes help you manage your opportunity pipeline Achieve marketing goals using Salesforce campaigns Perform business analysis using reports and dashboards Gain a high level overview of the items in the administration section Grasp the different aspects needed to build an effective and flexible Salesforce security model Who this book is for If you re new to Salesforce and want to learn it from scratch this book is for you No prior knowledge of Salesforce is required to get started with this book

**AWS Certified Solutions Architect - Associate (SAA-C02) Cert Guide** Mark Wilkins, 2021-07-05 This is the eBook version of the print title Note that the eBook does not provide access to the practice test software that accompanies the print book Learn prepare and practice for AWS Certified Solutions Architect Associate SAA C02 exam success with this Cert Guide from Pearson IT Certification a leader in IT certification Master AWS Certified Solutions Architect Associate SAA C02 exam topics Assess your knowledge with chapter ending quizzes Review key concepts with exam preparation tasks AWS Certified Solutions Architect Associate SAA C02 Cert Guide from Pearson IT Certification prepares you to succeed on the exam by directly addressing the exam s official objectives as stated by Amazon Leading Cloud expert Mark Wilkins shares preparation hints and test taking tips helping you identify areas of weakness and improve both your conceptual knowledge and hands on skills Material is presented in a concise manner focusing on increasing your understanding and retention of exam topics The book presents you with an organized test preparation routine through the use of proven series elements and techniques Exam topic lists make referencing easy Chapter ending Exam Preparation Tasks help you drill on key concepts you must know thoroughly Review questions help you assess your knowledge and a final preparation chapter guides you through tools and resources to help you craft your final study plan Well regarded for its level of detail assessment features and challenging review questions and exercises this study guide helps you master the concepts and techniques that will help you succeed on the exam the first time This study guide helps you master all the topics on the AWS Certified Solutions Architect Associate SAA C02 exam including Resilient Architectures multi tier architecture solutions highly available and or fault tolerant architectures decoupling mechanisms using AWS services resilient storage High Performing Architectures elastic and scalable compute solutions high performing and scalable storage solutions networking solutions and database solutions Secure Applications

and Architectures secure access to AWS resources secure application tiers data security options Cost Optimized Architectures cost effective storage solutions and compute and database services cost optimized network architectures

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