

Salesforce Training 2013

- Administrators
- Developers
- Solution Designers
- Technical Architects
- End Users
- Certifications



Expertise: the fastest path to success



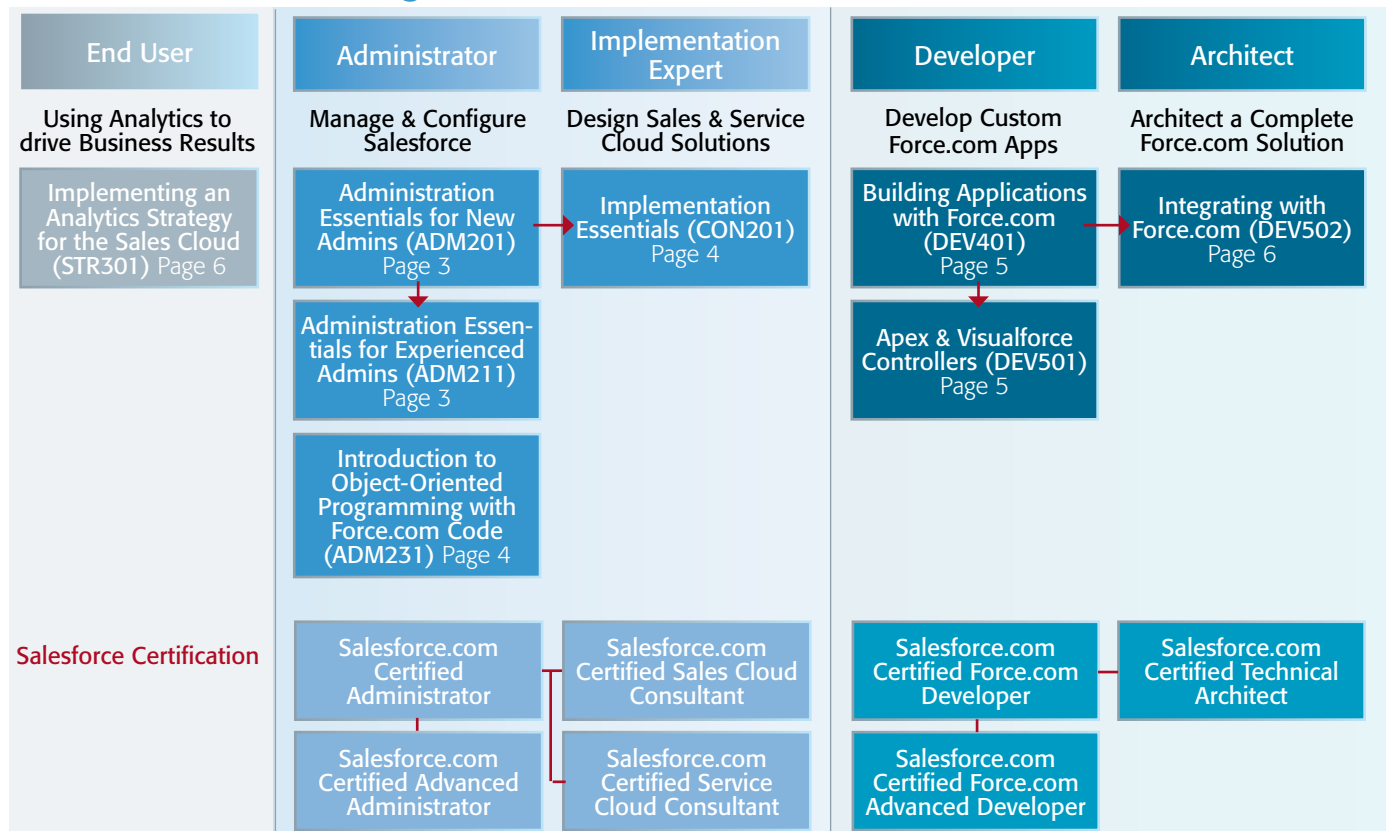
Training is your quickest route to success with Salesforce. Customers who were trained by salesforce.com report 52% higher user adoption rates and 132% increased sales pipeline.*

As an authorized Salesforce Training Reseller Partner we offer you the complete Salesforce training program to successfully manage your cloud-based Salesforce applications.

* Market Tools Inc. independent study



Instructor-led Training and Certification Paths



Demand for Salesforce experts is growing rapidly and companies are looking for proven professionals. Companies who use certified cloud specialists see smoother deployments and better use of Salesforce. Whether you are a Salesforce Administrator, Force.com Developer, Implementation Expert, or Architect, earning a credential from salesforce.com demonstrates that you have the skills and confidence to take full advantage of Salesforce.

Administration Essentials for New Admins (ADM201)

Recommended as preparation for the Salesforce.com Certified Administrator exam

ID ADM201 **Price** 3.575,00 EUR (excl. VAT) **Duration** 5 Days

Who should attend

Administration Essentials for New Admins is designed for new system administrators responsible for the setup, configuration, and maintenance of their organizations' Salesforce applications. Other groups that benefit from this course include power users, sales operations, and IT managers.

Prerequisites

The prerequisites include a solid understanding of basic Salesforce concepts and functionality and completion of the following online courses, which are available at www.salesforce.com or, for salesforce.com customers, right from the Help Site in Salesforce:

- Getting Started: Navigating Salesforce
- Getting Started: Using the Sales Cloud

Course Objectives

This comprehensive hands-on course is a must for new Salesforce administrators. Administration Essentials for New Admins is the core training that ensures your success with Salesforce. For maximum benefit, we recommend administrators take this course before starting a Salesforce deployment or when taking over an existing deployment. When you complete this course, you'll be able to:

- Customize your application, including page layouts, fields, tabs, and business processes.
- Create a secure Salesforce environment.
- Maintain and import clean data.
- Create high-value reports and dashboards.
- Setup workflow automation.

Course Content

- Getting Around the App
- Setting Up the User Interface
- Getting Your Organization Ready for Users
- Up and Managing Users
- Security and Data Access
- Customization: Fields
- Managing Data
- Reports and Dashboards
- Automation
- Collaboration
- Service Cloud



Schedule France			
Paris	14.10.-18.10.13	Staines	E 14.10.-18.10.13
Paris	25.11.-29.11.13	Staines	E 21.10.-25.10.13
Paris	09.12.-13.12.13	London	E 28.10.-01.11.13
Schedule Germany		Staines	E 04.11.-08.11.13
Berlin	07.10.-11.10.13	Staines	E 11.11.-15.11.13
Berlin	04.11.-08.11.13	Staines	E 18.11.-22.11.13
Berlin	02.12.-06.12.13	Staines	E 25.11.-29.11.13
Schedule Italy		Staines	E 02.12.-06.12.13
Rome	E 07.10.-11.10.13	London	E 09.12.-13.12.13
Rome	E 11.11.-15.11.13	Staines	E 16.12.-20.12.13
Schedule Netherlands		Staines	E 06.01.-10.01.14
Doorn	07.10.-11.10.13	Staines	E 13.01.-17.01.14
Doorn	04.11.-08.11.13	Online Schedule	
Doorn	16.12.-20.12.13	Online	E 14.10.-18.10.13
Doorn	06.01.-10.01.14	Online	E 04.11.-08.11.13
Schedule Spain		Online	E 25.11.-29.11.13
Madrid	18.11.-22.11.13	Online	E 16.12.-20.12.13
Schedule United Kingdom		Online	E 06.01.-10.01.14
Staines	E 07.10.-11.10.13		

E Training in English

Administration Essentials for Experienced Admins (ADM211)

Recommended as preparation for the Salesforce.com Certified Advanced Administrator exam

ID ADM211 **Price** 2.900,00 EUR (excl. VAT) **Duration** 4 Days

Who should attend

This hands-on course is designed for experienced administrators who have used Salesforce for 6 months and/or have completed the Administration Essentials for New Admins course.

Prerequisites

- Administration Essentials for New Admins (ADM201)

Course Objectives

This course is for experienced administrators who are ready to increase their skills and knowledge about how Salesforce can solve their most pressing business needs. Using real-world scenarios, Administration Essentials for Experienced Admins covers topics such as extending Salesforce with custom objects and apps, generating complex reports and dashboards, and automating complex business processes to help you work more efficiently and get more from Salesforce. When you complete this course, you'll be able to:

- Determine and implement appropriate data access and visibility settings.
- Manage configuration changes in a sandbox environment and move data between environments using change sets.

- Extend the functionality of your implementation with custom objects, custom apps, and the AppExchange.
- Improve data quality so that the ongoing task of data maintenance is not so overwhelming.
- Extend your analytics to provide up-to-date views of your business.
- Implement complex business processes using workflow rules, approval processes, and Visual Workflow.

Course Content

- Troubleshoot Record Access and Field Visibility
- Change Management
- Extend Salesforce with Custom Objects and Apps
- Extend Analytics
- Improve Data Quality
- Automate Complex Business Processes
- Streamline Requests with Approval Processes
- Increase Productivity with Visual Workflow

Schedule France		Schedule United Kingdom	
Paris	18.11.-21.11.13	London	E 14.10.-17.10.13
Schedule Germany		London	E 11.11.-14.11.13
München	02.12.-05.12.13	London	E 09.12.-12.12.13
Schedule Netherlands		Staines	E 06.01.-09.01.14
Doorn	12.11.-15.11.13		E Training in English

Introduction to Object-Oriented Programming with Force.com Code (ADM231)

ID ADM231 **Price** 3.625,00 EUR (excl. VAT) **Duration** 5 Days

Who should attend

Introduction to Object-Oriented Programming with Force.com Code is designed for people who are familiar with the Salesforce application user interface and customizing applications using the Setup menu and who want to gain an understanding of object-oriented programming and develop basic Force.com code development skills.

Prerequisites

- Course participants should be familiar with the Salesforce UI and how to customize applications using the declarative capabilities.

Course Objectives

This course provides those who are a new to programming with an introduction to object-oriented programming using Salesforce's Javalike programming language called Apex. In this class, you'll learn the basics of creating classes and triggers in Force.com code as well as best practices and development methodology concepts that will help you be successful as you start to build your first Force.com applications. At the end of this class, you'll have an understanding of how to approach your first programming assignment, how to construct basic Force.com code to build on the Force.com platform, and hands-on experience with the Force.com toolset. When you complete this course, you'll be able to:

- Demonstrate the fundamentals of Force.com code development
- Describe object-oriented programming concepts
- Evaluate general use cases where Force.com code is a good solution
- Consider basic Force.com code syntax, available data types, and potential use of each
- List the ways Force.com code can be invoked
- Compare and contrast the different types of collections
- Write SOQL for loops to handle bulk data
- Review execution order and where before and after triggers execute
- Test the different governor limits and contexts
- Create a unit test for a class using assertion methods
- Understand the requirements, steps, and tools available for deploying Force.com code

Course Content

- Introduction to Force.com Code
- Force.com Building Blocks
- Force.com Code Class Construction
- Force.com Triggers and Data
- Testing, Debugging, and Deployment

Schedule United Kingdom Staines **E** 09.12.-13.12.13
Staines **E** 04.11.-08.11.13 **E** Training in English

Implementation Essentials (CON201)

ID CON201 **Price** 2.175.00 EUR (excl. VAT) **Duration** 3 Days

Who should attend

Implementation Essentials was designed for consultants looking for an introduction to implementing the Sales and Service Clouds. This course is also useful for certified administrators and developers looking for implementation best practices and strategies.

Prerequisites

- A Salesforce.com Certified Administrator credential.

Course Objectives

Whether you're a new consultant who is looking to build the skills to take on a new Salesforce implementation or an experienced consultant ready to take your skills to the next level, Implementation Essentials is the core training that enables your success with Salesforce. In this course, you'll learn best practices on how to implement the Sales and Service Clouds using process maps, important design considerations, key reporting metrics, and data management and migration strategies. When you complete this course, you'll be able to complete the following tasks for the Sales and Service Clouds:

- Ask targeted discovery questions to uncover business requirements.
- Discuss each application's inherent business processes and features.
- Describe design tradeoffs.
- Design an application solution to address common business requirements.
- Identify common key reporting metrics.
- Explain common data migration and integration considerations.
- Plan deployment strategies.
- Recommend design considerations for usability and administration.

Course Content

- Implementing Salesforce Marketing
- Implementing the Service Cloud
- Implementing the Sales Cloud
- Application Essentials



Schedule Italy Milan **E** 10.12.-12.12.13 **E** Training in English

Building Applications with Force.com (DEV401)

Recommended as preparation for the Salesforce.com Certified Force.com Developer exam

ID DEV401 **Price** 3.625,00 EUR (excl. VAT) **Duration** 5 Days

Who should attend

Building Applications with Force.com is designed for application developers who want an in-depth understanding of how to use the declarative capabilities of the Force.com platform to create custom applications and Visualforce pages to customize interfaces. This course provides the foundation for developers who need to know how to leverage these capabilities for rapid development and to prepare for learning Force.com code (Apex) and Visualforce page controllers.

Prerequisites

The prerequisites include a solid understanding of basic Salesforce concepts and functionality and completion of the following online courses, which are available at www.salesforce.com or, for salesforce.com customers, right from the Help site in Salesforce:

- Getting Started: Navigating Salesforce
- Getting Started: Using the Sales Cloud

Course Objectives

This comprehensive hands-on course is a must for new application developers who want to create custom Force.com applications or customize existing Salesforce applications. Participants will learn how to use the declarative “clicks not code” capabilities of the Force.com platform to create

new applications, and Visualforce pages and components to create custom interfaces. When you complete this course, you'll be able to:

- Build and customize multi-user cloud applications with just clicks
- Define an application's data model
- Customize the user interface
- Create advanced workflows and validation rules
- Automate business processes
- Manage your data
- Modify the user interface with Visualforce pages

Course Content

- Designing Applications on Force.com
- Designing Applications for Multiple Users
- Implementing Business Processes
- Managing Data
- Visualforce Pages: Enhancing the User Interface

Schedule France	Doom	18.11.-22.11.13
Paris	Schedule United Kingdom	
	Staines	E 28.10.-01.11.13
Schedule Germany	Staines	E 09.12.-13.12.13
Berlin	Staines	E 13.01.-17.01.14
Schedule Italy		
Rome	E 14.10.-18.10.13	
Schedule Netherlands	E Training in English	

Apex & Visualforce Controllers (DEV501)

Recommended as preparation for the Salesforce.com Certified Force.com Advanced Developer exam

ID DEV501 **Price** 3.625,00 EUR (excl. VAT) **Duration** 5 Days

Who should attend

Apex & Visualforce Controllers is ideal for developers who are proficient with an object-oriented programming language and understand how to customize Salesforce applications declaratively. This course is intended for developers who need to create application functionality using Apex.

Prerequisites

- Experiencing developing data-driven applications using an object-oriented programming language.
- Experience customizing Salesforce applications using “clicks not code.”
- Two online courses that cover the topics “Force.com Pages” and “Managing Development with Force.com” are bundled with Force.com Code & Force.com Page Controllers. These courses, which are included in the price, should be completed before attending the class.

We recommend you complete Building Applications with Force.com (DEV401) and/or earn the Certified Force.com Developer credential before attending this class.

Course Objectives

This comprehensive hands-on course is perfect for developers who want a deep dive into using Apex to build, extend, and deploy Salesforce applications on the Force.com platform. This course also covers using Apex to build and customize Visualforce pages. When you complete the course, you'll be able to use the capabilities of the Force.com cloud platform to develop or extend cloud applications:

- Develop custom Force.com code.
- Create triggers to take action when records are saved.
- Use the Force.com sandbox testing environment.

- Write page controllers to manage custom data sets and actions for pages.
- Create multi-page wizards, maintaining a unified view state across the experience.

Course Content

- Force.com Code (Apex): Describe the features, functionality, and use cases of Apex; Describe the data types and syntax of Apex; Write Apex that handles bulk data; Write SOQL and SOSL queries to return data from the database; Write complex joins in SOQL; Describe the different governor limits and ways to work within them; Create a unit test for a class; List the requirements for deploying Apex code into production; Describe the capabilities of Apex Web services and callouts; Send and receive email from Apex; Describe the capabilities of batch Apex; Describe the capabilities of custom settings.
- Visualforce Controllers: Understand the Visualforce framework, including its advantages and capabilities; Use expressions to bind data and actions on a page to a controller; Understand the concepts behind controllers, including their functionality and capabilities; Create custom controllers and standard controller extensions to incorporate new data and actions into a page; Understand the security implications of using custom vs. standard controllers; Implement wizards using custom controllers to handle the state and operations; Create custom components that use custom controllers; Test, debug, and deploy controllers

Schedule France	Staines	E 14.10.-18.10.13
Paris	London	E 21.10.-25.10.13
Schedule Germany	Staines	E 18.11.-22.11.13
Berlin	Staines	E 16.12.-20.12.13
Schedule United Kingdom	E Training in English	

Integrating with Force.com (DEV502)

ID DEV502 **Price** 2.900,00 EUR (excl. VAT) **Duration** 4 Days

Who should attend

Integrating with Force.com is ideal for independent software vendors (ISVs), customer developers, and system integrators wanting to learn how to design and build integrations with Force.com cloud platform applications.

Prerequisites

It is not necessary to be a Force.com developer to take this course; however, we recommend that participants be familiar with the Force.com platform and proficient in an object-oriented programming language such as Java or C#.

Course Objectives

Integrating with Force.com covers the key elements of how to design and implement all types of integrations with the Force.com cloud platform. The course introduces the major integration mechanisms available on the Force.com platform, such as the APIs and the built-in declarative functionalities. In subsequent modules, participants explore the technologies that play specific roles in integrating with the platform, including Force.com Web service APIs, Apex, and outbound messaging. Note: To get the most out of this course, you should be comfortable writing object-oriented code. By the end of this course, you'll be able to:

- Identify various integration techniques.
- Develop methods for integrating with Force.com.
- Identify the advantages of various integration techniques.
- Integrate with Force.com Web services.
- Build custom Web services.
- Build Force.com sites and portals.

Course Content

- Integrations Overview
- Security and Authorization, and Authentication
- Working with Salesforce Data
- SOAP API
- JSON
- Force.com REST APIs
- Force.com Bulk API
- Force.com Streaming API
- Data Loader in Architecture
- Apex, Data Loader and Integrations
- Declarative Integration Features
- Visualforce, Portals, Sites, Site.com, and Ideas Integration
- Design Workshop



Schedule United Kingdom Staines **E** 25.11.-28.11.13
 London **E** 15.10.-18.10.13 **E** Training in English

Implementing an Analytics Strategy for the Sales Cloud (STR301)

ID STR301 **Price** 2.175,00 EUR (excl. VAT) **Duration** 3 Days

Who should attend

Implementing an Analytics Strategy for the Sales Cloud is for anyone responsible for developing and maintaining reports and dashboards for their sales organization in Salesforce, such as sales operations analysts, business analysts, and sales managers. System administrators and power users may also benefit from this course.

Prerequisites

The prerequisites include a solid understanding of basic Salesforce concepts and sales functionality. In particular, students should have some knowledge of:

- Navigating Salesforce.
- Salesforce objects and their relationships to one another.
- Creating reports with the report builder.
- Creating dashboards with the dashboard builder.

Course Objectives

This course is a must for anyone responsible for using analytics to drive business results in a sales organization. Implementing an Analytics Strategy for the Sales Cloud provides you with the skills and knowledge you need to gather analytics requirements, design and build custom reports and dashboards, and deploy them to your users. Using real-world scenarios, this course gives you the tools to analyze your key sales metrics, including lead generation, pipeline and trends, closed business, and sales team

performance. By the end of this course, you'll be able to:

- Establish a process for developing and deploying analytics solutions for your sales organization.
- Set up an efficient analytics infrastructure to ensure users can find the reports and dashboards they need.
- Create effective sales reports and dashboards to address the needs of users at all levels.
- Maximize users' consumption of sales reports and dashboards

Course Content

- Discovery
- Defining Your Analytics Infrastructure
- Analyzing Opportunity Pipeline
- Closed Business Analysis
- Analyzing Pipeline Trends
- Forecasting Analysis
- Lead Performance Analysis
- Sales Team Management Reporting
- Reports and Dashboards for Sales People
- Validate and Deploy Your Analytics Solution

Schedule United Kingdom London **E** 13.01.-15.01.14
 London **E** 04.11.-06.11.13
 Staines **E** 02.12.-04.12.13 **E** Training in English

Fast Lane IT Training

Networking Fundamentals
Network Analysis / Wireshark
Open Source Technologies / Monitoring
Voice / NGN
Security
Data Center & Virtualization

Cisco Training

Cisco Career Certifications
Enterprise Networks
Security
Collaboration
Data Center & Virtualization
Service Provider
Advanced Services
Sales and Business Development

NetApp Training

NetApp Certifications
NetApp Platform OS
NetApp Protocols
NetApp SAN
Data Protection
Management Software
Applications on NetApp Storage
Virtualization
NetApp E-Series
FlexPod

VMware Training

VMware Certifications
Data Center Virtualization
Cloud
Business Continuity
Desktop Virtualization
SpringSource
Fast Tracks

Cloud Security Training

Cloud Security Alliance

Symantec Training

Backup Exec
Enterprise Vault
NetBackup
EndPoint Protection
Veritas Cluster Server
Storage Foundation

Microsoft Training

Microsoft Windows Server 2012
Microsoft Exchange Server 2013
Microsoft SharePoint
Microsoft Private Cloud
Microsoft Virtualization
Microsoft SQL Server 2012

Amazon Web Services

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Operations

IT Trends

Bring your own Device (BYOD)
Big Data
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IPv6

Further Curricula

Brocade
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EMC
HP
ITIL®
PRINCE2®
Juniper Networks
Linux LPI
Novell
Oracle
Red Hat Linux / JBoss
RSA Security
SAP
Trend Micro

Delivery Methods

Fast Lane offers several delivery methods.



ILT - Instructor-Led Classroom Training

ILT sessions are conducted in a physical classroom environment.



ILO - Instructor-Led Online Training

ILO sessions are conducted via WebEx in a VoIP environment.



FLEX™ Classroom - Combined ILT & ILO

FLEX Classroom sessions are delivered via ILO and ILT giving you the ultimate flexibility. Choose to attend via the Internet or attend the class in person. Either way, your experience will be equally as effective including all hands-on labs.



Guaranteed Dates

With Fast Lane's Guaranteed Dates schedule you can book your training with the safety and reassurance that your course will not be cancelled or rescheduled.



Private Onsite Training

Fast Lane can deliver any course as a private onsite program. Contact us to discuss your specific training needs and let us customize the right program for you.

About Fast Lane

Fast Lane is a worldwide provider of advanced IT training and consulting. We deliver vendor-authorised courses from leading technology vendors, including Cisco, NetApp, VMware, and many others. Whether in single courses or in comprehensive programs, you will be taught by vendor-certified instructors who are experts in their field. Gain hands-on experience with complex technologies on one of the world's largest remote lab environments. Whatever technology training challenge you face, Fast Lane can help. Contact us to learn more.



Fast Lane Awards

- Cisco Global Learning Partner of the Year 2013
- Cisco Acceleration Award EMEA 2012
- Cisco Top Relevance Award EMEA 2012
- Cisco European Learning Partner of the Year 2009, 2010 & 2011
- NetApp Partner Award 2011
- VMware EMEA Training (VATC) Partner of the Year 2012
- Oracle Approved Education Reseller Partner of the Year 2012
- Top 20 IT Training Company 2009, 2010, 2011 & 2012 named by TrainingIndustry.com

Fast Lane Europe

Belgium

Fast Lane Benelux B.V.
Excelsiorlaan 28-30
B-1930 Zaventem (Brussels)
Tel. +32 (0)2 6090093
info@flane.be / www.flane.be

Bulgaria

Fast Lane OOD
Mladost 1, bl. 9 vh. A ap.3
1750 Sofia
Tel. +359 878 360 399
info@flane.bg / www.flane.bg

Denmark

Fast Lane Denmark
Business Center Winghouse
Ørestads Boulevard 73
DK-2300 Copenhagen S
Tel. +45 70 145370
info@flane.dk / www.flane.dk

France

Fast Lane Institute for Knowledge Transfer France SAS
117 Avenue Victor Hugo,
92100 Boulogne, France
Tel. +33 (0)170 960 074
info@flane.fr / www.flane.fr

Greece

Fast Lane/I.C.t.C. EPE
93, Falirou str., 11741 Athens
info@flane.de / www.flane.info

Germany

Fast Lane Institute for Knowledge Transfer GmbH
Oranienburger Strasse 66
D-10117 Berlin
Tel. +49 (0)30 81451330

Gasstrasse 4a
D-22761 Hamburg
Tel. +49 (0)40 25334610

Ludwig-Erhard-Strasse 3
D-65760 Eschborn
Tel. +49 (0)6196 8820410

Am Söldnermoos 17
D-85399 Hallbergmoos
Tel. +49 (0)811 99819690

Hansaallee 249
D-40549 Düsseldorf
Tel. +49 (0)211 5382980

Rotebühlplatz 21
D-70178 Stuttgart
Tel. +49 (0)711 26345990
info@flane.de / www.flane.de

Ireland

Fast Lane Consulting and Education Services Limited
Strand House
22-24 Strand St Great, Dublin 1
Tel. +353 1 9023500
enquiries@flane.ie/www.flane.ie

Italy

Fast Lane GKI s.r.l.
Via Frigia 27, 20126 Milan
Tel. +39 (0)2 255081

Via V. Mazzola 66, 00142 Rome
Tel. +39 (0)6 45437902

Via Carlo Collodi, 13, 70124 Bari
Tel. +39 (0)2 255081
info@flane.it / www.flane.it

Netherlands

Fast Lane Benelux B.V.
Burgemeester Verderlaan 11b
NL-3544 AD Utrecht
Tel. +31 (0)30 658 2131
info@flane.nl / www.flane.nl

Norway

Fast Lane Norway
Filipstad Brygge 1
NO-0252 Oslo
Tel. +47 21 628880
info@flane.no / www.flane.no

Poland

Fast Lane Poland z.o.o.
Wspólna 50A m.35, 00-514 Warsaw
Tel. +386 1 3207880
info@fastlane.si / www.flane.pl

Portugal

Fast Lane / Rumos, S.A.
Campo Grande 56
1700-093 Lisbon
info@flane.es / www.flane.pt

Slovenia

Fast Lane d.o.o.
Cesta v Mestni log 1, 1000 Ljubljana
Tel. +386 1 3207880
info@fastlane.si/www.fastlane.si

Spain

Fast Lane Spain
Pedro Teixeira, 8, planta 6
28020 Madrid
Tel. +34 91 7706787
info@flane.es / www.flane.es

Sweden

Fast Lane Institute for Knowledge Transfer AB
Årstaängsvägen 21 B
SE-11743 Stockholm, Sweden
Tel. +46 (0)8 41024680
info@flane.se / www.flane.se

Switzerland

Fast Lane Institute for Knowledge Transfer (Switzerland) AG
Richtstrasse 5
8304 Wallisellen (Zürich)
Tel. +41 (0)44 8325080
info@flane.ch / www.flane.ch

United Kingdom

Fast Lane Consulting and Education Services Limited
New Lodge, Drift Road, Windsor,
Berkshire, SL4 4RR
Tel. +44 (0)845 4701000
enquiries@flane.co.uk
www.flane.co.uk