



# Salesforce Certified App Builder **Study Guide**

Summer '15

BETA

Contents

SECTION 1. PURPOSE OF THIS STUDY GUIDE.....1

SECTION 2. ABOUT THE SALESFORCE CERTIFIED APP BUILDER CREDENTIAL .....1

SECTION 3. AUDIENCE DESCRIPTION: SALESFORCE CERTIFIED APP BUILDER.....1

SECTION 4. ABOUT THE BETA EXAM .....1

SECTION 5. RECOMMENDED TRAINING AND REFERENCES .....2

SECTION 6. EXAM OUTLINE .....2

SECTION 7. MAINTAINING A CERTIFICATION .....4

## 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 App Builder exam. This guide provides information about the target audience for the certification exam, 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. About the Salesforce Certified App Builder Credential

The Salesforce Certified App Builder credential is designed for individuals who would like to demonstrate their skills and knowledge in designing, building, and deploying custom applications using the declarative customization capabilities of the Force.com platform. The candidate can create, manage, and update data models, application security, business logic, and process automation.

## Section 3. Audience Description: Salesforce Certified App Builder

The Salesforce Certified App Builder credential is intended for an individual who has experience developing custom applications on the Force.com platform, including practical application of the skills and concepts noted in the exam objectives below.

The Salesforce Certified App Builder generally has six months to one year of experience building applications on the Force.com platform and/or on a similar technology platform.

The Salesforce Certified App Builder candidate has the experience, skills, and knowledge outlined below:

- Has familiarity with the capabilities of the Force.com platform.
- Has an awareness of Salesforce license types and the related considerations.
- Can design applications to support business processes and reporting requirements.
- Has familiarity with the social and mobile capabilities of the platform and is accustomed to using and optimizing business applications on a mobile device.
- Has familiarity with the Salesforce development environments and the options available to deploy applications and manage changes on the Force.com platform.
- Has invested time in studying the resources listed in this Study Guide and the additional required study materials provided by Salesforce.

A candidate for this exam is not expected to be able to administer Sales Cloud or Service Cloud, have programmatic development experience (Apex, Visualforce, etc.), design custom interfaces using Visualforce, or design custom Lightning components using Apex or JavaScript.

## Section 4. About the Beta Exam

The Beta exam will contain a larger number of exam questions than the standard exam. Additional time will be allocated so that candidates can provide feedback on the exam content. Beta test takers will not receive exam results immediately. Beta exam results will be sent in early August 2015. If a candidate successfully completes the Beta exam, they will earn the full Salesforce Certified App Builder credential once results are released.

**The Salesforce Certified App Builder multiple-choice** exam has the following characteristics:

- Content: 119 multiple-choice/multiple-select questions
- Time allotted to complete the exam: 3 hours
- Delivery options: Proctored exam delivered onsite at a testing center or in an online proctored environment

- References: No hard-copy or online materials may be referenced during the exam
- Prerequisites: None required; course attendance highly recommended

## Section 5. Recommended Training and References

As preparation for this exam, Salesforce Training and Certification recommends a combination of: hands-on experience building custom applications using the declarative customization capabilities of the Force.com platform; 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 book and instructor-led and online courses to guide your study:

- Instructor-led course: Building Applications with Force.com (DEV 401)
- Book: [Force.com Fundamentals](#)
- Online course: Building Applications with Force.com Part 1
- Online course: Building Applications with Force.com Part 2
- Online course: Extend Reporting Modules within Administration Essentials for Experienced Admins
- Trailhead: <https://developer.salesforce.com/trailhead>

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>.

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>.

## Section 6. Exam Outline

The Salesforce Certified App Builder exam measures a candidate's knowledge and skills related to the objectives listed below. A candidate should have hands-on experience developing custom applications on the Force.com platform and have demonstrated the application of each of the features/functions below.

Objective	Weighting
<b>Salesforce Fundamentals</b>	<b>8%</b>
Describe the capabilities of the core CRM objects in the Salesforce schema.	
Given a scenario, identify the boundaries of declarative customization and the use cases for programmatic customization.	
Identify common scenarios for extending an org using the AppExchange.	
<b>Data Modeling and Management</b>	<b>20%</b>
Given a scenario, determine the appropriate data model.	
Describe the capabilities of the various relationship types and the implications of each on record access, user interface, and reporting.	
Identify the considerations when changing a field's type.	
Given a set of requirements, identify the considerations and select the appropriate field type.	
Describe the capabilities and considerations of the schema builder.	
Describe the options and considerations when importing and exporting data.	

Objective	Weighting
Describe the capabilities of and use cases for external objects.	
<b>Security</b>	<b>10%</b>
Describe the features and capabilities available to restrict and extend object, record, and field access.	
Given a set of business requirements, determine the appropriate sharing solution.	
<b>Business Logic and Process Automation</b>	<b>27%</b>
Describe the capabilities of and use cases for record types.	
Describe the capabilities of and use cases for formula fields.	
Describe the capabilities of, use cases for, and implications of roll-up summary fields.	
Describe the capabilities of and use cases for validation rules.	
Describe the capabilities of and use cases for approval processes.	
Describe the capabilities of and use cases for workflow, visual workflow, and the Lightning Process Builder.	
Given a set of business requirements, recommend a solution to automate business processes.	
Describe the ramifications of field updates and the potential for recursion.	
<b>Social</b>	<b>3%</b>
Describe the capabilities of and use cases for social features.	
<b>User Interface</b>	<b>14%</b>
Describe the user interface customization options.	
Describe the capabilities of and use cases for custom buttons, links, and actions.	
Describe the declarative options available for incorporating Lightning Components in an application.	
Given a scenario, determine the appropriate user interface design.	
<b>Reporting</b>	<b>5%</b>
Determine the features and capabilities available when creating reports, report types, and dashboards.	
<b>Mobile</b>	<b>5%</b>
Describe the declarative customization options available for the Salesforce1 mobile application user interface.	
Given a set of requirements, determine the appropriate global and object-specific actions and action layouts to optimize the Salesforce1 user experience.	
<b>App Deployment</b>	<b>8%</b>
Describe the key milestones and considerations when managing the application lifecycle.	
Describe the differences between and considerations when using the various types of sandboxes.	
Describe the capabilities of and considerations when using change sets.	
Describe the use cases of and considerations when using unmanaged packages.	
Given a scenario, determine the appropriate deployment plan.	

## Section 7. Maintaining a Certification

Successful completion of online, release-specific Salesforce Certified App Builder exams is required to maintain this credential. Release exams are published three times a year for each of the Salesforce product releases throughout the year.

The initial cost of the certification includes the Salesforce Certified App Builder exam plus two online release exams. In subsequent years, an annual maintenance fee will be charged when registering for every third release exam, to keep the certification current. The maintenance fee includes the three release exams and access to the supporting training material. Salesforce Certified professionals will be notified automatically when new release training material and exams become available.