**Administration Essentials for New Administrators (ADM 201) Content Details**

* **Getting Around the App**
  + Data Model and Navigation
  + Help & Training
* **Setting Up the User Interface**
  + Setting Up the UI and Search Options
* **Setting Up and Managing Users**
  + Managing User Profiles
  + Managing Users
  + Troubleshooting Login Issues
* **Security and Data Access**
  + Restricting Logins
  + Determining Object Access
  + Setting Up Record Access
  + Creating a Role Hierarchy
  + Dealing with Record Access Exceptions
  + Managing field-level security
* **Customization: Fields**
  + Administrating Standard Fields
  + Creating New Custom Fields
  + Creating Selection Fields: Picklists and Lookups
  + Creating Formula Fields
  + Working with Page Layouts
  + Working with Record Types and Business Processes
  + Maintaining data quality
* **Managing Data**
  + Import Wizards
  + Data Loader
  + Mass Transfer
  + Backing Up Data
  + Mass Delete and the Recycle Bin
* **Reports and Dashboards**
  + Running and Modifying Reports
  + Creating New Reports with the Report Builder
  + Working with Report Filters
  + Summarizing with Formulas and Visual Summaries
  + Printing, Exporting, and Emailing Reports
  + Building Dashboards
* **Automation**
  + Workflow Rules
  + Lead and Case Automation
* **Collaboration**
  + Chatter and Chatter Free
  + Email Administration and Email Templates
  + Tracking Tasks and Events
* **Service Cloud**
  + Automating Support
  + Understanding the Service Cloud Console
  + Collaborating in the Service Cloud
  + Analyzing Support Data: Support Reports and Dashboards