TRAILHEAD ACADEMY

SALESFORCE MADE SIMPLE

A Guide to Certification Paths

CERTIFIED · PROFESSIONAL

salesforce

START HERE. GO ANYWHERE.

Salesforce Certification is the ultimate benchmark that recognizes the skills, expertise, and real-world know-how of today's cloud specialists. Are you an Administrator who keeps Salesforce running smoothly, or Developer who builds new apps to customize and extend capabilities? Perhaps you're an Implementation Expert or Marketing Specialist responsible for ensuring the right solutions are deployed for maximum effectiveness. Or are you an Architect who masterminds high-performance technical frameworks?

Whatever your role, achieving your goals starts with getting Salesforce Certified. This guide will help you get there.

5 ROLES

30 CERTIFICATIONS

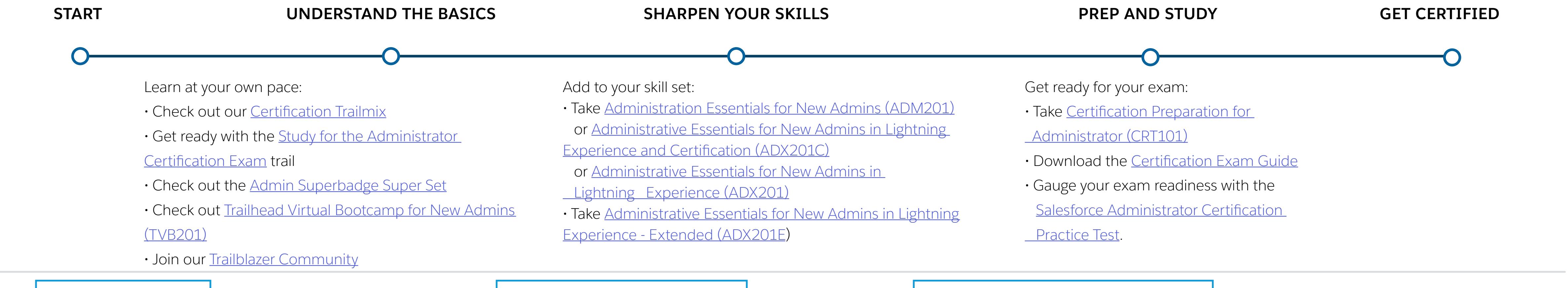**100+ LEARNING RESOURCES**

ADMINISTRATORS

ADMINISTRATOR

The Salesforce Certified Administrator exam is intended for an individual who has experience performing as a Salesforce Administrator.

Recommended Salesforce Experience

6-12 MONTHS

Time Commitment

115-125 HRS

CERTIFICATION PATH

START — **UNDERSTAND THE BASICS** — **SHARPEN YOUR SKILLS** — **PREP AND STUDY** — **GET CERTIFIED**

Learn at your own pace:
· Check out our Certification Trailmix
· Get ready with the Study for the Administrator Certification Exam trail
· Check out the Admin Superbadge Super Set
· Check out Trailhead Virtual Bootcamp for New Admins (TVB201)
· Join our Trailblazer Community

Add to your skill set:
· Take Administration Essentials for New Admins (ADM201)
  or Administrative Essentials for New Admins in Lightning Experience and Certification (ADX201C)
  or Administrative Essentials for New Admins in Lightning Experience (ADX201)
· Take Administrative Essentials for New Admins in Lightning Experience - Extended (ADX201E)

Get ready for your exam:
· Take Certification Preparation for Administrator (CRT101)
· Download the Certification Exam Guide
· Gauge your exam readiness with the Salesforce Administrator Certification Practice Test.

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Managing users, data, and security

· Maintaining and customizing Sales Cloud and Service Cloud apps

· Building reports, dashboards, and workflows

RELATED CERTIFICATIONS

Administrator

Advanced Administrator

CPQ Specialist

Platform App Builder

PREREQUISITE CERTIFICATIONS
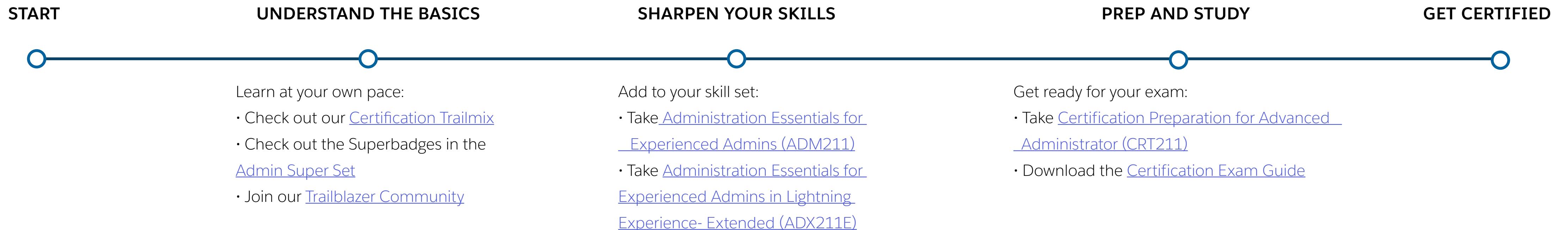
None

TRAILHEAD ACADEMY

ADVANCED ADMINISTRATOR

The Salesforce Certified Advanced Administrator credential is designed for those who have advanced-level experience as a Salesforce Administrator.

Recommended Salesforce Experience

12-24 MONTHS

Time Commitment

55-65 HRS

CERTIFICATION PATH

START	UNDERSTAND THE BASICS	SHARPEN YOUR SKILLS	PREP AND STUDY	GET CERTIFIED

Learn at your own pace:
· Check out our Certification Trailmix
· Check out the Superbadges in the Admin Super Set
· Join our Trailblazer Community

Add to your skill set:
· Take Administration Essentials for Experienced Admins (ADM211)
· Take Administration Essentials for Experienced Admins in Lightning Experience- Extended (ADX211E)

Get ready for your exam:
· Take Certification Preparation for Advanced Administrator (CRT211)
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Leveraging the advanced administration capabilities of Salesforce

· Optimizing and extending Sales Cloud and Service Cloud apps

· Designing advanced reports, dashboards, and business-process automation

RELATED CERTIFICATIONS

Administrator

Advanced Administrator

CPQ Specialist

Platform App Builder

PREREQUISITE CERTIFICATIONS
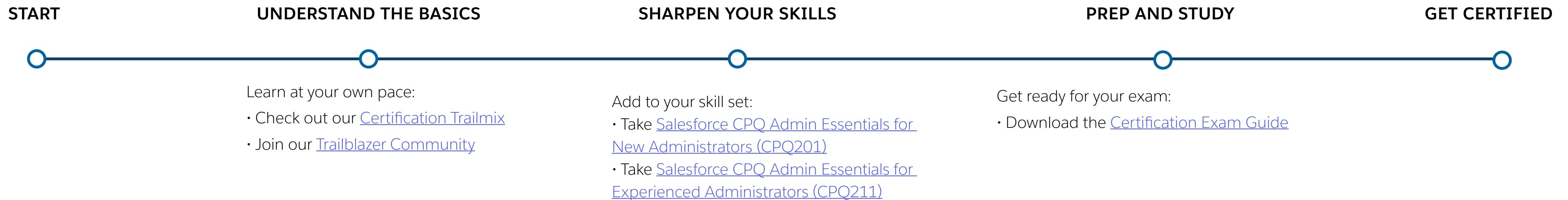
Administrator

TRAILHEAD ACADEMY

CPQ SPECIALIST

The Salesforce Certified CPQ Specialist credential is designed for individuals who have experience implementing the Salesforce CPQ solution.

Recommended Salesforce Experience
6-12 MONTHS

Time Commitment
15-25 HRS

CERTIFICATION PATH

START	UNDERSTAND THE BASICS	SHARPEN YOUR SKILLS	PREP AND STUDY	GET CERTIFIED

UNDERSTAND THE BASICS

Learn at your own pace:
· Check out our Certification Trailmix
· Join our Trailblazer Community

SHARPEN YOUR SKILLS

Add to your skill set:
· Take Salesforce CPQ Admin Essentials for New Administrators (CPQ201)
· Take Salesforce CPQ Admin Essentials for Experienced Administrators (CPQ211)

PREP AND STUDY

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Build solutions to support business process

· Troubleshoot and solve basic platform issues

· Generate renewal and amendment quotes

· Configure user permissions, record types, and page layouts

RELATED CERTIFICATIONS

Administrator

CPQ Specialist
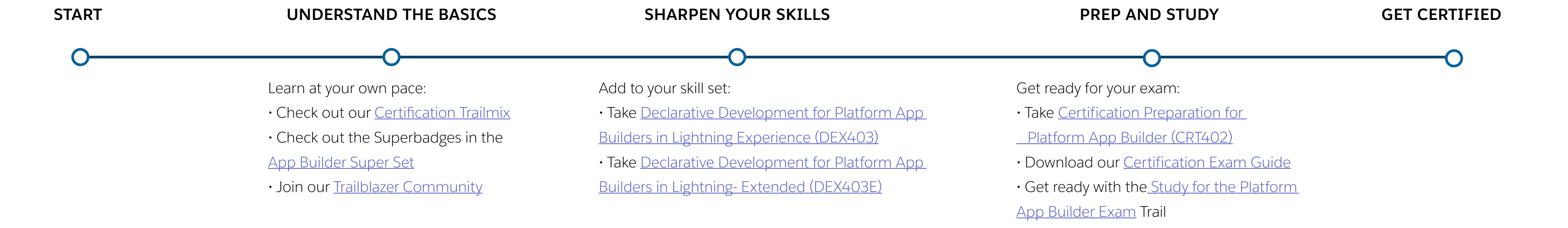
PREREQUISITES:

None

TRAILHEAD

PLATFORM APP BUILDER

The Salesforce Certified Platform App Builder credential is designed for those who can design, build, and implement custom apps using the declarative customization capabilities of the Force.com platform.

Recommended Salesforce Experience
3-6 MONTHS

Time Commitment
60-70 HRS

CERTIFICATION PATH

START — **UNDERSTAND THE BASICS** — **SHARPEN YOUR SKILLS** — **PREP AND STUDY** — **GET CERTIFIED**

Learn at your own pace:
· Check out our Certification Trailmix
· Check out the Superbadges in the App Builder Super Set
· Join our Trailblazer Community

Add to your skill set:
· Take Declarative Development for Platform App Builders in Lightning Experience (DEX403)
· Take Declarative Development for Platform App Builders in Lightning- Extended (DEX403E)

Get ready for your exam:
· Take Certification Preparation for Platform App Builder (CRT402)
· Download our Certification Exam Guide
· Get ready with the Study for the Platform App Builder Exam Trail

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Designing the data model, user interface, business logic, and security for custom apps

· Customizing apps for mobile use

· Designing reports and dashboards

· Deploying custom apps

RELATED CERTIFICATIONS

○ Administrator

○ Advanced Administrator

○ CPQ Specialist

○ Platform App Builder

PREREQUISITE CERTIFICATIONS

○ None

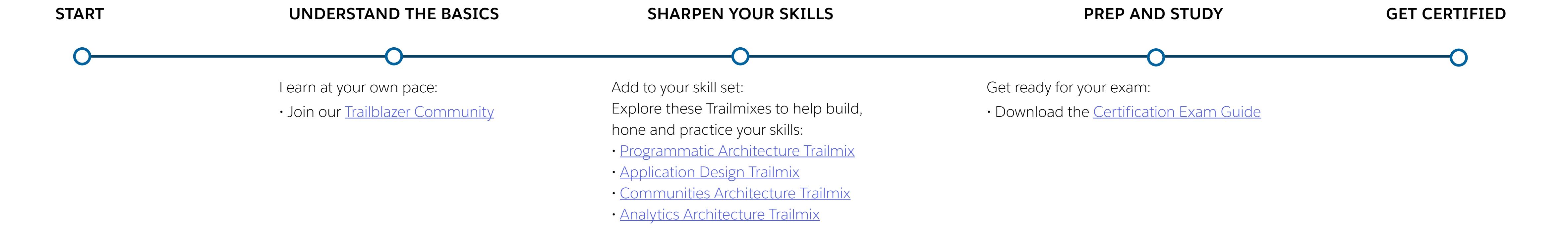TRAILHEAD ACADEMY

ARCHITECTS

APPLICATION ARCHITECT

The Salesforce Certified Application Architect credential is designed for those who have a deep understanding of native Salesforce features and functionality, as well as the ability to model a role hierarchy, data model, and appropriate sharing mechanisms.

Recommended Salesforce Experience
5+ YEARS

Time Commitment
100+ HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Join our Trailblazer Community

Add to your skill set:
Explore these Trailmixes to help build, hone and practice your skills:
· Programmatic Architecture Trailmix
· Application Design Trailmix
· Communities Architecture Trailmix
· Analytics Architecture Trailmix

Get ready for your exam:
· Download the Certification Exam Guide

OVERVIEW

Once all four prerequisites have been completed successfully, the Salesforce Certified Application Architect certification will be granted.

You should consider earning both your Salesforce Certified System Architect and Application Architect credentials. By earning these credentials, you'll take a big step toward preparing to become a Salesforce Certified Technical Architect.

RELATED CERTIFICATIONS

Application Architect

System Architect

Technical Architect

PREREQUISITE CERTIFICATIONS

Data Architecture and Management Designer

Sharing and Visibility Designer

Platform App Builder

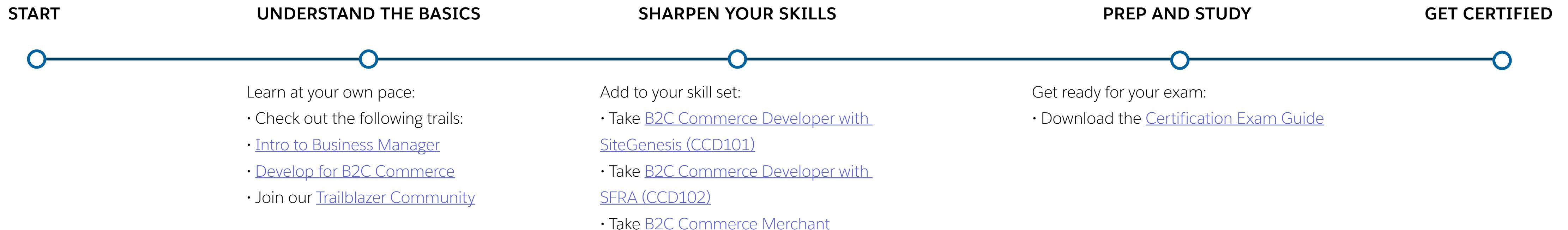Platform Developer I

TRAILHEAD ACADEMY

B2C COMMERCE ARCHITECT

The Salesforce Certified B2C Commerce Architect is designed for those who have experience in designing global sites that support multiple brands and channels using standard design patterns.

Recommended Salesforce Experience
5+ YEARS

Time Commitment
100+ HRS

CERTIFICATION PATH

START · UNDERSTAND THE BASICS · SHARPEN YOUR SKILLS · PREP AND STUDY · GET CERTIFIED

Learn at your own pace:
· Check out the following trails:
· Intro to Business Manager
· Develop for B2C Commerce
· Join our Trailblazer Community

Add to your skill set:
· Take B2C Commerce Developer with SiteGenesis (CCD101)
· Take B2C Commerce Developer with SFRA (CCD102)
· Take B2C Commerce Merchant

Get ready for your exam:
· Download the Certification Exam Guide

OVERVIEW

Here are some examples of the concepts you should understand to pass the exam:

· Architecting or designing solutions (multi-site/multi-region solutions)
· Designing interfaces between systems

· Gathering technical requirements
· Visualizing complex system interactions

RELATED CERTIFICATIONS

B2C Commerce Architect

Data Architecture and Management Designer

Sharing and Visibility Designer

PREREQUISITE CERTIFICATIONS

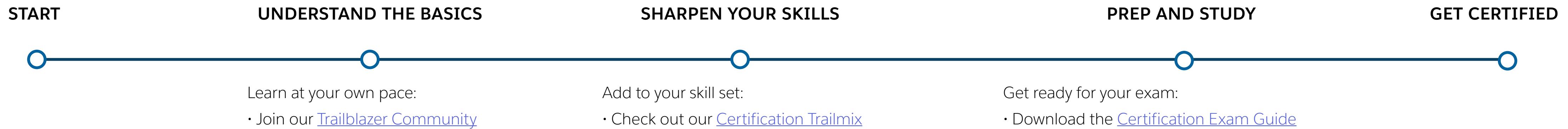B2C Commerce Developer

TRAILHEAD ACADEMY

DATA ARCHITECTURE AND MANAGEMENT DESIGNER

The Salesforce Certified Data Architecture and Management Designer credential is designed for those who assess the architecture environment and requirements to design sound, scalable, and high-performing solutions on the Force.com platform as it pertains to enterprise data management.

CERTIFIED · PROFESSIONAL

salesforce

Recommended Salesforce Experience

5+ YEARS

Time Commitment

90+ HRS

CERTIFICATION PATH

START · UNDERSTAND THE BASICS · SHARPEN YOUR SKILLS · PREP AND STUDY · GET CERTIFIED

Learn at your own pace:
· Join our Trailblazer Community

Add to your skill set:
· Check out our Certification Trailmix

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Awareness of platform-specific design patterns and key limits

· Understanding of large-data-volume considerations, risks, and mitigation strategies

· Understanding of LDV considerations with communities

· Able to design a data and sharing model that supports an LDV environment

· Understanding data-movement best practices in an LDV environment

· Understanding strategies to build an optimized and high-performing solution

RELATED CERTIFICATIONS

Data Architecture and Management Designer

Development Lifecycle and Deployment Designer

Integration Architecture

PREREQUISITE CERTIFICATIONS
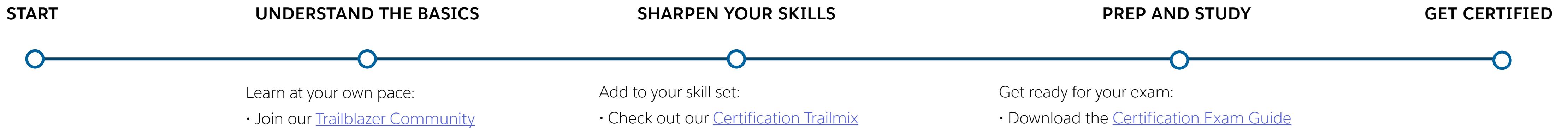
None

TRAILHEAD ACADEMY

DEVELOPMENT LIFECYCLE AND DEPLOYMENT DESIGNER

The Salesforce Certified Development Lifecycle and Deployment Designer credential is designed for those who assess their architecture environment and requirements, and then implement management solutions on the

Recommended Salesforce Experience

5+ YEARS

Time Commitment

90+ HRS

CERTIFICATION PATH

START

UNDERSTAND THE BASICS

SHARPEN YOUR SKILLS

PREP AND STUDY

GET CERTIFIED

Learn at your own pace:
• Join our Trailblazer Community

Add to your skill set:
• Check out our Certification Trailmix

Get ready for your exam:
• Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

• Experience with project and development lifecycle methodologies

• Experience providing requirements traceability through the project's lifecycle

• Awareness of Salesforce and third-party app development lifecycle tools

• Understanding test-plan design and evaluating effectiveness

RELATED CERTIFICATIONS

○ Data Architecture and Management Designer

○ Development Lifecycle and Deployment Designer

○ Integration Architecture Designer

PREREQUISITE CERTIFICATIONS
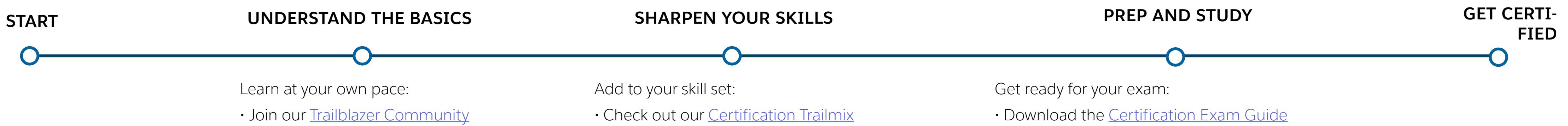
○ None

TRAILHEAD ACADEMY

HEROKU ARCHITECTURE DESIGNER

The Salesforce Certified Heroku Architecture Designer credential is designed for those who have the knowledge, skills, and extensive experience with architecting scalable solutions, deploying and managing apps, and managing teams and build-workflows on Heroku

Recommended Salesforce Experience

2+ YEARS

Time Commitment

90+ HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Join our Trailblazer Community

Add to your skill set:
· Check out our Certification Trailmix

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Building and deploying apps on the Heroku platform

· Architecting scalable solutions

· Prescribing a third-party add-on and add-on sharing

· Understanding how Heroku Enterprise can improve a system's architecture

· Constructing solutions for building a microservices architecture

· Integrating Heroku apps with the Salesforce Lightning Platform

RELATED CERTIFICATIONS

Application Architect

Heroku Architecture Designer

System Architect

PREREQUISITE CERTIFICATIONS
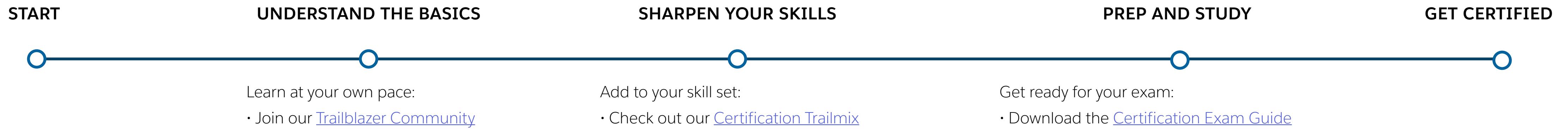
None

TRAILHEAD ACADEMY

IDENTITY AND ACCESS MANAGEMENT DESIGNER

The Salesforce Certified Identity and Access Management Designer credential is designed for those who assess the architecture environment and requirements and design sound, scalable and high-performing solutions on the Force.com platform that meet the Single Sign-on (SSO) requirements.

Recommended Salesforce Experience

5+ YEARS

Time Commitment

90+ HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Join our Trailblazer Community

Add to your skill set:
· Check out our Certification Trailmix

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Understanding configuration requirements of delegated authentication

· Understanding Cconfiguration requirements of SAML

· Awareness of when to use IDP initiated vs. service provider initiated

· Able to describe provisioning and de-provisioning related to SAML, Oauth, and OpenID Connect

· Understanding of how trust is established between an Identity Provider and a Service Provider

· Able to determine the general identity federation capabilities that are available for a given project

RELATED CERTIFICATIONS

Identity and Access Management Designer

Sharing and Visibility Designer

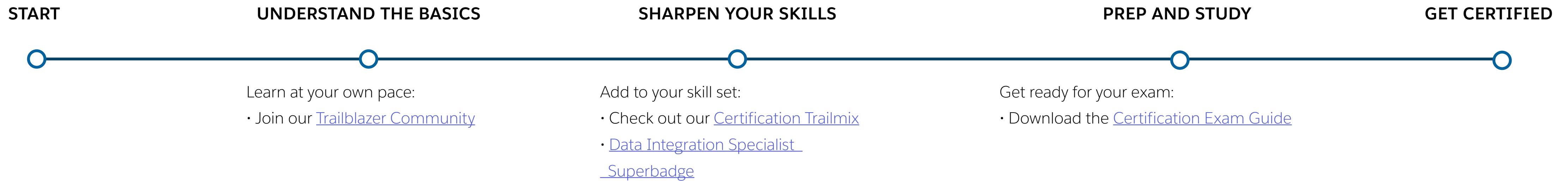## PREREQUISITE CERTIFICATIONS

None

TRAILHEAD ACADEMY

INTEGRATION ARCHITECTURE DESIGNER

The Salesforce Certified Integration Architecture Designer credential is designed for those who assess the architecture environment to design sound and scalable technical solutions on the Force.com platform that meet end-to-end integration requirements.

Recommended Salesforce Experience

5+ YEARS

Time Commitment

90+ HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Join our Trailblazer Community

Add to your skill set:
· Check out our Certification Trailmix
· Data Integration Specialist
  Superbadge

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Experience holding a technical architect role on multiple complex deployments or equivalent knowledge through participation and exposure to these types of projects

· Thorough understanding of web services in general and SOAP and REST specifically; understanding of the basic workings of HTTP/S

· Understanding the different Force.com APIs and able to design solutions using the appropriate API

· Understanding data migration considerations, design trade-offs, and common ETL tools

· Experience with common integration patterns used on the Force.com platform

· Understanding patterns and mechanisms to secure integrations such as TLS for HTTP

RELATED CERTIFICATIONS

Data Architecture and Management Designer

Development Lifecycle and Deployment Designer

Integration Architecture Designer

PREREQUISITE CERTIFICATIONS

None

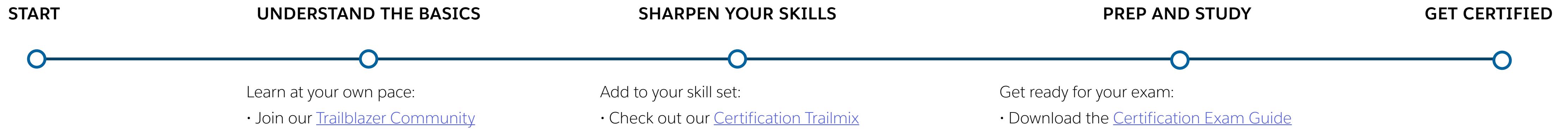ARCHITECT TRACK

TRAILHEAD ACADEMY

SHARING AND VISIBILITY DESIGNER

The Salesforce Certified Sharing and Visibility Designer credential is designed for those who assess the architecture environment and requirements and design sound, scalable, and high-performing technical solutions on the Force.com platform that meet sharing and visibility requirements.

Recommended Salesforce Experience
5+ YEARS

Time Commitment
90+ HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Join our Trailblazer Community

Add to your skill set:
· Check out our Certification Trailmix

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Creation of criteria based and ownership based sharing rules

· Understanding of org wide defaults
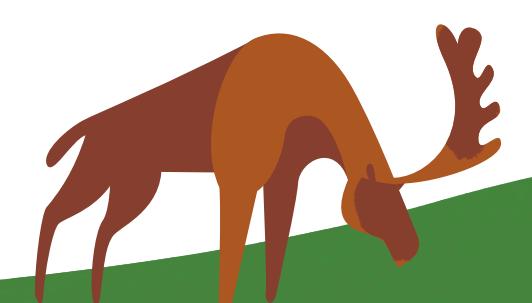
· Understanding of various types of licenses

· Able to describe the fundamental concepts around role hierarchy

· Articulate how Profile configuration impacts a security and sharing model

· Understanding of Apex Sharing is and when it should be used

RELATED CERTIFICATIONS

Identity and Access Management Designer

Sharing and Visibility Designer

PREREQUISITE CERTIFICATIONS

None

ARCHITECT TRACK

TRAILHEAD ACADEMY

SYSTEM ARCHITECT

The Salesforce Certified System Architect credential is designed for those who focus on factors such as testing, governance, and integration to other external systems.

Recommended Salesforce Experience

5+ YEARS

Time Commitment

100+ HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Join our Trailblazer Community

Add to your skill set:
Explore this Trailmix to help build, hone and practice your skills:
· Programmatic Architecture Trailmix

Get ready for your exam:
· Download the Certification Exam Guide

OVERVIEW

Once all four prerequisites have been completed successfully, the Salesforce Certified System Architect certification will be granted.

You should consider earning both your Salesforce Certified Application Architect and Application Architect credentials. By earning these credentials, you'll take a big step toward preparing to become a Salesforce Certified Technical Architect.

RELATED CERTIFICATIONS

System Architect

Application Architect

Technical Architect

PREREQUISITE CERTIFICATIONS

Development Lifecycle and Deployment Designer

Identity and Access Management Designer

Integration Architecture Designer

Platform Developer I

TRAILHEAD ACADEMY

TECHNICAL ARCHITECT

The Salesforce Certified Technical Architect credential is designed for those with broad knowledge across multiple development platforms, drawing on their skills in assessing customer architecture to design secure, high-performance technical solutions on the Force.com platform.

CERTIFIED · PROFESSIONAL

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Recommended Salesforce Experience

8+ YEARS

Time Commitment

200+ HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Join our Trailblazer Community

Add to your skill set:
If you are ready to get started on the journey toward earning your Technical Architect credential, be sure to explore this compilation of architect domain specific Trailmixes to help build, hone and practice your skills.

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Designing a technical architecture solution that may span multiple platforms and include integration and authentication across systems

· Managing the development lifecycle to ensure the delivery of highly secure solutions that are optimized for performance and built to scale

· Articulating design considerations, trade-offs, benefits, and recommendations for a technical architecture

RELATED CERTIFICATIONS

- Data Architecture and Management Design
- Development Lifecycle and Deployment Designer
- Identity and Access Management Designer
- Integration Architecture Designer
- Platform App Builder

- Platform Developer I
- Sharing and Visibility Designer
- Application Architect
- System Architect
- Technical Architect

PREREQUISITE CERTIFICATIONS

- Application Architect
- System Architect

ARCHITECT TRACK
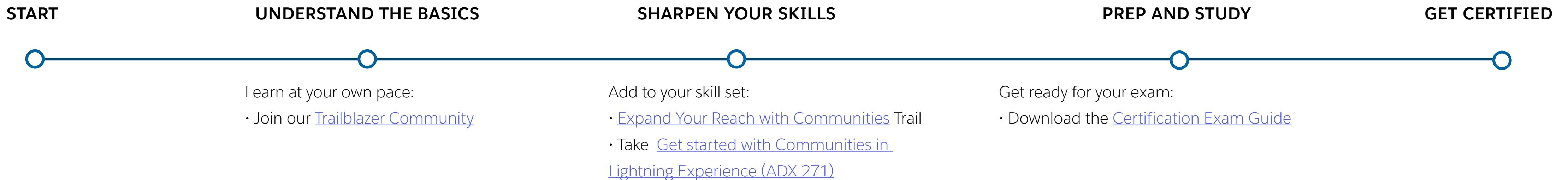
TRAILHEAD ACADEMY

CONSULTANTS

COMMUNITY CLOUD CONSULTANT

The Salesforce Certified Community Cloud Consultant credential is designed for those who have experience implementing and consulting on the Salesforce Communities applications in a customer-facing role.

Recommended Salesforce Experience
2-5 YEARS

Time Commitment
30-40 HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Join our Trailblazer Community

Add to your skill set:
· Expand Your Reach with Communities Trail
· Take Get started with Communities in Lightning Experience (ADX 271)

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are some examples of the concepts you should understand to pass the exam:

· Describing how to set up a custom domain for a Community.

· Determining the steps to configure and set up Knowledge within a Community.

· Understanding how to customize navigation to given requirements in a template-based Community.

· Determining the steps to install and set up Lightning components.

· Understanding the steps to set up Community dashboards and insights.
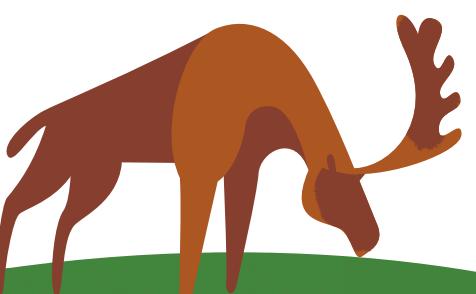
· Explaining Community moderation features.

RELATED CERTIFICATIONS

Community Cloud Consultant

Marketing Cloud Consultant

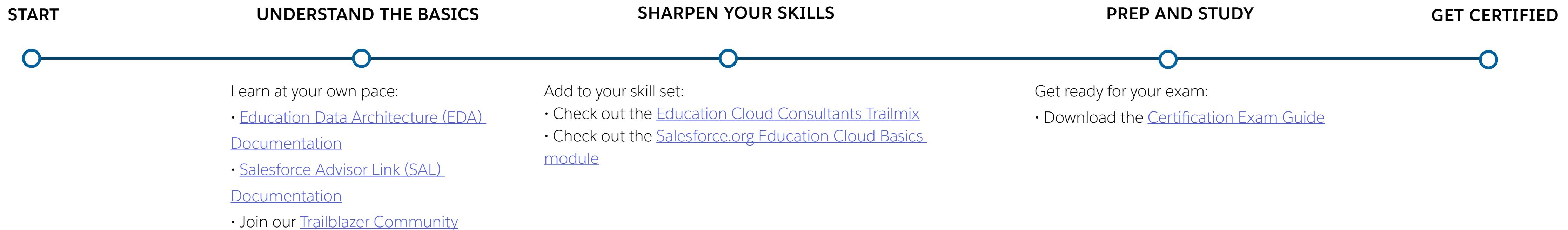### PREREQUISITE CERTIFICATIONS

Administrator

EDUCATION CLOUD CONSULTANT

The Salesforce Certified Education Cloud Consultant credential is designed for consultants who have experience implementing Salesforce Education Cloud solutions in a customer-facing role.

Recommended Salesforce Experience
2-5 YEARS

Time Commitment
40-50 HRS

CERTIFICATION PATH

START — **UNDERSTAND THE BASICS** — **SHARPEN YOUR SKILLS** — **PREP AND STUDY** — **GET CERTIFIED**

Learn at your own pace:
· Education Data Architecture (EDA) Documentation
· Salesforce Advisor Link (SAL) Documentation
· Join our Trailblazer Community

Add to your skill set:
· Check out the Education Cloud Consultants Trailmix
· Check out the Salesforce.org Education Cloud Basics module

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are some examples of the concepts you should understand to pass the exam:

· Experience managing implementation projects for higher education.

· Solid understanding of data management and database concepts.

· Familiarity with governance and change management concepts.
· Fundamental understanding of common integrations and higher education-specific source.

· Familiarity with the various lifecycles that support the student experience.

· Understanding of Salesforce environment strategy and how to build incrementally to serve a university's needs.

RELATED CERTIFICATIONS

Community Cloud Consultant

Education Cloud Consultant

Nonprofit Cloud Consultant

PREREQUISITE CERTIFICATIONS
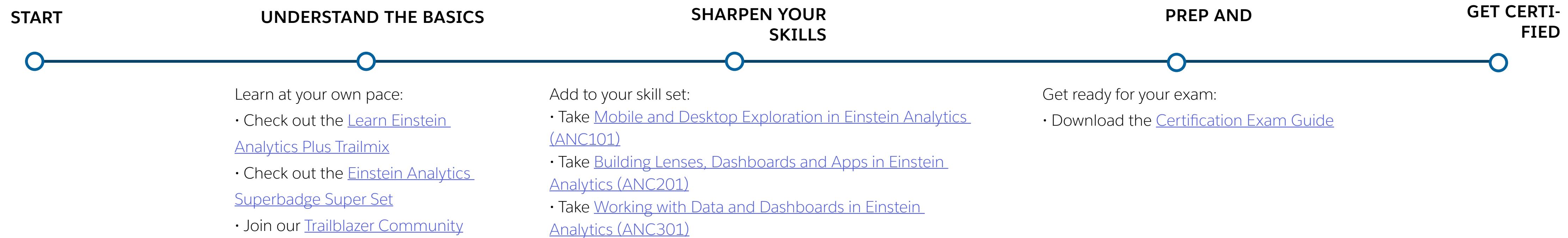
Administrator

TRAILHEAD ACADEMY

EINSTEIN ANALYTICS AND DISCOVERY CONSULTANT

The Salesforce Certified Einstein Analytics and Discovery Consultant credential is intended for individuals who have the knowledge, skills, and experience with data ingestion processes, security and access implementations, and dashboard creation..

Recommended Salesforce Experience
2-5 YEARS

Time Commitment
40-80 HRS

CERTIFICATION PATH

START

UNDERSTAND THE BASICS

Learn at your own pace:
· Check out the Learn Einstein Analytics Plus Trailmix
· Check out the Einstein Analytics Superbadge Super Set
· Join our Trailblazer Community

SHARPEN YOUR SKILLS

Add to your skill set:
· Take Mobile and Desktop Exploration in Einstein Analytics (ANC101)
· Take Building Lenses, Dashboards and Apps in Einstein Analytics (ANC201)
· Take Working with Data and Dashboards in Einstein Analytics (ANC301)

PREP AND

Get ready for your exam:
· Download the Certification Exam Guide

GET CERTIFIED

EXAM OVERVIEW

Here are some examples of the concepts you should understand to pass the exam:

· Certification or experience with other business intelligence (BI), extract-transform-load (ETL), analytics, and reporting tools.

· Understanding of dashboard/user experience (UX) design and aesthetics for mobile and for desktop.

· Understand Master Data Management.
· Competency in reading and writing Salesforce Analytics Query Language (SAQL) and Salesforce Object Query Language (SOQL).

· Competency in developing ETL processes for dataset preparation and management.

· Competency with developing stories in Einstein Discovery.

RELATED CERTIFICATIONS

Education Cloud Consultant

Einstein Analytics and Discovery Consultant

Nonprofit Cloud Consultant

PREREQUISITE CERTIFICATIONS
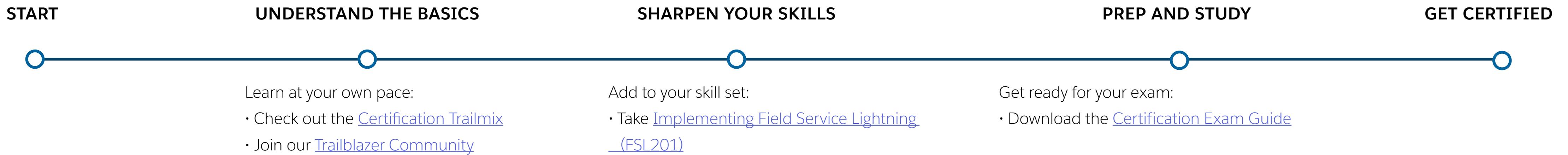
None

TRAILHEAD ACADEMY

FIELD SERVICE LIGHTNING CONSULTANT

The Salesforce Certified Field Service Lightning Consultant credential is designed for individuals who have proven experience with the administration and configuration of a Salesforce application and is capable of consulting with customers on Field Service operations.

Recommended Salesforce Experience
2-5 YEARS

Time Commitment
40-80 HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Check out the Certification Trailmix
· Join our Trailblazer Community

Add to your skill set:
· Take Implementing Field Service Lightning (FSL201)

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Determine how to build work order processes, parameters and templates

· Troubleshoot, escalate, and resolve cases based on field service scenarios

· Apply procedural concepts to setup entitlement process for work order objects

· Determine how to manage and track asset installation, movement, and/or decommission

RELATED CERTIFICATIONS

Community Cloud Consultant

Field Service Lightning Consultant

Sales Cloud Consultant

PREREQUISITE CERTIFICATIONS

Administrator

Service Cloud Consultant

TRAILHEAD

NONPROFIT CLOUD CONSULTANT

The Salesforce Certified Nonprofit Cloud Consultant credential is designed for consultants who have experience implementing Salesforce Nonprofit Cloud solutions in a customer facing role.

Recommended Salesforce Experience
2-5 YEARS

Time Commitment
40-80 HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Join our Trailblazer Community

Add to your skill set:
· Check out the Nonprofit Cloud Consultants trailmix

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Experience managing implementation projects

· Strong analytical and problem-solving skills

· Working knowledge of Salesforce product lines

· Solid understanding of internet technologies and cloud computing

· Solid understanding of data management and database concepts

· Nonprofit Domain expertise

RELATED CERTIFICATIONS

○ Education Cloud Consultant

○ Einstein Analytics and Discovery Consultant

○ Nonprofit Cloud Consultant

PREREQUISITE CERTIFICATIONS

○ Administrator
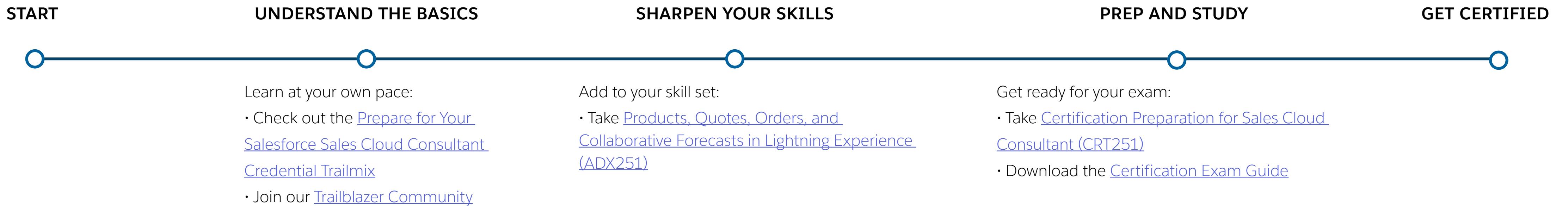
CONSULTANT TRACK

TRAILHEAD ACADEMY

SALES CLOUD CONSULTANT

The Salesforce Certified Sales Cloud Consultant credential is designed for those who have experience implementing Sales Cloud in a customer-facing role, successfully designing and implementing solutions that are maintainable and scalable.

CERTIFIED · PROFESSIONAL

salesforce

Recommended Salesforce Experience

2-5 YEARS

Time Commitment

40-50 HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

UNDERSTAND THE BASICS

Learn at your own pace:
· Check out the Prepare for Your Salesforce Sales Cloud Consultant Credential Trailmix
· Join our Trailblazer Community

SHARPEN YOUR SKILLS

Add to your skill set:
· Take Products, Quotes, Orders, and Collaborative Forecasts in Lightning Experience (ADX251)

PREP AND STUDY

Get ready for your exam:
· Take Certification Preparation for Sales Cloud Consultant (CRT251)
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are some examples of the concepts you should understand to pass the exam:

· Designing Sales and Marketing solutions to meet business requirements

· Designing apps and interfaces that maximize user productivity

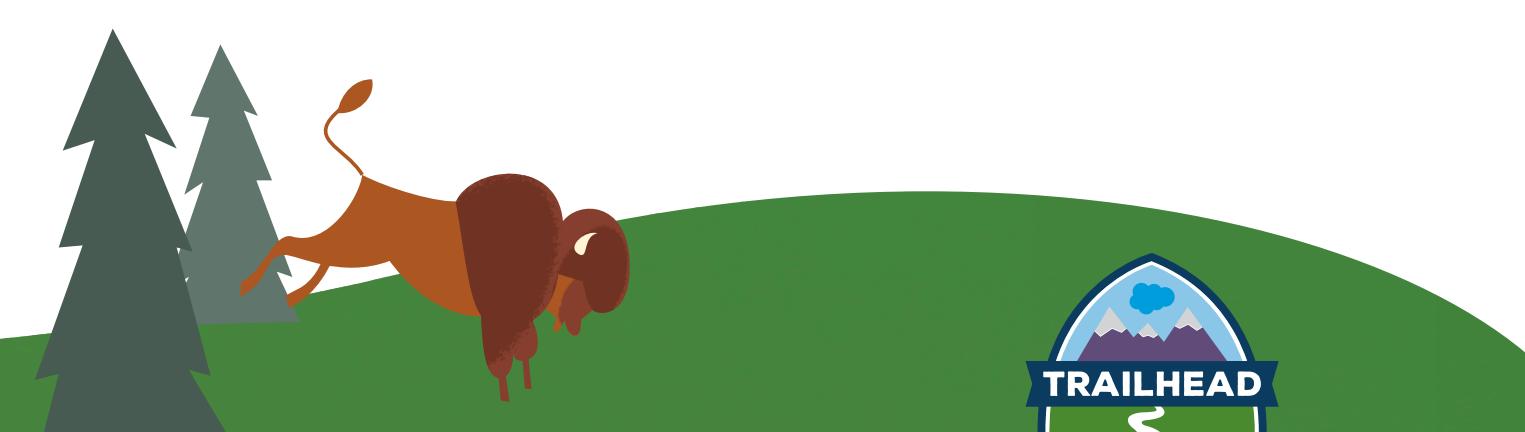· Managing data and design analytics to track key Sales Cloud metrics

RELATED CERTIFICATIONS

Sales Cloud Consultant

Service Cloud Consultant

PREREQUISITE CERTIFICATIONS
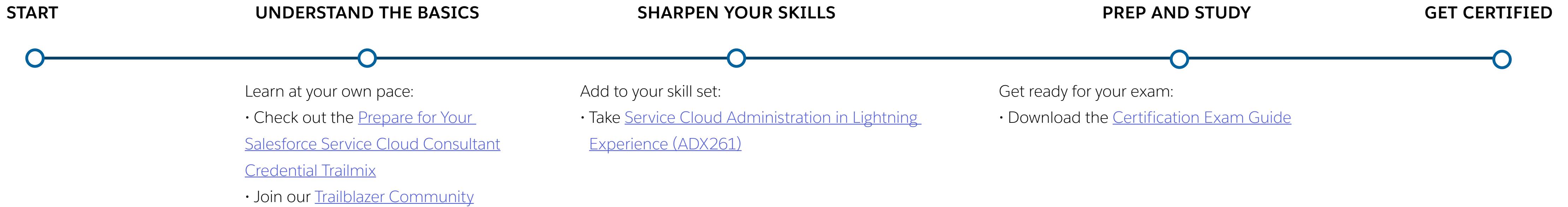
Administrator

TRAILHEAD

SERVICE CLOUD CONSULTANT

The Salesforce Certified Service Cloud Consultant credential is designed for those who have experience implementing Service Cloud in a customer-facing role, successfully designing and implementing maintainable and scalable solutions that meet customer business requirements.

CERTIFIED · PROFESSIONAL

salesforce

Recommended Salesforce Experience

2-5 YEARS

Time Commitment

30-40 HRS

CERTIFICATION PATH

START   UNDERSTAND THE BASICS   SHARPEN YOUR SKILLS   PREP AND STUDY   GET CERTIFIED

Learn at your own pace:
· Check out the Prepare for Your Salesforce Service Cloud Consultant Credential Trailmix
· Join our Trailblazer Community

Add to your skill set:
· Take Service Cloud Administration in Lightning Experience (ADX261)

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are some examples of the concepts you should understand to pass the exam:

· Designing contact center solutions that make use of cases, knowledge base, and portals

· Designing interaction channels and building interfaces to maximize agent productivity

· Managing data and design analytics that track key industry metrics

RELATED CERTIFICATIONS

Sales Cloud Consultant

Service Cloud Consultant

PREREQUISITE CERTIFICATIONS

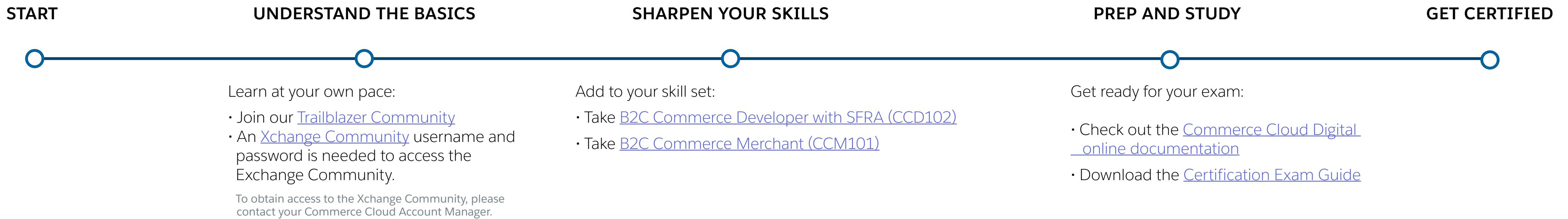Administrator

TRAILHEAD

DEVELOPERS

B2C COMMERCE DEVELOPER

The Salesforce Certified B2C Commerce Developer credential is designed for those who have knowledge and skills in using Commerce Cloud to develop an eCommerce solution.

Recommended Salesforce Experience

3-6 MONTHS

Time Commitment

75-85 HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Join our Trailblazer Community
· An Xchange Community username and password is needed to access the Exchange Community.

To obtain access to the Xchange Community, please contact your Commerce Cloud Account Manager.

Add to your skill set:
· Take B2C Commerce Developer with SFRA (CCD102)
· Take B2C Commerce Merchant (CCM101)

Get ready for your exam:
· Check out the Commerce Cloud Digital online documentation
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Troubleshoot file synchronization issues between UX Studio and the sandbox environment

· Work with the product data model to manage products, their categorization, and associated inventory

· Modify site search preferences and settings to enable searching for a specified product attribute

· Create a custom object type to store a custom data type

RELATED CERTIFICATIONS

B2C Commerce Developer

Platform Developer I

Platform Developer II

PREREQUISITE CERTIFICATIONS
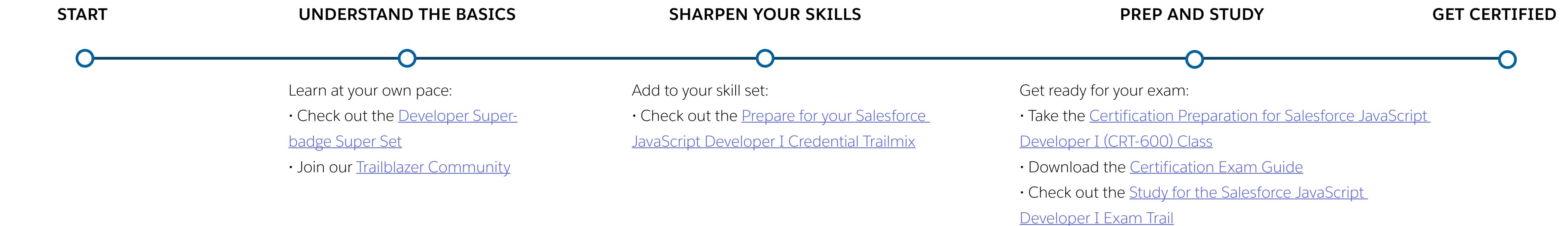
None

DEVELOPER TRACK

JAVASCRIPT DEVELOPER I

The Salesforce Certified JavaScript Developer I credential is designed for Salesforce partners, customers, and employees who work with JavaScript and also have knowledge, skills, and experience with the Lightning Component Framework and developing Lightning Web Components (LWCs).

Recommended Salesforce Experience
1-2 YEARS

Time Commitment
30-40 HRS

CERTIFICATION PATH

START **UNDERSTAND THE BASICS** **SHARPEN YOUR SKILLS** **PREP AND STUDY** **GET CERTIFIED**

Learn at your own pace:
· Check out the Developer Super-badge Super Set
· Join our Trailblazer Community

Add to your skill set:
· Check out the Prepare for your Salesforce JavaScript Developer I Credential Trailmix

Get ready for your exam:
· Take the Certification Preparation for Salesforce JavaScript Developer I (CRT-600) Class
· Download the Certification Exam Guide
· Check out the Study for the Salesforce JavaScript Developer I Exam Trail

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Given a business requirement, apply fundamentals of object (and class) implementation to solve the business requirement.

· Given a block of code, analyze the variable scope and the execution

flow.
· Given a scenario, apply asynchronous programming concepts.

RELATED CERTIFICATIONS

JavaScript Developer I

Platform Developer I

Platform Developer II

PREREQUISITE CERTIFICATIONS
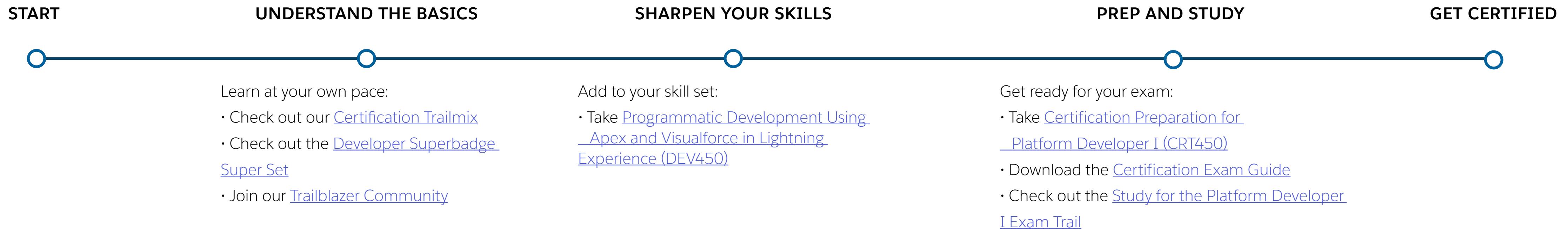
None

TRAILHEAD ACADEMY

PLATFORM DEVELOPER I

The Salesforce Certified Platform Developer I credential is designed for those who have knowledge, skills, and experience building custom declarative and programmatic apps on the Force.com platform.

Recommended Salesforce Experience
3-6 MONTHS

Time Commitment
75-85 HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Check out our Certification Trailmix
· Check out the Developer Superbadge Super Set
· Join our Trailblazer Community

Add to your skill set:
· Take Programmatic Development Using Apex and Visualforce in Lightning Experience (DEV450)

Get ready for your exam:
· Take Certification Preparation for Platform Developer I (CRT450)
· Download the Certification Exam Guide
· Check out the Study for the Platform Developer I Exam Trail

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EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Design the data model, user interface, business logic, and security for custom apps

· Customizing apps for mobile use

· Designing reports and dashboards

· Deploying custom apps

RELATED CERTIFICATIONS

B2C Commerce Developer

Platform Developer I

Platform Developer II

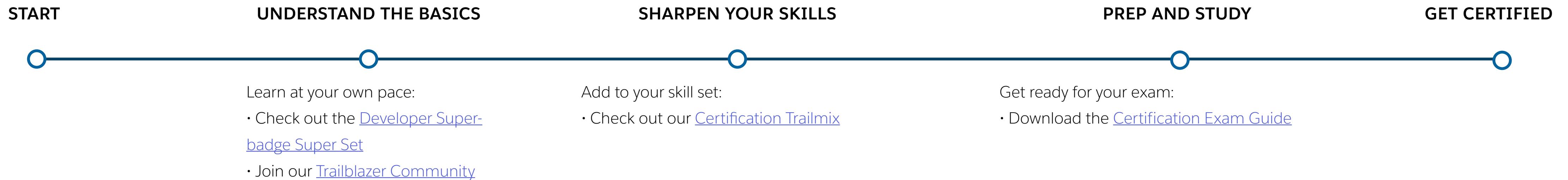### PREREQUISITE CERTIFICATIONS

None

PLATFORM DEVELOPER II

The Salesforce Certified Platform Developer II credential is designed for those with advanced skills and knowledge in the programmatic capabilities of the Force.com platform and data-modeling practices.

Recommended Salesforce Experience

2-4 YEARS

Time Commitment

35-45 HRS

CERTIFICATION PATH

START   UNDERSTAND THE BASICS   SHARPEN YOUR SKILLS   PREP AND STUDY   GET CERTIFIED

Learn at your own pace:
· Check out the Developer Super-badge Super Set
· Join our Trailblazer Community

Add to your skill set:
· Check out our Certification Trailmix

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Designing, developing, testing, and deploying programmatic solutions that are maintainable and re-usable

· Following Apex design patterns and object-oriented programming best practices

RELATED CERTIFICATIONS

B2C Commerce Developer

Platform Developer I

Platform Developer II

PREREQUISITE CERTIFICATIONS

Platform Developer I

DEVELOPER TRACK

TRAILHEAD

MARKETERS

MARKETING CLOUD ADMINISTRATOR

The Salesforce Certified Marketing Cloud Administrator credential is designed for individuals with knowledge of the features available to end users and the configuration options available in Marketing Cloud. Candidates should also be able to maintain the Marketing Cloud platform, respond to common business requirements, and perform administrative functions within

Recommended Salesforce Experience
6+ MONTHS

Time Commitment
10-20 HRS

CERTIFICATION PATH

START — **UNDERSTAND THE BASICS** — **SHARPEN YOUR SKILLS** — **PREP AND STUDY** — **GET CERTIFIED**

Learn at your own pace:
· Join our Trailblazer Community

Add to your skill set:
· Check out the Administer Marketing Cloud trail
· Check out the Google Analytics 360 for Marketing Cloud module

Get ready for your exam:
· Download the Certification Exam Guide
· Check out the Study for the Marketing Cloud Administrator Exam Trail

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:
· Knowledge of governance and compliance with reference to digital marketing.

· Identify security best practices for data management, users, and permissions.

· Implementation of account configuration including business unit structure, permissions, and security.

· Configure Marketing Cloud products 9builders,

RELATED CERTIFICATIONS

Marketing Cloud Administrator

Marketing Cloud Consultant

Marketing Cloud Developer

PREREQUISITE CERTIFICATIONS

None

TRAILHEAD ACADEMY

MARKETING CLOUD CONSULTANT

The Salesforce Certified Marketing Cloud Consultant credential is designed for those who can set up and implement Salesforce Marketing Cloud Email app tools, providing solutions to execute both tactical and strategic email campaigns.

CERTIFIED · PROFESSIONAL
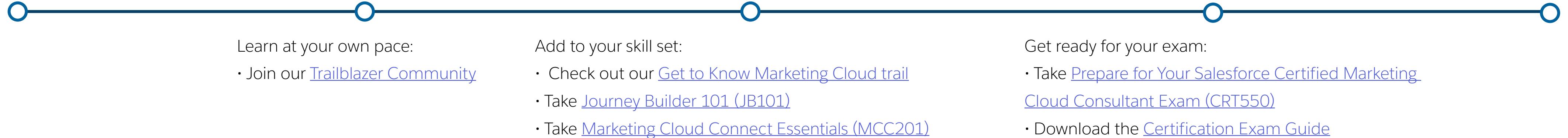
Recommended Salesforce Experience

12 MONTHS

Time Commitment

40-50 HRS

CERTIFICATION PATH

START   UNDERSTAND THE BASICS   SHARPEN YOUR SKILLS   PREP AND STUDY   GET CERTIFIED

Learn at your own pace:
· Join our Trailblazer Community

Add to your skill set:
· Check out our Get to Know Marketing Cloud trail
· Take Journey Builder 101 (JB101)
· Take Marketing Cloud Connect Essentials (MCC201)

Get ready for your exam:
· Take Prepare for Your Salesforce Certified Marketing Cloud Consultant Exam (CRT550)
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are some examples of the concepts you should understand to pass the exam:

· Incorporating different tools such as content areas, portfolio, segmentation, automation, tracking and analytics

· Configuring account setup and administration

· Defining and executing email-data interactions

· Making data-driven decisions to optimize customer solutions

· Troubleshooting and solving platform issues

RELATED CERTIFICATIONS

Marketing Cloud Administrator

Marketing Cloud Consultant

Marketing Cloud Email Specialist

PREREQUISITE CERTIFICATIONS

Marketing Cloud Email Specialist

MARKETER TRACK

TRAILHEAD

MARKETING CLOUD DEVELOPER

The Salesforce Certified Marketing Cloud Developer credential is designed for developers who have hands-on experience developing for Marketing Cloud. This includes proven experience with the administration and configuration of the Marketing Cloud Email application.

Recommended Salesforce Experience
1-2 YEARS

Time Commitment
40-80 HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Join our Trailblazer Community

Add to your skill set:
· Check out the Develop for Marketing Cloud Trail
· Visit the Marketing Cloud Developer Center

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:
· Configure and set-up data models (data extensions, shared data extensions, Contact model).

· Create dynamic, personalized marketing assets using various scripting languages.

· Build Marketing Cloud web experience (data forms, custom preference pages).

· Work with customers and platform data (SQL, views, Send Log).

RELATED CERTIFICATIONS

○ Marketing Cloud Consultant

○ Marketing Cloud Developer

○ Marketing Cloud Email Specialist

PREREQUISITE CERTIFICATIONS

○ Marketing Cloud Email Specialist
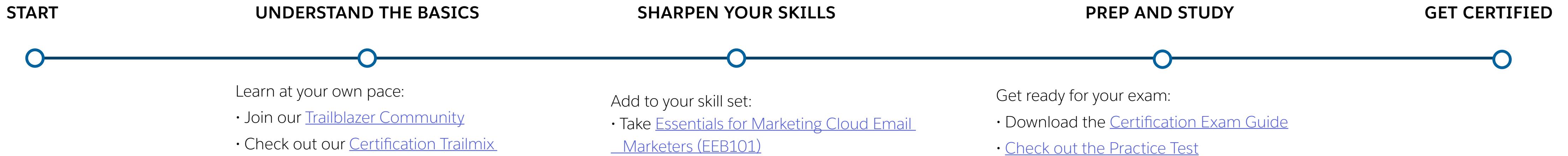
TRAILHEAD ACADEMY

MARKETING CLOUD EMAIL SPECIALIST

The Salesforce Certified Marketing Cloud Email Specialist credential is designed for those who can demonstrate knowledge, skills, and experience in email marketing best practices – including message design, subscriber and data management, inbox delivery, and external integrations.

Recommended Salesforce Experience
6-12 MONTHS

Time Commitment
15-25 HRS

CERTIFICATION PATH

START

UNDERSTAND THE BASICS

Learn at your own pace:
· Join our Trailblazer Community
· Check out our Certification Trailmix

SHARPEN YOUR SKILLS

Add to your skill set:
· Take Essentials for Marketing Cloud Email Marketers (EEB101)

PREP AND STUDY

Get ready for your exam:
· Download the Certification Exam Guide
· Check out the Practice Test

GET CERTIFIED

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Building relational data models

· Sending emails via Email app sending methods

· Building complex email automations

· Running reports of email-tracking data

· Troubleshooting and solving basic platform issues

· Having a general knowledge of email marketing terminology and best practices

RELATED CERTIFICATIONS

Marketing Cloud Administrator Social Special

Marketing Cloud Consultant Social Special

Marketing Cloud Email Specialist

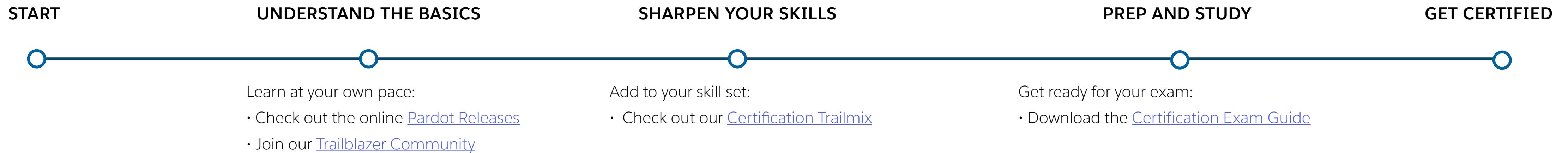### PREREQUISITES:

None

TRAILHEAD

PARDOT CONSULTANT

The Salesforce Certified Pardot Consultant credential is designed for those who have experience implementing Pardot in a customer-facing role, designing and implementing solutions that meet customers' business requirements and contributing to their long-term success.

Recommended Salesforce Experience
12 MONTHS

Time Commitment
15-25 HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Check out the online Pardot Releases
· Join our Trailblazer Community

Add to your skill set:
· Check out our Certification Trailmix

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are some examples of the concepts you should understand to pass the exam:

· Managing users, prospects, and data

· Maintaining and customizing the Salesforce Integration

· Building emails, forms, and automation tools

RELATED CERTIFICATIONS

Pardot Specialist

Pardot Consultant

PREREQUISITE CERTIFICATIONS

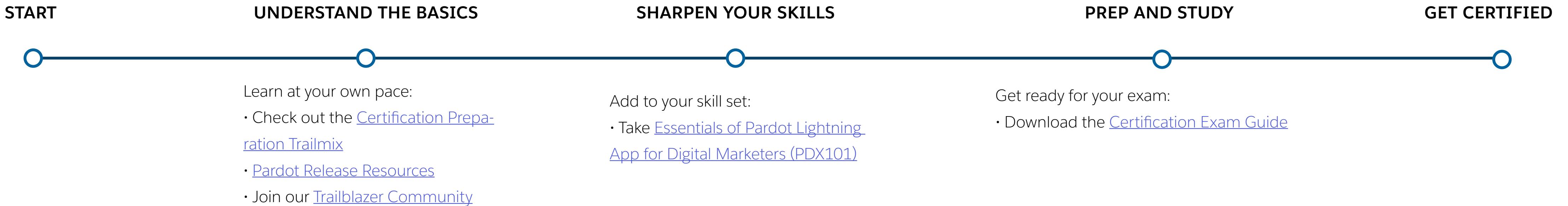Pardot Specialist

TRAILHEAD

PARDOT SPECIALIST

The Salesforce Certified Pardot Specialist credential is designed for those who can demonstrate skills and knowledge in designing, building, and implementing marketing workflows through the Pardot platform.

Recommended Salesforce Experience
3-6 MONTHS

Time Commitment
20-30 HRS

CERTIFICATION PATH

START

UNDERSTAND THE BASICS

Learn at your own pace:
· Check out the Certification Preparation Trailmix
· Pardot Release Resources
· Join our Trailblazer Community

SHARPEN YOUR SKILLS

Add to your skill set:
· Take Essentials of Pardot Lightning App for Digital Marketers (PDX101)

PREP AND STUDY

Get ready for your exam:
· Download the Certification Exam Guide

GET CERTIFIED

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Designing workflows to support business process and reporting requirements

· Being familiar with native integrations and the options

available to deploy connectors and manage those processes

· Building marketing assets like email templates and forms

· Troubleshooting and solving basic platform issues

RELATED CERTIFICATIONS

Pardot Specialist

Pardot Consultant

PREREQUISITES:

None

TRAILHEAD
ACADEMY

GET STARTED ON YOUR SALESFORCE CERTIFICATION PATH.

TRAILHEAD.SALESFORCE.COM/CREDENTIALS

CERTIFIED · PROFESSIONAL

salesforce