Building Your Data Model Declaratively

- Capabilities of Core CRM Objects
- Boundaries of Declarative Customizations
- Use Cases for Programmatic Customizations
- Determining an Appropriate Data Model
- Relationship Types and Impact on Record Access, User Interface, and Reporting
- Considerations for Changing Field Types
- Considerations of the Schema Builder
- Considerations for Importing and Exporting Data
- Use Cases of External Objects

Crafting Your User Interface

- Customization Options
- Custom Buttons, Links, and Actions
- List Views
- Record Types
- Social Features
- UI Design Best Practices

Constructing Business Logic

- Formula Fields
- Roll-up Summary Fields
- Validation Rules

Maintaining Record and Data Security

- Restricting and Extending Object, Record, and Field Access
- Determining Appropriate Sharing Solutions
Automating Business Processes

- Lightning Process Builder
- Workflows and Approvals
- Automating Business Processes
- Ramifications of Field Updates and Potential for Recursion

Deploying Your App

- Application Lifecycle
- Sandboxes
- Change Sets
- Unmanaged and Managed Packages
- Determining an Appropriate Deployment Plan

Designing Advanced User Interface Components

- Creating Reports
- Report Types
- Dashboards
- Declarative Options for Incorporating Lightning Components
- Declarative Customizations Available for the Salesforce1 User Interface

Deciding When Declarative Isn’t Enough

- Limits of Declarative Tools
- Programmatic Use-cases
- AppExchange Apps
B2B Commerce Administrator (B2B101)

Lessons and Topics

Platform Overview
  - Features and Functionality

Set Up
  - CC Admin
  - Sharing Settings
  - Site Secure Domain
  - Storefront Themes
  - Widgets
  - Indexing
  - Caching

B2B Buyers
  - Contacts
  - Users
  - Community Licenses
  - Enable a User
  - Account Groups
  - Price Lists
  - Storefront Access

Products
  - Standard Products
  - Bundle Products
  - Kit Products
  - Aggregated Products
  - Dynamic Kits
  - Assembly Products

Marketing and Pricing Strategies
  - Related Products
  - Subscription Products
  - Promotions
  - Coupon
  - Pricing Tiers
  - Attribute Pricing
- Contract Pricing
- Seller Marketplace

**Storefront Organization**

- Featured and Spotlight Products
- Categories
- Menus
- Page Sections
- Page Labels

**Localization**

- Language
- Currency
- Object Localization

**Advanced Configurations**

- Effective Accounts
- Line Level Independence