

Business Systems Innovation Labs

Lab 2b Pre-flight Checklist



“Data Fright II: Like Deja Vu All Over Again”

This latest posting from Max takes you deeper into data modeling, eg normalization, many-to-many relationships, data “maps” (schemas), etc.

Why?

You might have to build your own app someday but even if you don't, you will have to work with people building apps for you, and *understanding how they model your data will help you make sure they get your apps right.*

Prep: What do you need to start?

- ✓ To do this lab, you need to have completed most of Lab 2a (everything but Steps 1-17).

Learning Objectives: What to “get”

- ✓ See for yourself why data modeling is so critical (duplication bad, integrity good).
- ✓ Confirm how you can always pull data back together again however you need, even after it's been broken up into separate objects (tables).
- ✓ Get a feel for the visual tools used to build/manage a data model in a system.
- ✓ Get where the developers who are building your apps are coming from so you can get your concept of the data across to them clearly & they can build apps you can rely on for doing your job.

Deliverables: Get your points

This time there are two (2) points marked for you to stop and take a screen capture to submit for credit. Match the numbers below with the annotations in the blog:

- 1** When you reach this point (after Step 136), your view should look like the screencap in the lab, showing two entries for contacts (with their emails) for firms located in Mountain View. Do a screen capture and submit for credit.
- 2** At this point (after Step 141), your screen should look as much like the screencap in the lab as you can make it, showing the four objects & their relationships. It may take some dragging, zooming, etc. Do a screen capture and submit for credit.

Tips: Get more

Remember: Your goal is NOT to learn Salesforce! It's to learn the "why" & "how" of tech supporting business. Learning something about Salesforce is a nice side-effect, but Salesforce is just a tool to get to the real goal—*understanding the ideas.*

Resources: Get some help

Online help community (using your Google+ account): <http://tiny.cc/MaxLabs911>