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QUESTION 1

Universal Containers (UC) has a Salesforce instance with over 10,000 Account records. They have noticed similar, but not identical. Account names and addresses. What should UC do to ensure proper data quality?

- A. Use a service to standardize Account addresses, then use a 3rd -party tool to merge Accounts based on rules.
- B. Run a report, find Accounts whose name starts with the same five characters, then merge those Accounts.
- C. Enable Account de -duplication by creating matching rules in Salesforce, which will mass merge duplicate Accounts.
- D. Make the Account Owner clean their Accounts\' addresses, then merge Accounts with the same address.

Correct Answer: C

QUESTION 2

Which two statements are accurate with respect to performance testing a Force.com application?

- A. All Force.com applications must be performance tested in a sandbox as well as production.
- B. A performance test plan must be created and submitted to Salesforce customer support.
- C. Applications with highly customized code or large volumes should be performance tested.
- D. Application performance benchmarked in a sandbox can also be expected in production.

Correct Answer: BC

QUESTION 3

Universal Containers (UC) uses the following Salesforce products:

1.
Sales Cloud for customer management.
2.
Marketing Cloud for marketing.
3.
Einstein Analytics for business reporting.

UC occasionally gets a list of prospects from third-party source as comma-separated values (CSV) files for marketing purposes. Historically, UC would load contact Lead object in Salesforce and sync to Marketing Cloud to send marketing communications. The number of records in the Lead object has grown over time and has been consuming large amounts of storage in Sales Cloud, UC is looking for recommendations to reduce the storage and advice on how to optimize the marketing Cloud to send marketing communications. The number of records in the Lead object has grown over time and has been consuming large amounts of storage in Sales Cloud, UC is looking for recommendations to



reduce the storage and advice on how to optimize the marketing process.

What should a data architect recommend to UC in order to immediately avoid storage issues in the future?

- A. Load the CSV files in Einstein Analytics and sync with Marketing Cloud prior to sending marketing communications ;
- B. Load the CSV files in an external database and sync with Marketing Cloud prior to sending marketing communications.
- C. Load the contacts directly to Marketing Cloud and have a reconciliation process to track prospects that are converted to customers.
- D. Continue to use the existing process to use Lead object to sync with Marketing Cloud and delete Lead records from Sales after the sync is complete.

Correct Answer: A

QUESTION 4

Which three characteristics of a Skinny table help improve report and query performance?

- A. Skinny tables can contain frequently used fields and thereby help avoid joins.
- B. Skinny tables can be used to create custom indexes on multi-select picklist fields.
- C. Skinny tables provide a view across multiple objects for easy access to combined data.
- D. Skinny tables are kept in sync with changes to data in the source tables.
- E. Skinny tables do not include records that are available in the recycle bin.

Correct Answer: ACD

QUESTION 5

Universal Container (UC) has accumulated data over years and has never deleted data from its Salesforce org. UC is now exceeding the storage allocations in the org. UC is now looking for option to delete unused from the org.

Which three recommendations should a data architect make is order to reduce the number of records from the org?

Choose 3 answers

- A. Use hard delete in Bulk API to permanently delete records from Salesforce.
- B. Use hard delete in batch Apex to permanently delete records from Salesforce.
- C. Identify records in objects that have not been modified or used In last 3 years.
- D. Use Rest API to permanently delete records from the Salesforce org.
- E. Archive the records in enterprise data warehouse (EDW) before deleting from Salesforce.



Correct Answer: ACE

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