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QUESTION 1

Northern Trail Outfitters (NTO) has one million customer records spanning 25 years. As part of its new Salesforce
project, NTO would like to create a master data management strategy to help preserve the history and relevance of its
customer data.

Which three activities will be required to identify a successful master data management strategy? (Choose three.)

A. Identify data to be replicated

B. Create a data archive strategy

C. Define the systems of record for critical data

D. Install a data warehouse

E. Choose a Business Intelligence tool.

Correct Answer: ABC

QUESTION 2

Universal Containers has a public website with several forms that create Lead records in Salesforce using the REST
API. When designing these forms, which two techniques will help maintain a high level of data quality?

A. Do client-side validation of phone number and email field formats.

B. Prefer picklist form fields over free text fields, where possible.

C. Ensure the website visitor is browsing using an HTTPS connection.

D. Use cookies to track when visitors submit multiple forms.

Correct Answer: AB

QUESTION 3

Universal Containers is exporting 40 million Account records from Salesforce using Informatica Cloud. The ETL tool fails
and the query log indicates a full table scan time-out failure. What is the recommended solution?

A. Modify the export job header to specify Export-in-Parallel.

B. Modify the export job header to specify Sforce-Enable-PKChunking.

C. Modify the export query that includes standard index fields(s).

D. Modify the export query with LIMIT clause with Batch size 10,000.

Correct Answer: B

QUESTION 4

Universal Containers (UC) wants to store product data in Salesforce, but the standard Product object does not support the more complex hierarchical structure which is currently being used in the product master system. How can UC modify the standard Product object model to support a hierarchical data structure in order to synchronize product data from the source system to Salesforce?

A. Create a custom lookup filed on the standard Product to reference the child record in the hierarchy.

B. Create a custom lookup field on the standard Product to reference the parent record in the hierarchy.

C. Create a custom master-detail field on the standard Product to reference the child record in the hierarchy.

D. Create an Apex trigger to synchronize the Product Family standard picklist field on the Product object.

Correct Answer: B

QUESTION 5

Universal Containers (UC) has 1,000 accounts and 50,000 opportunities. UC has an enterprise security requirement to export all sales data outside of Salesforce on a weekly basis. The security requirement also calls for exporting key operational data that includes events such as file downloads, logins, logouts, etc. Which two recommended approaches would address the above requirement?

A. Use Field Audit History to capture operational data and extract it to on-premise systems.

B. Use Weekly Export to extract transactional data to on-premise systems.

C. Use a custom built extract job to extract operational data to on-premise systems.

D. Use Event Monitoring to extract event data to on-premise systems.

Correct Answer: C

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