**Phase 8: Data Management & Deployment**

In this phase, **WhatNext Vision Motos** ensures smooth handling of **data migration, integrity, and deployments** across environments. Proper data management enables accuracy and compliance, while structured deployment strategies guarantee reliability, scalability, and innovation in Salesforce solutions.

**Data Import Wizard**

* Best for importing small datasets (<50,000 records).
* Example: Importing customer leads from a marketing campaign into Salesforce.

**Data Loader**

* Used for bulk operations (>50,000 records).
* Example: Migrating **Vehicle Records** and **Service History** from legacy systems into Salesforce.

**Duplicate Rules**

* Prevents data redundancy by blocking or alerting duplicate entries.
* Example: Ensuring no two **Vehicles** with the same VIN or **Customers** with the same phone/email exist in the system.

**Data Export & Backup**

* Regular backups for compliance and disaster recovery.
* Example: Weekly export of **Customer, Vehicle, and Subscription Data** for safe archival.

**Change Sets**

* Used for migrating metadata (objects, fields, validation rules) between Salesforce orgs (e.g., Sandbox → Production).
* Example: Deploying new **Service Request Workflow** from UAT to Production.

**Unmanaged vs Managed Packages**

* **Unmanaged Packages**: Used for internal distribution or development (e.g., prototype mobility app features).
* **Managed Packages**: Used for ISV distribution, version control, and upgradability (e.g., external partner mobility solutions).

**ANT Migration Tool**

* Command-line based deployment for automating large-scale changes.
* Example: Migrating multiple custom objects, flows, and Apex classes during system upgrades.

**VS Code & SFDX (Salesforce DX)**

* **VS Code**: Modern IDE for Apex, LWC, and metadata development.
* **SFDX CLI**: Enables source-driven development, CI/CD pipelines, and team collaboration.
* Example: Developers collaboratively build and deploy **Mobility Subscription Management Features** via Git + SFDX.