**1.**UC is having issues using Informatica Cloud Louder to export +10MOrder records.  Each Order record has 10 Order Line Items.  What two steps can you take to help correct this? Choose two answers.

* A. Limit Batch to 10K records
* B. Export in multiple batches
* C. Use PK Chunking
* D. Export Bulk API in parallel mode

**2.** What makes Skinny tables fast? Choose three answers.

* A. They support up to a max of 100 of columns
* B. They avoid resource intensive joins
* C. Their tables are kept in sync with their source tables when the source tables are modified
* D. They do not include soft-deleted records
* E. They can contain fields from other objects

**3.**UC is trying to switch from legacy CRM to salesforce and wants to keep legacy CRM and salesforce in place till all the functionality is deployed in salesforce.  The want to keep data in synch b/w Salesforce, legacy CRM and SAP. What is the recommendation

* A. Do not integrate legacy CRM to Salesforce, but integrate salesforce to SAP
* B. Integrate legacy CRM to salesforce and keep data in synch till new functionality is in place
* C. Suggest MDM solution and link MDM to salesforce and SAP
* D. Integrate SAP with Salesforce, SAP to legacy CRM but not legacy CRM to Salesforce

**4.**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. Prefer picklist form fields over free text fields, where possible.
* B. Use cookies to track when visitors submit multiple forms.
* C. Ensure the website visitor is browsing using an HTTPS connection.
* D. Do client-side validation of phone number and email field formats.

**5.**Universal Containers (UC) has over 10 million accounts with an average of 20 opportunities with each account.  A Sales Executive at UC needs to generate a daily report for all opportunities  in a specific opportunity stage.  Which two key considerations should be made to make sure the performance of the report is not degraded due to large data volume?

* A. Number of queries running at a time.
* B. Number of joins used in report query.
* C. Number of records returned by report query.
* D. Number of characters in report query.

**6.**A shipping and logistics company has created a large number of reports within Sales Cloud since Salesforce was introduced.  Some of these reports analyze large amounts of data regarding the whereabouts of the company’s containers, and they are starting to time out when users are trying to run the reports.  What is a recommended approach to avoid these time-out issues?

* A. Improve reporting performance by creating a dashboard that is scheduled to run the reports only once per day.
* B. Improve reporting performance by replacing the existing reports in Sales Cloud with new reports based on Analytics Cloud.
* C. Improve reporting performance by creating an Apex trigger for the Report object that will pre-fetch data before the report is run.
* D. Improve reporting performance by creating a custom Visualforce report that is using a cache of the records in the report.

**7.**[Which two statements are accurate with respect to performance testing a Force.com application?](https://www.proprofs.com/discuss/q/1377403/which-two-statements-are-accurate-with-respect-performance-t)

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

**8.**Universal Containers would like to remove data silos and connect their legacy CRM together with their ERP and with Salesforce.  Most of their sales team has already migrated to Salesforce for daily use, although a few users are still on the old CRM until some functionality they require is completed.  Which two techniques should be used for smooth interoperability now and in the future.

* A. Specify the legacy CRM as the system of record during transition until it is removed from operation and fully replaced by Salesforce.
* B. Work with stakeholders to establish a Master Data Management plan for the system of record for specific objects, records, and fields.
* C. Do not connect Salesforce and the legacy CRM to each other during this transition period, but do allow both to interact with the ERP.
* D. Replicate ongoing changes in the legacy CRM to Salesforce to facilitate a smooth transition when the legacy CRM is eventually retired.

**9.**Universal Containers (UC) is concerned about the accuracy of their Customer information in Salesforce.  They have recently created an enterprise-wide trusted source MDM for Customer data which they have certified to be accurate.  UC has over 20 million unique customer records in the trusted source and Salesforce.  What should an Architect recommend to ensure the data in Salesforce is identical to the MDM?

* A. Extract the Salesforce data into Excel and manually compare this against the trusted source.
* B. Load the Trusted Source data into Salesforce and run an Apex Batch job to find difference.
* C. Leave the data in Salesforce alone and assume that it will auto-correct itself over time.
* D. Use an AppExchange package for Data Quality to match Salesforce data against the Trusted source.

**10.**Universal Containers (UC) maintains a collection of several million Account records that represent business in the United Sates.  As a logistics company, this list is one of the most valuable and important components of UC’s business, and the accuracy of shipping addresses is paramount.  Recently it has been noticed that too many of the addresses of these businesses are inaccurate, or the businesses don’t exist.  Which two scalable strategies should UC consider to improve the quality of their Account addresses?

* A. Leverage Data.com Clean to clean up Account address fields with the D&B database.
* B. Contact each business on the list and ask them to review and update their address information.
* C. Integrate with a third-party database or services for address validation and enrichment.
* D. Build a team of employees that validate Accounts by searching the web and making phone calls.

**11.**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? Choose one answer.

* A. Enable Account de-duplication by creating matching rules in Salesforce, which will mass merge duplicate Accounts.
* B. Option 2
* C. Option 3
* D. Option 4

**12.**Universal Containers is planning out their archiving and purging plans going forward for their custom objects Topic\_\_c and Comment\_\_c.  Several options are being considered, including analytics snapshots, offsite storage, scheduled purges, etc.  Which three questions should be considered when designing an appropriate archiving strategy?

* A. Which profiles and users currently have access to these custom object records?
* B. If reporting is necessary, can the information be aggregated into fewer, summary records?
* C. Will the data being archived need to be reported on or accessed in any way in the future?
* D. How many fields are defined on the custom objects that need to be archived?
* E. Are there any regulatory restrictions that will influence the archiving and purging plans?

**13.**The Sales VP would like to better understand key relevant performance figures and help the Sales Managers take corrective actions where appropriate.  What reporting option should be considered?

* A. Lead conversion rate report
* B. Case SLA performance report
* C. Sales KPI Dashboard
* D. Opportunity analytic snapshot

**14.**Which two methods should be used when importing Leads into Salesforce to ensure there are no duplicate records?

* A. Implement Salesforce Matching and Duplicate Rules.
* B. Create a Workflow Rule to check for duplicate records.
* C. Purchase an AppExchange Lead de-duplication application.
* D. Run the Salesforce Lead Mass-de-duplication tool.

**15.**Universal Containers (UC) wants to ensure their data on 100,000 Accounts pertaining mostly to US-based companies is enriched and cleansed on an ongoing basis.  UC is looking for a solution that allows easy monitoring of key data quality metrics.  What should be the recommended solution to meet this requirement?

* A. Use declarative approach by installing and configuring Data.com Prospector to monitor Account data quality.
* B. Implement an Apex Trigger on Account that queries a third-party data quality API to monitor Account data quality.
* C. Use a declarative approach by installing and configuring Data.com Clean to monitor Account data quality.
* D. Implement Batch Apex that calls out a third-party data quality API in order to monitor Account data quality.

**16.**Universal Containers (UC) has a requirement to create an Account plan object that is related to the Account object.  Each Account plan needs to have an Account object, but the accessibility requirement of the Account plan is different from the Account object.  What should an Architect recommend?

* A. Create an account plan object with a lookup relationship to Account with validation rules to enforce the Account association.
* B. Create a custom account plan object as detail with Account as master in a master-detail relationship.
* C. Create an account plan object with a lookup relations to Account without any validation rules to enforce the Account association.
* D. Create a custom account plan object as detail with Account as master with additional sharing rules to allow access.

**17.**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 master-detail field on the standard Product to reference the child record in the hierarchy.
* B. Create a custom lookup filed on the standard Product to reference the child record in the hierarchy.
* C. Create a custom lookup field on the standard Product to reference the parent record in the hierarchy.
* D. Create an Apex trigger to synchronize the Product Family standard picklist field on the Product object.

**18.**Universal Containers (UC) has a multi-level master-detail relationship for opportunities, a custom opportunity line item object, and a custom discount request.  UC has opportunity as master and custom line item object as detail in master-detail relationship.  UC also has a custom line item object as master and a custom discount request object as detail in another master-detail relationship.  UC has a requirement to show all sums of discounts across line items at an opportunity level.  What is the recommended solution to address these requirements?

* A. Update the master-detail relationships to lookup relationships in order to allow the discount amount to roll up.
* B. Roll-up discount request amount at the line-item-level and line-item-level summary discount at the opportunity level.
* C. Use roll-up for the line-item-level summary and a trigger for the opportunity amount summary, as only one level roll-up is allowed.
* D. Remove the master-detail relationships and rely completely on workflow/triggers to summarize the discount amount.

**19.**An architect has been asked by a client to develop a solution that will integrate data and resolve duplicates and discrepancies between Salesforce and one or more external systems.  Which two factors should the Architect take into consideration when deciding whether or not to use a Master Data Management system to achieve this solution?

* A. The number of systems that are integrating with each other.
* B. Whether or not Salesforce replaced a legacy CRM.
* C. Whether the system of record changes for different tables.
* D. Whether the systems are could-based or on-premise.

**20.**Universal Containers wants to implement a data-quality process to monitor the data that users are manually entering into the system through the Salesforce UI.  What approach should the Architect recommend?

* A. Utilize a 3rd-party solution from the AppExchange for data uploads.
* B. Use Apex to validate the format of phone numbers and postal codes.
* C. Utilize an app from the AppExchange to create data-quality dashboards.
* D. Allow users to important their data using the Salesforce Import tools.

**21.**A Customer is migrating 10 million order and 30 million order lines into Salesforce using Bulk API.  The Engineer is experiencing time-out errors or long delays querying parents order IDs in Salesforce before importing related order line items.   What is the recommended solution?

* A. Leverage Batch Apex to update order ID on related order lines after import.
* B. Leverage an External ID from source system orders to import related order lines.
* C. Query only indexed ID field values on the imported order to import related order lines.
* D. Leverage a sequence of numbers on the imported orders to import related order lines.

**22.**Universal Containers (UC) wants to capture information on how data entities are stored within the different applications and systems used within the company.  For that purpose, the architecture team decided to create a data dictionary covering the main business domains within UC.  Which two common techniques are used building a data dictionary to store information on how business entities are defined?

* A. Use Salesforce Object Query Language.
* B. Use the Salesforce Metadata API.
* C. Use a data definition language.
* D. Use an entity relationship diagram.

**23.**Universal Containers (UC) is implementing its new Internet of Things technology, which consists of smart containers that provide information on container temperature and humidity updated every 10 minutes back to UC.  There are roughly 10,000 containers equipped with this technology with the number expected to increase to 50,000 across the next five years.  It is essential that Salesforce user have access to current and historical temperature and humidity data for each container.  What is the recommended solution?

* A. Create a new Lightning Component that displays last humidity and temperature data for a specific container and can also display historical trends obtaining relevant data from UC’s existing data warehouse.
* B. Create new custom fields for temperature and humidity in the existing Container custom object, as well as an external ID field that is unique for each container. These custom fields are updated when a new measure is received.
* C. Create a new Container Reading custom object, which is created when a new measure is received for a specific container. The Container Reading custom object has a master-detail relationship to the container object.
* D. Create a new Container Reading custom object with a master-detail relationship to Container which is created when a new measure is received for a specific container. Implement an archiving process that runs every hour.

**24.**A customer wishes to migrate 700,000 Account records in a single migration into Salesforce.  What is the recommended solution to migrate these records while minimizing migration time?

* A. Use Salesforce Bulk API in parallel mode.
* B. Use Salesforce Soap API in parallel mode.
* C. Use Salesforce Bulk API in serial mode.
* D. Use Salesforce Soap API in serial mode.

**25.**Universal Containers has successfully migrated 50 million records into five different objects multiple times in a full copy sandbox.  The Integration Engineer wants to re-run the test again a month before it goes live into Production.  What is the recommended approach to re-run the test?

* A. Refresh the full copy sandbox and re-run the data migration test.
* B. Truncate all 5 objects quickly and re-run the data migration test.
* C. Hard delete all 5 objects’ data and re-run the data migration test.
* D. Truncate all 5 objects and hard delete before running the migration test.

**26.**Universal Containers (UC) is using Salesforce Sales & Service Cloud for B2C sales and customer service but they are experiencing a lot of duplicate customers in the system.  Which are two recommended approaches for UC to avoid duplicate data and increase the level of data quality?

* A. Use Data.com Clean
* B. Use an Enterprise Service Bus.
* C. Use a data warehouse.
* D. Use Duplicate Management.

**27.**Universal Containers is creating a new B2C service offering for consumers to ship goods across continents. This is in addition to their well-established B2B offering.  Their current Salesforce org uses the standard Account object to track B2B customers.  They are expecting to have over 50,000,000 consumers over the next five years across their 50 business regions.  B2C customers will be individuals.  Household data is not required to be stored.  What is the recommended data model for consumer account data to be stored in Salesforce?

* A. Use the Account object with Person Accounts and a new B2C page layout.
* B. Use the Account object with a newly created Record Type for B2C customers.
* C. Create a new picklist value for B2C customers on the Account Type field.
* D. Use 50 umbrella Accounts for each region, with customers as associated Contacts.

**28.**Universal Containers has received complaints that customers are being called by multiple Sales Reps where the second Sales Rep that calls is unaware of the previous call by their coworker.  What is a data quality problem that could cause this?

* A. Duplicate Contact records exist in the system.
* B. Duplicate Activity records on a Contact.
* C. Missing phone number on the Contact record.
* D. Customer phone number has changed on the Contact record.

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

* A. Skinny tables provide a view across multiple objects for easy access to combined data.
* B. Skinny tables can be used to create custom indexes on multi-select picklist fields.
* C. Skinny tables can contain frequently used fields and thereby help avoid joins.
* 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.

**30.**Universal Containers (UC) wants to assess the completeness and consistency of contact information in Salesforce.  They are finding that their sales reps in many caes do not have enough information about their accounts and contacts.  Also, in many cases they are not able to interpret the information in a consistent manner.  They have identified certain “key” fields which are important to their sales reps.  Which two steps can UC implement to assess their data for completeness and consistency?

* A. Run one report per key field, grouped by that field, to understand its data variability.
* B. Run a report that shows the percentage of blanks for the important fields.
* C. Run a report which shows the last time the key fields were updated.
* D. Run a process that can fill in default values for blank fields.

**31.**Developers at Universal Containers need to build a report for the business which displays Accounts opened in the past year grouped by industry.  This report will also include information from contacts, opportunities, and orders.  There are several million Accounts in the system.  Which two options should be recommended to make this report perform well and satisfy the business need?

* A. Use an indexed data field with bounded data filters.
* B. Use Formula fields to surface information I related entities on the report.
* C. Use unbounded date ranges to filter the report.
* D. Use triggers to populate denormalized related fields on the Account.

**32.**Which two best practices should be followed when using SOSL for searching?

* A. Keep searches specific and avoid wildcards where possible.
* B. Use searches against single Objects for greater speed and accuracy.
* C. Use Find in “ALL FIELDS” for faster searches.
* D. Use SOSL option to ignore custom indexes as search fields are pre-indexed.

**33.**Universal Containers (UC) is launching an RFP to acquire a new accounting product available on AppExchange.  UC is expecting to issue 5 million invoices per year, with each invoice containing an average of 10 line items.  What should UC’s Data Architect recommend to ensure scalability?

* A. Ensure the account product vendor includes Wave Analytics in their offering.
* B. Ensure the account product vendor provides a sound data archiving strategy.
* C. Ensure invoice line items simply reference existing Opportunity line items.
* D. Ensure the accounting product runs 100% natively on the Salesforce platform.

**34.**Which three options can prevent your SOQL queries from being selective?

* A. Using trailing % wildcards.
* B. Using a custom index on a deterministic formula field.
* C. Using leading % wildcards.
* D. Using NOT and != operators.
* E. Performing large loads and deletions.

**35.**Universal Containers (UC) is implementing a new customer categorization process where customers should be assigned to a Gold, Silver, or Bronze category if they’ve purchased UC’s new support service.  Customers are expected to be evenly distributed across all three categories.  Currently, UC has around 500,000 customers, and is expecting 1% of existing non-categorized customers to purchase UC’s new support service every month over the next five years.  What is the recommended solution to ensure long-term performance, bearing in mind the above requirements?

* A. Implement a new Categories custom object and create a lookup field from Account to Category.
* B. Implement a new global picklist custom field with Gold, Silver, and Bronze values and enable it in Account.
* C. Implement a new Categories custom object and a master-detail relationship from Account to Category.
* D. Implement a new picklist custom field in the Account object with Gold, Silver, and Bronze values.

**36.**Universal Containers (UC) is a major supplier of office supplies.  Some products are produced by UC  and some by other manufacturers.  Recently, a number of customers have complained that product descriptions on the invoices do not match the descriptions in the online catalog and on some of the order confirmations (e.g., “ballpoint pen” in the catalog and “pen” on the invoice, and item color labels are inconsistent: “what vs. “White” or “blk” vs. “Black”).  All product data is consolidated in the company data warehouse and pushed to Salesforce to generate quotes and invoices.  The online catalog and webshop is a Salesforce Customer Community solution.  What is a correct technique UC should use to solve the data inconsistency?

* A. Define a data taxonomy for product data and apply the taxonomy to the product data in the data warehouse.
* B. Build Apex Triggers in Salesforce that ensure products have the correct names and labels after data is loaded into salesforce.
* C. Change integration to let product master systems update product data directly in Salesforce via the Salesforce API.
* D. Add custom fields to the Product standard object in Salesforce to store data from the different source systems.

**37.**Universal Containers (UC) is planning to launch its Customer Community.  The community will allow user to register shipment requests which are then processed by UC employees.  Shipment requests contain header information, and then a list of no more than 5 items being shipped.  UC will initially roll out its community to 5,000 customers in Europe, and will ultimately roll out to 20,000 customers worldwide within the next two years.  UC expects an average of 10 shipment requests per week per customer.  UC wants customers to be able to view up to three years of shipment requests and use Saleforce reports.  What is the recommended solution for UC’s Data Architect to address the requirements?

* A. Create an external custom object to track shipment requests and a child external object to track shipment items. External objects are stored off-platform in Heroku’s Postgres database.
* B. Create a custom object to track shipment requests with five lookup custom fields for each item being shipped Implement an archiving process that moves data off-platform after three years.
* C. Create a custom object to track shipment requests and a child custom object to track shipment items. Implement an archiving process that moves data off-platform after three years.
* D. Create an external custom object to track shipment requests with five lookup custom fields for each item being shipped. External objects are stored off-platform in Heroku’s Postgres database.

**38.**Universal Containers (UC) is implementing Salesforce Sales Cloud and Service Cloud.  As part of their implementation, they are planning to create a new custom object (Shipments), which will have a lookup relationship to Opportunities.  When creating shipment records, Salesforce users need to manually input a customer reference, which is provided by customers, and will be stored in the Customer\_Reference\_\_c text custom field.  Support agents will likely use this customer reference to search for Shipment records when resolving shipping issues.  UC is expecting to have around 5 million shipment records created per year.  What is the recommended solution to ensure that support agents using global search and reports can quickly find shipment records?

* A. Implement an archiving process for shipment records created after three years.
* B. Set Customer-Reference\_c as an External ID (unique).
* C. Set Customer-Reference\_c as an External ID (non-unique).
* D. Implement an archiving process for shipment records created after five years.

**39.**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 Sforce-Enable-PKChunking.
* B. Modify the export query that includes standard index fields(s).
* C. Modify the export query with LIMIT clause with Batch size 10,000.
* D. Modify the export job header to specify Export-in-Parallel.

**40.**Universal Containers (UC) has an Application custom object, which has tens of millions of records created in the past 5 years.  UC needs the last 5 years of data to exist in Salesforce at all times for reporting and queries.  UC is currently encountering performance issues when reporting and running queries on this Object using date ranges as filters.  Which two options can be used to improve report performance?

* A. Add custom indexes to all fields on Application without a standard index.
* B. Add custom indexes to the Date fields used for filtering the report.
* C. Ask support to create a skinny table for Application with the necessary reporting fields.
* D. Run multiple reports to get different pieces of the data and combine them.

**41.**Universal Containers has millions of rows of data in Salesforce that are being used in reports to evaluate historical trends.  Performance has become an issue, as well as data storage limits.  Which two strategies should be recommended when talking with stakeholders?

* A. Use scheduled batch Apex to copy aggregate information into a custom object and delete the original records.
* B. Configure the Salesforce Archiving feature to archive older records and remove them from the data storage limits. (this is not a thing, not sure why this is marked as correct)
* C. Use Data Loader to extract data, aggregate it, and write it back to a custom object, then delete the original records.
* D. Combine Analytics Snapshots with a purging plan by reporting on the snapshot data and deleting the original records.

**42.**A customer is facing locking issued when importing large data volumes of order records that are children in a master-detail relationship with the Account object.  What is the recommended way to avoid locking issues during import?

* A. Import Order records and Account records separately and populate AccountID in orders using batch Apex.
* B. Import Account records first followed by order records after sorting order by OrderID.
* C. Change the relationship to Lookup and update the relationship to master-detail after import.
* D. Import Account records first followed by order records after sorting orders by AccountID.

**43.**Universal Containers (UC) loads bulk leads and campaigns from third-party lead aggregators on a weekly and monthly basis.  The expected lead record volume is 500K records per week, and the expected campaign records volume is 10K campaigns per week.  After the upload, Lead records are shared with various sales agents via sharing rules and added as Campaign members via Apex triggers on Lead creation.  UC agents work on leads for 6 months, but want to keep the records in the system for at least 1 year for reference.  Compliance requires them to be stored for a minimum of 3 years.  After that, data can be deleted.  What statement is true with respect to a data archiving strategy for UC?

* A. UC can leverage a “tier”-based approach to classify the record storage need.
* B. UC can leverage recycle bin capability, which guarantees record storage for 15 days after deletion.
* C. UC can store long-term lead records in custom storage objects to avoid counting against storage limits.
* D. UC can leverage the Salesforce Data Backup and Recovery feature for data archival needs.

**44.**Due to security requirements, Universal Containers needs to capture specific user actions, such as login, logout, file attachment download, package install, etc.  What is the recommended approach for defining a solution for this requirement?

* A. Use a custom object and trigger to capture changes.
* B. Use a field audit trail to capture field changes.
* C. Use a third-party AppExchange app to capture changes.
* D. Use Event Monitoring to capture these changes.

**45.**For a production cutover, a large number of Account records will be loaded into Salesforce from a legacy system.  The legacy system does not have enough information to determine the Ownership for these Accounts upon initial load.  Which two recommended options assign Account ownership to mitigate potential performance problems?

* A. Let a “system user” own all the Account records and make this user part of the highest-level role in the Role Hierarchy.
* B. Let a “system user” own the Account records and assign this user to the lowest-level role in the Role Hierarchy.
* C. Let the VP of the Sales department, who will report directly to the senior VP, own all the Account records.
* D. Let a “system user” own all the Account records without assigning any role to this user in Role Hierarchy.

**46.**Universal Containers (UC) is expecting to have nearly 5 million shipments records in its Salesforce org.  Each shipment record has up to 10 child shipment item records.  The Shipment custom object has an Organization-wide Default (OWD) sharing model set to Private and the Shipment Item custom object has a Master-Detail relationship to Shipment.  There are 25 sharing rules set on the Shipment custom object, which allow shipment records to be shared to each of UC’s 25 business areas around the globe.  These sharing rules use public groups, one for each business area plus a number of groups for management and support roles.  UC has a high turnover of Sales Reps and often needs to move Sales Reps between business areas in order to meet local demand.  What feature would ensure that performance, when moving Sales Reps between regions, remains adequate while meeting existing requirements?

* A. Implement data archiving for old Shipment records.
* B. Contact Salesforce to enable Defer Sharing Rules (this can be done on the platform now)
* C. Configure shipment OWD to Public Read/Write.
* D. Contact Salesforce to create Skinny tables on Shipment.

**47.**Universal Containers (UC) has implemented Sales Cloud and it has been noticed that Sales reps are not entering enough data to run insightful reports and dashboards.  UC executives would like to monitor and measure data quality metrics.  What solution addresses this requirement?

* A. Export the data to an enterprise data warehouse and use BI tools for data quality.
* B. Use third-party AppExchange tools to monitor and measure data quality.
* C. Generate reports to view the quality of sample data.
* D. Use custom objects and fields to calculate data quality.

**48.**Universal Containers wants to develop a dashboard in Salesforce that will allow Sales Managers to do data exploration using their mobile device (i.e., drill down into sales-related data) and have the possibility of adding ad-hoc filters while on the move.  What is a recommended solution for building data exploration dashboards in Salesforce?

* A. Create a Dashboard using Analytics Cloud that will allow the user to create ad-hoc lenses and drill down.
* B. Create a Dashboard in an external reporting tool, export data to the tool, and embed the dashboard in Salesforce using the Canvas toolkit.
* C. Create a Dashboard in an external reporting tool, export data to the tool, and add link to the dashboard in Salesforce.
* D. Create a standard Salesforce Dashboard and connect it to reports with the appropriate filters.

**49.**Due to regulatory and legal requirements, Universal Containers needs to capture any field and metadata changes, such as login, file download, etc.  What solution is recommended for this requirement?

* A. Use a custom object and trigger to capture changes.
* B. Use a third-party AppExchange app to capture changes.
* C. Use Event Monitoring to capture these changes.
* D. Use a field audit trail to capture field changes.

**50.**Universal Containers (UC) is facing data quality issues where Sales Reps are creating duplicate customer accounts, contacts, and leads.  UC wants to fix this issue immediately by prompting users about a record that possibly exists in Salesforce.  UC wants a report regarding duplicate records.  What would be the recommended approach to help UC start immediately?

* A. Create a before insert and update trigger on account, contact, and lead, and send an error if a duplicate is found using a custom matching criteria.
* B. Create a duplicate rule for account, lead, and contact, use standard matching rules for these objects, and set the action to report and alert for both creates and edits.
* C. Create a duplicate rule for account, lead, and contact, use standard matching rules for these objects, and set the action to block for both creates and edits.
* D. Create an after insert and update trigger on the account, contact and lead, and send an error if a duplicate is found using a custom matching criteria.

**51.**Universal Containers would like to have a Service-Level Agreement (SLA) of 1 day for any data loss due to unintentional or malicious updates of records in Salesforce.  What approach should be suggested to address this requirement?

* A. Build a daily extract job and extract data to on-premise systems for long-term backup and archival purposes.
* B. Schedule a Weekly Extract Service for key objects and extract data in XL sheets to on-premise systems.
* C. Store all data in shadow custom objects on any updates and deletes, and extract them as needed .
* D. Evaluate a third-party AppExchange app, such as OwnBackup or Spanning, etc., for backup and archival purposes.

**52.**Universal Containers (UC) has several custom Visualforce applications have been developed in which users are able to edit Opportunity records.  UC struggles with data completeness on their Opportunity records and has decided to make certain fields required that have not been in the past.  The newly required fields are dependent on the Stage of the Opportunity, such that certain fields are only required once an Opportunity advances to later stages.  There are two fields.  What is the simplest approach to handle this new requirement?

* A. Update the Opportunity page layout to mark these fields as required.
* B. Use a validation rule for each field that takes the Stage into consideration.
* C. Write an Apex trigger that checks each field when records are saved.
* D. Update these Opportunity field definitions in Setup to be required.

**53.**Universal Containers (UC) has a custom discount request object set as a detail object with a custom product object as the master.  There is a requirement to allow the creation of generic discount requests without the custom product object as its master record.  What solution should an Architect recommend to UC?

* A. Remove the master-detail relationship and keep the objects separate.
* B. Mandate the selection of a custom product for each discount request.
* C. Create a placeholder product record for the generic discount request.
* D. Change the master-detail relationship to a lookup relationship.

**54.**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 a custom built extract job to extract operational data to on-premise systems.
* C. Use Event Monitoring to extract event data to on-premise systems.
* D. Use Weekly Export to extract transactional data to on-premise systems.

**55.**Universal Containers is integrating a new Opportunity engagement system with Salesforce.  According to their Master Data Management strategy, Salesforce is the system of record for Account, Contact, and Opportunity data.  However, there does seem to be valuable Opportunity data in the new system that potentially conflicts with what is stored in Salesforce.  What is the recommended course of action to appropriately integrate this new system?

* A. The MDM strategy defines Salesforce as the system of record, so Salesforce Opportunity values prevail in all conflicts.
* B. The Opportunity engagement system should become the system of record for Opportunity records.
* C. Stakeholders should be brought together to discuss the appropriate data strategy moving forward.
* D. A policy should be adopted so that the system whose record was most recently updated should prevail in conflicts.

**56.**Universal Containers wants their Shipment custom object to always relate to a Container, a Sender, and a Receiver (all separate custom objects). If a Shipment is currently associated with a Container, Sender, or Receiver, deletion of those records should not be allowed. They also want separate sharing models on each custom object. What approach should an architect take to fulfill these requirements?

* A. Create a required Lookup relationship to each of the three parent records.
* B. Create two Master -Detail and one Lookup relationship to the parent records.
* C. Create a Master -Detail relationship to each of the three parent records.
* D. Use a VLOOKUP formula field to associate the Shipment to each parent record.

**57.**Universal Containers (UC) is planning to move away from legacy CRM to Salesforce. As part of one-time data migration, UC will need to keep the original date when a contact was created in the legacy system. How should an Architect design the data migration solution to meet this requirement?

* A. After the data is migrated, perform an update on all records to set the original date in a standard CreatedDate field.
* B. Create a new field on Contact object to capture the Created Date. Hide the standard CreatedDate field using Field -Level Security.
* C. Enable "Set Audit Fields" and assign the permission to the user loading the data for the duration of the migration.
* D. Write an Apex trigger on the Contact object, before insert event to set the original value in a standard CreatedDate field.

**58.**An architect has been asked to provide error messages when a future date is detected in a custom Birthdate\_c field on the Contact object. The client wants the ability to translate the error messages. What are two approaches the architect should use to achieve this solution? Choose 2 answers

* A. Implement a third -party validation process with translate functionality.
* B. Create a trigger on Contact and add an error to the record with a custom label.
* C. Create a workflow field update to set the standard ErrorMessage field.
* D. Create a validation rule and translate the error message with translation workbench.

**59.**What is an advantage of using Custom metadata type over Custom setting?

* A. Custom metadata records are not copied from production to sandbox.
* B. Custom metadata types are available for reporting.
* C. Custom metadata records are deployable using packages.
* D. Custom metadata records are editable in Apex.

**60.**The invoicing system at Universal Containers requires that attachments associated with the Invoice\_c custom object be classified by Types (i.e., "Receipt," "Invoice PDF," etc.) so that reporting can be done on invoices showing the number of attachments grouped by Type. What approach should be taken to categorize the attachments to meet these requirements?

* A. Add additional options to the standard ContentType picklist field for the Attachment object.
* B. Add a ContentType picklist field to the Attachment layout and create additional picklist options.
* C. Create a custom picklist field for the Type on the standard Attachment object with the values.
* D. Create a custom object related to the Invoice object with a picklist field for the Type.

**61.**Universal Containers has a legacy system that captures Conferences and Venues. These Conferences can occur at any Venue. They create hundreds of thousands of Conferences per year. Historically, they have only used 20 Venues. Which two things should the data architect consider when de-normalizing this data model into a single Conference object with a Venue picklist? Choose 2 answers

* A. Limitations on master -detail relationships.
* B. Org data storage limitations.
* C. Bulk API limitations on picklist fields.
* D. Standard list view in-line editing.

**62.**Universal Container (UC) has around 200,000 Customers (stored in Account object). They get 1 or 2 Orders every month from each Customer. Orders are stored in a custom object called "Order\_c"; this has about 50 fields. UC is expecting a growth of 10% year-over-year. What are two considerations an architect should consider to improve the performance of SOQL queries that retrieve data from the Order\_c object? Choose 2 answers

* A. Use SOQL queries without WHERE conditions.
* B. Work with Salesforce Support to enable Skinny Tables.
* C. Reduce the number of triggers on Order \_c object.
* D. Make the queries more selective using indexed fields.

**63.**Universal Containers (UC) provides shipping services to its customers. They use Opportunities to track customer shipments. At any given time, shipping status can be one of the 10 values. UC has 200,000 Opportunity records. When creating a new field to track shipping status on opportunity, what should the architect do to improve data quality and avoid data skew?

* A. Create a picklist field, values sorted alphabetically.
* B. Create a Master -Detail to custom object ShippingStatus c.
* C. Create a Lookup to custom object ShippingStatus c.
* D. Create a text field and make it an external ID.

**64.**Universal Containers (UC) management has identified a total of ten text fields on the Contact object as important to capture any changes made to these fields, such as who made the change, when they made the change, what is the old value, and what is the new value. UC needs to be able to report on these field data changes within Salesforce for the past 3 months. What are two approaches that will meet this requirement? Choose 2 answers

* A. Create a workflow to evaluate the rule when a record is created and use field update actions to store previous values for these ten fields in ten new fields.
* B. Write an Apex trigger on Contact after insert event and after update events and store the old values in another custom object.
* C. Turn on field Contact object history tracking for these ten fields, than create reports on contact history.
* D. Create a Contact report including these ten fields and Salesforce Id, then schedule the report to run once a day and send email to the admin.

**65.**Universal Containers (UC) has an open sharing model for its Salesforce users to allow all its Salesforce internal users to edit all contacts, regardless of who owns the contact. However, UC management wants to allow only the owner of a contact record to delete that contact. If a user does not own the contact, then the user should not be allowed to delete the record. How should the architect approach the project so that the requirements are met?

* A. Create a "before delete" trigger to check if the current user is not the owner.
* B. Set the Sharing settings as Public Read Only for the Contact object.
* C. Set the profile of the users to remove delete permission from the Contact object.
* D. Create a validation rule on the Contact object to check if the current user is not the owner.

**66.**Universal Containers (UC) uses Salesforce for tracking opportunities (Opportunity). UC uses an internal ERP system for tracking deliveries and invoicing. The ERP system supports SOAP API and OData for bi-directional integration between Salesforce and the ERP system. UC has about one million opportunities. For each opportunity, UC sends 12 invoices, one per month. UC sales reps have requirements to view current invoice status and invoice amount from the opportunity page. When creating an object to model invoices, what should the architect recommend, considering performance and data storage space?

* A. Use Streaming API to get the current status from the ERP and display on the Opportunity page.
* B. Create an external object Invoice \_x with a Lookup relationship with Opportunity.
* C. Create a custom object Invoice \_c with a master -detail relationship with Opportunity.
* D. Create a custom object Invoice \_c with a Lookup relationship with Opportunity.

**67.** Universal Containers has a large number of Opportunity fields (100) that they want to track field history on. Which two actions should an architect perform in order to meet this requirement? Choose 2 answers

* A. Create a custom object to store a copy of the record when changed.
* B. Create a custom object to store the previous and new field values.
* C. Use Analytic Snapshots to store a copy of the record when changed.
* D. Select the 100 fields in the Opportunity Set History Tracking page.

**68.**In a Salesforce org used to manage Contacts, what two options should be considered to maintain data quality? Choose 2 answers

* A. Use the private sharing model.
* B. Use Salesforce duplicate management.
* C. Use validation rules on new record create and edit.
* D. Use workflow to delete duplicate records.

**69.**Universal Containers is looking to use Salesforce to manage their sales organization. They will be migrating legacy account data from two aging systems into Salesforce. Which two design considerations should an architect take to minimize data duplication? Choose 2 answers

* A. Use a workflow to check and prevent duplicates.
* B. Clean data before importing to Salesforce.
* C. Use Salesforce matching and duplicate rules.
* D. Import the data concurrently.

**70.**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, than 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, than merge Accounts with the same address.

**71.**Managers at Universal Containers (UC) have noticed that shipment records (a custom object) are being sent to the shipping department with bad address data specifically, addresses have missing data like City and poorly formatted Postal codes. Which two approaches will solve this issue? Choose 2 answers

* A. Edit each of the page layouts to require that each address field contains data.
* B. Use a Validation Rule using CONTAINS to ensure address fields contain data.
* C. Use a Validation Rule using REGEX to ensure proper Postal Code formatting.
* D. Write an Apex Trigger to require all of the fields on the page layouts.

**72.**Universal Containers (UC) has multi-level account hierarchies that represent departments within their major Accounts. Users are creating duplicate Contacts across multiple departments. UC wants to clean the data so as to have a single Contact across departments. What two solutions should UC implement to cleanse their data? Choose 2 answers

* A. Make use of a third -party tool to help merge duplicate Contacts across Accounts.
* B. Use Data.com to standardize Contact address information to help identify duplicates.
* C. Use Workflow rules to standardize Contact information to identify and prevent duplicates.
* D. Make use of the Merge Contacts feature of Salesforce to merge duplicates for an Account.

**73.**Universal Containers has defined a new Data Quality Plan for their Salesforce data and wants to know how they can enforce it throughout the organization. Which two approaches should an architect recommend to enforce this new plan? Choose 2 answers

* A. Schedule a weekly dashboard displaying records that are missing information to be sent to managers for review.
* B. Use Workflow, Validation Rules, and Force.com code (Apex) to enforce critical business processes.
* C. Schedule reports that will automatically catch duplicates and merge or delete the records every week.
* D. Store all data in an external system and set up integration to Salesforce for view -only access.

**74.**Universal Containers wants to implement a data-quality process to monitor the data that users are manually entering into the system through the Salesforce UI. Which approach should the architect recommend?

* A. Allow users to import their data using the Salesforce Import tools.
* B. Utilize a 3rd -party solution from the AppExchange for data uploads.
* C. Utilize an app from the AppExchange to create data-quality dashboards.
* D. Use Apex to validate the format of phone numbers and postal codes.

**75.**Which two methods should be used when importing Leads into Salesforce to ensure there are no duplicate records? Choose 2 answers

* A. Create a Workflow Rule to check for duplicate records.
* B. Purchase an AppExchange Lead de-duplication application.
* C. Implement Salesforce Matching and Duplicate Rules.
* D. Run the Salesforce Lead Mass de-duplication tool.

**76.**A customer has an integration that creates records in a Salesforce Custom Object. The Custom Object has a field marked as required on the page layout. The customer has noticed that many of the records coming from the external system are missing data in this field. What two things should the architect do to ensure this field always contains data coming from the source system? Choose 2 answers

* A. Set up a Validation Rule to prevent blank values.
* B. Create a Workflow to default a value into this field.
* C. Mark the field required in setup at the field level.
* D. Blame the customer’s external system for bad data.

**77.**Universal Containers has two systems, Salesforce and an on-premise ERP system. An architect has been tasked with copying Opportunity records to the ERP once they reach a Closed/Won Stage. The Opportunity record in the ERP system will be read-only for all fields copied in from Salesforce. What is the optimal real-time approach that achieves this solution?

* A. Implement a Master Data Management system to determine system of record.
* B. Implement a workflow rule that sends Opportunity data through Outbound Messaging.
* C. Have the ERP poll Salesforce nightly and bring in the desired Opportunities.
* D. Implement an hourly integration to send Salesforce Opportunities to the ERP system.

**78.**Universal Containers (UC) has three systems: Salesforce, a cloud -based ERP system, and an on -premise Order Management System (OMS). An architect has been tasked with creating a solution that uses Salesforce as the system of record for Leads and the OMS as the system of record for Account and Contacts. UC wants Accounts and Contacts to be able to maintain their names in each system (i.e., "John Doe" in the OMS and "Johnny Doe" in Salesforce), but wants to have a consolidated data store which links referenced records across the systems. What approach should an architect suggest so the requirements are met?

* A. Have Salesforce poll the OMS nightly and bring in the desired Accounts and Contacts.
* B. Implement an integration tool to send OMS Accounts and Contacts to Salesforce.
* C. Implement a Master Data Management strategy to reconcile Leads, Accounts, and Contacts.
* D. Use the Streaming API to send Account and Contact data from Salesforce to the OMS.

**79.**An architect has been asked by a client to develop a solution that will integrate data and resolve duplicates and discrepancies between Salesforce and one or more external systems. What two factors should the architect take into consideration when deciding whether or not to use a Master Data Management system to achieve this solution? Choose 2 answers

* A. Whether the systems are cloud -based or on -premise.
* B. Whether or not Salesforce replaced a legacy CRM.
* C. Whether the system of record changes for different tables.
* D. The number of systems that are integrating with each other.

**80.**A customer is integrating two different systems with customer records into the Salesforce Account object. Master Data Management will be used to ensure that no duplicate records are created in Salesforce. How can the architect determine which system is the system of record on a field level?

* A. Any field that is an input field in either external system will be overwritten by the last record integrated and can never have a system of record.
* B. Review the database schema for each external system and any fields with different names should always be separate fields in Salesforce.
* C. Master Data Management systems determine system of record and the architect doesn't have to think about what data is controlled by what system.
* D. Any Fields with the same purpose between the two systems should be reviewed by the key stakeholders to see how they will be used in Salesforce.

**81.**In a disparate multi-system ERP environment, where Salesforce is being deployed, what are two techniques that should be used to maintain data synchronization between systems? Choose 2 answers

* A. Build synchronization reports and dashboards.
* B. Integrate Salesforce with the ERP environment.
* C. Establish an MDM strategy to outline a single source of truth.
* D. Use workbench to update files within systems.

**82.**All accounts and opportunities are created in Salesforce. Salesforce is integrated with three systems: • An ERP system feeds order data into Salesforce and updates both Account and Opportunity records. • An accounting system feeds invoice data into Salesforce and updates both Account and Opportunity records. • A commission system feeds commission data into Salesforce and updates both Account and Opportunity records. How should the architect determine which of these systems is the system of record?

* A. Account and opportunity data originates in Salesforce, and therefore Salesforce is the system of record.
* B. Whatever system updates the attribute or object should be the system of record for that field or object.
* C. Whatever integration data flow runs last will, by default, determine which system is the system of record.
* D. Data flows should be reviewed with the business users to determine the system of record per object or field.

**83.**What are two valid metadata types that should be included to document the data architecture of a Salesforce org? Choose 2 answers

* A. RecordType
* B. Document
* C. CustomField
* D. SecuritySettings

**84.**What are two key artifacts used to document the data architecture for a multi-system enterprise Salesforce implementation? Choose 2 answers

* A. User stories
* B. Data model
* C. Non-functional requirements
* D. Integration specification

**85.**How can an architect find information about who is creating, changing, or deleting certain fields within the past two months?

* A. Remove "customize application" permissions from everyone else.
* B. Export the metadata and search it for the fields in question.
* C. Create a field history report for the fields in question.
* D. Export the setup audit trail and find the fields in question.

**86.**Universal Containers wants to automatically archive all inactive Account data that is older than 3 years. The information does not need to remain accessible within the application. Which two methods should be recommended to meet this requirement? Choose 2 answers

* A. Use the Force.com Workbench to export the data.
* B. Schedule a weekly export file from the Salesforce UI.
* C. Schedule jobs to export and delete using an ETL tool.
* D. Schedule jobs to export and delete using the Data Loader.

**87.**Which two automated approaches should an architect recommend to purge old data out of Salesforce and aggregate that data in Salesforce? Choose 2 answers

* A. Schedulable Batch Apex
* B. Third -party Business Intelligence system
* C. Third -party Integration Tool (ETL)
* D. Apex Triggers

**88.**Universal Containers (UC) is concerned that data is being corrupted daily either through negligence or maliciousness. They want to implement a backup strategy to help recover any corrupted data or data mistakenly changed or even deleted. What should the data architect consider when designing a field -level audit and recovery plan?

* A. Reduce data storage by purging old data.
* B. Implement an AppExchange package.
* C. Review projected data storage needs.
* D. Schedule a weekly export file.

**89.**A Salesforce customer has millions of orders every year. Each order contains, on average, ten line items. The customer wants its Sales Reps to know how much money each customer generates year-over-year, but they are running out of data storage in Salesforce. What data archiving plan should the architect recommend?

* A. Annually delete orders and order line items and ensure the customer has order information in another system.
* B. Annually aggregate order amount data to store in a custom object then delete those orders and order line items.
* C. Annually export and delete orders and order line items and store them in a zip file in case the data is needed later.
* D. Annually export and delete order line items and store them in a zip file in case they data is needed later.

**90.**A customer monitors over 10,000 servers and these servers automatically record their status every 15 minutes. The customer is required to maintain all of these status reports for a period of 10 years. Service Reps need access to up to one week’s worth of these status reports with all of their details. What are two limits an architect should consider when recommending what data should be integrated into Salesforce and for how long it should be stored in Salesforce? Choose 2 answers

* A. Data storage limits
* B. API Request limits
* C. Webservice callout limits
* D. Workflow rule limits

**91.**A Salesforce customer has plenty of data storage. Sales Reps are complaining that searches are bringing back old records that aren't relevant any longer. Sales Managers need the data for their historical reporting. What strategy should a data architect use to ensure a better user experience for the Sales Reps?

* A. Create a Permission Set to hide old data from Sales Reps.
* B. Use Batch Apex to archive old data on a rolling nightly basis.
* C. Archive and purge old data from Salesforce on a monthly basis.
* D. Set data access to Private to hide old data from Sales Reps.

**92.**Universal Containers (UC) is implementing a formal, cross-business unit data governance program. As part of the program, UC will implement a team to make decisions on enterprise-wide data governance. Which two roles are appropriate as members of this team? Choose 2 answers

* A. Analytics/BI Owners
* B. Data Domain Stewards
* C. Salesforce Administrators
* D. Operational Data Users

**93.**Universal Containers (UC) has a complex system landscape and is implementing a data governance program for the first time. Which two first steps would be appropriate for UC to initiate an assessment of data architecture? Choose 2 answers

* A. Engage with IT program managers to assess current velocity of projects in the pipeline.
* B. Engage with database administrators to assess current database performance metrics.
* C. Engage with executive sponsorship to assess enterprise data strategy and goals.
* D. Engage with business units and IT to assess current operational systems and data models.

**94.**A data architect has been tasked with optimizing a data stewardship engagement for a Salesforce instance. Which three areas of Salesforce should the architect review before proposing any design recommendation? Choose 3 answers

* A. Review the metadata xml files for redundant fields to consolidate.
* B. Determine if any integration points create records in Salesforce.
* C. Run key reports to determine what fields should be required.
* D. Export the setup audit trail to review what fields are being used.
* E. Review the sharing model to determine impact on duplicate records.

**95.**To avoid creating duplicate Contacts, a customer frequently uses Data Loader to upsert Contact records into Salesforce. What common error should the data architect be aware of when using upsert?

* A. Errors with duplicate external Id values within the same CSV file.
* B. Errors with records being updated and inserted in the same CSV file.
* C. Errors when a duplicate Contact name is found cause upsert to fail.
* D. Errors with using the wrong external Id will cause the load to fail.

**96.**Universal Containers has deployed Salesforce for case management. The company is having difficulty understanding what percentage of cases are resolved from the initial call to their support organization. What first step is recommended to implement a reporting solution to measure the support reps case closure rates?

* A. Enable field history tracking on the Case object.
* B. Create a report on Case analytic snapshots.
* C. Install AppExchange packages for available reports.
* D. Create Contact and Opportunity Reports and Dashboards.

**97.**Universal Containers uses Salesforce to track its sales opportunities. The Sales VP would like to better understand key relevant performance figures and help the Sales Managers take corrective actions where appropriate. What reporting option should be considered?

* A. Opportunity analytic snapshot
* B. Case SLA performance report
* C. Lead conversion rate report
* D. Sales KPI Dashboard

**98.**In their legacy system Universal Containers has a monthly accounts receivable report that compiles data from Accounts, Contacts, Opportunities, Orders and Order Line Items. What difficulty will an architect run into when implementing this in Salesforce?

* A. Salesforce allows up to four objects in a single report type.
* B. Salesforce does not support Orders or Order Line Items.
* C. A report cannot contain data from Accounts and Contacts.
* D. Custom report types cannot contain Opportunity data.

**99.**Universal Containers keeps its Account data in Salesforce and its Invoice data in a third -party ERP system. They have connected the Invoice data through a Salesforce external object. They want data from both Accounts and Invoices visible in one report in one place. What two approaches should an architect suggest for achieving this solution? Choose 2 answers

* A. Create a report in an external system combining Salesforce Account data and Invoice data from the ERP.
* B. Create a report combining data from the Account standard object and the Invoices external object.
* C. Create a Visualforce page combining Salesforce Account data and Invoice external object data.
* D. Create a separate Salesforce report for Accounts and Invoices and combine them in a dashboard.

**100.**Universal Containers wishes to maintain Lead data from Leads even after they are deleted and cleared from the Recycle Bin. What approach should be implemented to achieve this solution?

* A. Use a Lead standard report and filter on the IsDeleted standard field.
* B. Use a Converted Lead report to display data on Leads that have been deleted.
* C. Query Salesforce with the queryAll API method or using the ALL ROWS SOQL keywords.
* D. Send data to a Data Warehouse and mark Leads as deleted in that system.

**101.**Universal Containers (UC) has deployed Salesforce to manage Marketing, Sales, and Support efforts in a multi-system ERP environment, after reaching the limits of native reports & dashboards. UC leadership is looking to understand what options can be used to provide more analytical insights. What two approaches should an architect recommend? Choose 2 answers

* A. AppExchange Apps
* B. Wave Analytics
* C. Weekly Snapshots
* D. Setup Audit Trails

**102.**Universal Containers is setting up an external Business Intelligence (BI) system and wants to extract 1,000,000 Contact records. What should be recommended to avoid timeouts during the export process?

* A. Use the SOAP API to export data.
* B. Utilize the Bulk API to export the data.
* C. Use GZIP compression to export the data.
* D. Schedule a Batch Apex job to export the data.

**103.**Universal Containers (UC) is a business that works directly with individual consumers (B2C). They are moving from a current home-grown CRM system to Salesforce. UC has about one million consumer records. What should the architect recommend for optimal use of Salesforce functionality and also to avoid data loading issues?

* A. Create a Custom Object Individual Consumer c to load all individual consumers.
* B. Load all individual consumers as Account records and avoid using the Contact object.
* C. Load one Account record and one Contact record for each individual consumer.
* D. Create one Account and load individual consumers as Contacts linked to that one Account.

**104.**Universal Containers (UC) has a data model as shown in the image. The Project object has a private sharing model, and it has Roll -Up summary fields to calculate the number of resources assigned to the project, total hours for the project, and the number of work items associated to the project. What should the architect consider, knowing there will be a large amount of time entry records to be loaded regularly from an external system into Salesforce.com?

* A. Load all data using external IDs to link to parent records.
* B. Use workflow to calculate summary values instead of Roll -Up.
* C. Use triggers to calculate summary values instead of Roll -Up.
* D. Load all data after deferring sharing calculations.

**105.**Universal Containers is migrating their legacy system's users and data to Salesforce. They will be creating 10,000 users, 2 million Account records, and 10 million Invoice records. The visibility of these records is controlled by a few dozen owner and criteria -based sharing rules. What are two approaches that will minimize data loading time during this migration to a new organization? Choose 2 answers

* A. Create the users, upload all data, and then deploy the sharing rules.
* B. Contact Salesforce to activate indexing before uploading the data.
* C. First, load all account records, and then load all user records.
* D. Defer sharing calculations until the data has finished uploading.

**106.**Universal Containers wishes to send data from Salesforce to an external system to generate invoices from their Order Management System (OMS). They want a Salesforce administrator to be able to customize which fields will be sent to the external system without modifying code. What two approaches should an architect recommend to deliver the desired solution? Choose 2 answers

* A. A set to determine which fields to send in an HTTP callout.
* B. An Outbound Message to determine which fields to send to the OMS.
* C. A Field set that determines which fields to send in an HTTP callout.
* D. Enable the field -level security permissions for the fields to send.

**107.**The architect is planning a large data migration for Universal Containers from their legacy CRM system to Salesforce. What three things should the architect consider to optimize performance of the data migration? Choose 3 answers

* A. Review the time zones of the User loading the data.
* B. Remove custom indexes on the data being loaded.
* C. Determine if the legacy system is still in use.
* D. Defer sharing calculations of the Salesforce Org.
* E. Deactivate approval processes and workflow rules.

**108.**Universal Containers has a large volume of Contact data going into Salesforce.com. There are 100,000 existing contact records. 200,000 new contacts will be loaded. The Contact object has an external ID field that is unique and must be populated for all existing records. What should the architect recommend to reduce data load processing time?

* A. Load Contact records together using the Streaming API via the Upsert operation.
* B. Delete all existing records, and then load all records together via the Insert operation.
* C. Load all records via the Upsert operation to determine new records vs. existing records.
* D. Load new records via the Insert operation and existing records via the Update operation.

**109.**An architect is planning on having different batches to load one million Opportunities into Salesforce using the Bulk API in parallel mode. What should be considered when loading the Opportunity records?

* A. Create indexes on Opportunity object text fields.
* B. Group batches by the AccountId field.
* C. Sort batches by Name field values.
* D. Order batches by Auto -number field.

**110.**Universal Containers has more than 10 million records in the Order\_c object. The query has timed out when running a bulk query. What should be considered to resolve query timeout?

* A. Tooling API
* B. PK Chunking
* C. Metadata API
* D. Streaming API

**111.**Global Containers (GC) just acquired Universal Containers (UC). Both companies use Salesforce and as part of the acquisition, all of the data for the UC Salesforce instance (source) must be migrated into the GC Salesforce instance (target). Universal Containers has over 5 million Case records. What should the architect consider when trying to optimize the data load time?

* A. Use the Salesforce Org Migration Tool from the Setup Data Management menu.
* B. Pre-process the data, then use Data Loader with SOAP API to upsert with zip compression enabled.
* C. Load Case data directly leveraging Salesforce-to-Salesforce functionality.
* D. Break the load into multiple sets of data to be loaded using Bulk API parallel processes.

**112.**Universal Containers (UC) has users complaining about reports timing out or simply taking too long to run What two actions should the data architect recommend to improve the reporting experience? Choose 2 answers

* A. Index key fields used in report criteria.
* B. Enable Divisions for large data objects.
* C. Create one skinny table per report.
* D. Share each report with fewer users.

**114.**Universal Containers (UC) has over 10 million records. They have a nightly integration that queries these records. The queries are timing out. What should the data architect do or look for when troubleshooting the queries? Choose 2 answers

* A. Change the integration users' profile to have View All Data.
* B. Ensure the query doesn't contain NULL in any filter criteria.
* C. Create custom indexes on the fields used in the filter criteria.
* D. Create a formula field instead of having multiple filter criteria.

**115.**Universal Containers (UC) is implementing a Salesforce project with large volumes of data and daily transactions. The solution includes both real-time web service integrations and Visualforce mash-ups with back-end systems. The Salesforce Full sandbox used by the project integrates with full-scale back-end testing systems. What two types of performance testing are appropriate for this project? Choose 2 answers

* A. Pre -go-live automated page -load testing against the Salesforce Full sandbox.
* B. Post go -live automated page -load testing against the Salesforce Production org.
* C. Pre -go -live unit testing in the Salesforce Full sandbox.
* D. Stress testing against the web services hosted by the integration middleware.

<https://www.proprofs.com/quiz-school/story.php?title=data_53810>

What are three recommended methods for downloading data for a backup or archive? Choose 3 answers.  
  
A. Schedule a weekly export from the system.  
B. Use the Dataloader to download the data.  
C. Schedule a report to email to the Admin.  
D. Configure outbound messages for all objects.  
E. Use an Extract Transform Load (ETL) Tool.

In the context of a formal data governance program, which two activities are the responsibility of the Data Architect? Choose 2 answers.  
  
A. Create and maintain database backups.  
B. Translate business requirements into data models.  
C. Maintain data architecture metadata repository.  
D. Manage the data governance program.

Universal Containers would like to import 1+ million Lead records into Salesforce. What API should be used for optimal performance during the load? Choose one answer.  
  
A. SOAP API  
B. Bulk API in serial mode  
C. Streaming API  
D. Bulk API in parallel mode

Universal Containers (UC) has a set of integrations that execute sequentially. Salesforce is the final downstream system for integrations. Management is complaining that data is taking too long to appear in Salesforce. Choose two answers.

A. Document the data flow within each system and through each integration.  
B. Add CPU and memory to the integration platform hardware.  
C. Confirm that network bandwidth and latency are within expected parameters.   
D. Increase the number of parallel integration processes that are running.

Universal Containers (UC) has two existing Salesforce orgs used for Sales and Service. UC plans to merge one of the Salesforce orgs (the source) into the other org (the target).  
  
Which two tasks should be completed first to document the target data architecture? Choose two answers.  
  
A. Analyze the source and target Salesforce orgs to identify data model conflicts and gaps.   
B. Gather and analyze the system audit logs from each org to reconcile the metadata change history.  
C. Gather and analyze new business requirements for the combined Salesforce orgs.   
D. Deploy all customizations and data as-is from the source org to the target org to identify conflicts.

<https://medium.com/@swayamchouksey/salesforce-data-architecture-management-designer-certification-my-experience-a59ed2507766>