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QUESTION 1

A customer has the following requirements in a Unica deployment: they require an authentication against their corporate network and a backup logon solution in case the network is down. Which setup should be implemented?

- A. Use Windows Integrated Login.
- B. Use Unica Platform authentication.
- C. Use a LDAP authentication solution.
- D. Use a Single Sign-On (SSO) solution.

Correct Answer: C

QUESTION 2

A specialist runs a flowchart containing an Optimize process box. Which table is populated when this occurs?

- A. Contact History Table
- B. Detailed Contact History Table
- C. Proposed Contacts Table (PCT)
- D. Optimized Contacts Table (OCT)

Correct Answer: C

QUESTION 3

The Unica Platform has been integrated with an Active Directory solution. Due to changes in Active Directory, a specialist needs to make sure that ALL groups and users from the Active Directory solution are synchronized with the Unica Platform. This can be accomplished by:

- A. using the manual synchronization function.
- B. using the automatic synchronization method.
- C. using the Unica Marketing Platform config tool utility.
- D. using an Extraction Transformation Loading (ETL) routine between Active Directory and Unica Platform.

Correct Answer: A

QUESTION 4

A user assigns a Global Suppression to an audience level. How does Unica Campaign ensure that the audience keys listed in the suppression list will never make it into a list generated by a flowchart? Campaign automatically removes:



- A. all IDs in the Global Suppression list from the table catalog.
- B. the IDs in the Global Suppression list from every top level Select, Extract or Audience process.
- C. all IDs in the Global Suppression list from every top level Segment, Sample or Snapshot process.
- D. the IDs in the Global Suppression list from the final Select, Extract or Audience process just before the data is written out of the CampaignSystem.

Correct Answer: B

QUESTION 5

A specialist is asked to review a flowchart and find areas that are candidates for performance optimization. Which two of the following choices are the BEST steps to take?

- A. Review all Segment boxes, and ensure that segment by field configuration is used.
- B. Review flowchart queries for cases where base-to-base table joins are performed so that they might be replaced with base-to-dimension tablejoins.
- C. Review all the top level Select boxes for criteria that can be combined and also for derived fields that may be able to be moved further down a branch in the flowchart.
- D. Review the AllowSegmentUsingSqlCase setting for the data source used by the flowchart. Consider setting to false if all segment boxes have mutually exclusive segments.
- E. Review the max query threads setting in each Segment box. In some boxes it may make sense to increase the maximum (if set to lower than the total segments), and in some cases it may make sense to decrease the maximum.

Correct Answer: BC

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