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QUESTION 1

Universal Container (US) is replacing a home-grown CRM solution with Salesforce, UC has decided to migrate operational (Open and active) records to Salesforce, while keeping historical records in legacy system, UC would like historical records to be available in Salesforce on an as needed basis.

Which solution should a data architect recommend to meet business requirement?

A. Leverage real-time integration to pull records into Salesforce.

B. Bring all data Salesforce, and delete it after a year.

C. Leverage mashup to display historical records in Salesforce.

D. Build a chair solution to go the legacy system and display records.

Correct Answer: C

Explanation: According to the Using Mashups article on Salesforce Developers, one of the techniques for deploying large data volumes is to use mashups to display historical records in Salesforce. The article states that "Mashups are a way to display data from an external system within a Salesforce page without copying or synchronizing the data. Mashups use a combination of Visualforce, Apex callouts, and JavaScript code that runs in the browser. Mashups are useful when you want to display large amounts of read-only data that is stored outside of Salesforce." Therefore, a data architect should recommend this solution to meet the business requirement of UC.

QUESTION 2

Get Cloudy Consulting monitors 15,000 servers, and these servers automatically record their status every 10 minutes. Because of company policy, these status reports must be maintained for 5 years. Managers at Get Cloudy Consulting need access to up to one week\'s worth of these status reports with all of their details.

An Architect is recommending what data should be integrated into Salesforce and for how long it should be stored in Salesforce.

Which two limits should the Architect be aware of? (Choose two.)

A. Data storage limits

B. Workflow rule limits

C. API Request limits

D. Webservice callout limits

Correct Answer: AC

Explanation: Data storage limits and API request limits are two important factors that affect the data integration and storage in Salesforce. Data storage limits determine how much data can be stored in Salesforce, and API request limits determine how many API calls can be made to Salesforce in a 24-hour period. Both of these limits depend on the edition and license type of the Salesforce org. Workflow rule limits and webservice callout limits are not directly related to data integration and storage, but rather to business logic and external services.

QUESTION 3

Northern Trail Outfitters (NTO) plans to maintain contact preferences for customers and employees. NTO has implemented the following:

1.

 Customers are Person Accounts for their retail business.

2.

 Customers are represented as Contacts for their commercial business.

3.

 Employees are maintained as Users.

4.

 Prospects are maintained as Leads.

NTO needs to implement a standard communication preference management model for Person Accounts, Contacts, Users, and Leads.

Which option should the data architect recommend NTO to satisfy this requirement?

A. Create custom fields for contact preferences in Lead, Person Account, and Users objects.

B. Create case for contact preferences, and use this to validate the preferences for Lead, Person Accounts, and Users.

C. Create a custom object to maintain preferences and build relationships to Lead, Person Account, and Users.

D. Use Individual objects to maintain the preferences with relationships to Lead, Person Account, and Users.

Correct Answer: D

Explanation: The Individual object is a standard object that lets you store details about data privacy and protection preferences for person accounts, contacts, users, and leads. The Individual object can be used to implement a standard communication preference management model for NTO, with relationships to the other objects.

QUESTION 4

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 Soap API in parallel mode.

B. Use Salesforce Bulk API in serial mode.

C. Use Salesforce Bulk API in parallel mode.

D. Use Salesforce Soap API in serial mode.

Correct Answer: C

Explanation: Using Salesforce Bulk API in parallel mode can reduce the migration time by processing multiple batches of records simultaneously and leveraging the server resources more efficiently. The Bulk API is designed for loading large amounts of data into Salesforce

QUESTION 5

The head of sales at Get Cloudy Consulting wants to understand key relevant performance figures and help managers take corrective actions where appropriate.

What is one reporting option Get Cloudy Consulting should consider?

A. Case SLA performance report

B. Sales KPI Dashboard

C. Opportunity analytic snapshot

D. Lead conversion rate report

Correct Answer: B

Explanation: A Sales KPI Dashboard is one reporting option that Get Cloudy Consulting should consider to understand key relevant performance figures and help managers take corrective actions where appropriate. A Sales KPI Dashboard can display various metrics that indicate the health and effectiveness of the sales team, such as quota attainment, pipeline value, win rate, average deal size, sales cycle length, and more. A Sales KPI Dashboard can also help identify trends, patterns, and areas for improvement.

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