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QUESTION 1

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 custom Visualforce report that is using a cache of the records in the report.

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 dashboard that is scheduled to run the reports only once per day.

Correct Answer: B

QUESTION 2

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.

Correct Answer: A

QUESTION 3

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.

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Correct Answer: AB

QUESTION 4

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.

Correct Answer: D

QUESTION 5

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 Account records first followed by order records after sorting order by OrderID.

B. Import Account records first followed by order records after sorting orders by AccountID.

C. Change the relationship to Lookup and update the relationship to master-detail after import.

D. Import Order records and Account records separately and populate AccountID in orders using batch Apex.

Correct Answer: B

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