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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 (UC) uses the following Salesforce products: Sales Cloud for customer management. Marketing Cloud for marketing. Einstein Analytics for business reporting. UC occasionally gets a list of prospects from third-party source as comma-separated values (CSV) files for marketing purposes. Historically, UC would load contact Lead object in Salesforce and sync to Marketing Cloud to send marketing communications. The number of records in the Lead object has grown over time and has been consuming large amounts of storage in Sales Cloud, UC is looking for recommendations to reduce the storage and advice on how to optimize the marketing Cloud to send marketing communications. The number of records in the Lead object has grown over time and has been consuming large amounts of storage in Sales Cloud, UC is looking for recommendations to reduce the storage and advice on how to optimize the marketing process. What should a data architect recommend to UC in order to immediately avoid storage issues in the future?

- A. Load the CSV files in Einstein Analytics and sync with Marketing Cloud prior to sending marketing communications ;
- B. Load the CSV files in an external database and sync with Marketing Cloud prior to sending marketing communications.
- C. Load the contacts directly to Marketing Cloud and have a reconciliation process to track prospects that are converted to customers.
- D. Continue to use the existing process to use Lead object to sync with Marketing Cloud and delete Lead records from Sales after the sync is complete.

Correct Answer: A

QUESTION 3

NTO need to extract 50 million records from a custom object everyday from its Salesforce org. NTO is facing query timeout issues while extracting these records. What should a data architect recommend in order to get around the time out issue?



- A. Use a custom auto number and formula field and use that to chunk records while extracting data.
- B. The REST API to extract data as it automatically chunks records by 200.
- C. Use ETL tool for extraction of records.
- D. Ask SF support to increase the query timeout value.

Correct Answer: C

QUESTION 4

Universal Container (UC) has accumulated data over years and has never deleted data from its Salesforce org. UC is now exceeding the storage allocations in the org. UC is now looking for option to delete unused from the org. Which three recommendations should a data architect make in order to reduce the number of records from the org? Choose 3 answers

- A. Use hard delete in Bulk API to permanently delete records from Salesforce.
- B. Use hard delete in batch Apex to permanently delete records from Salesforce.
- C. Identify records in objects that have not been modified or used in last 3 years.
- D. Use Rest API to permanently delete records from the Salesforce org.
- E. Archive the records in enterprise data warehouse (EDW) before deleting from Salesforce.

Correct Answer: ACE

QUESTION 5

The data architect for Universal Containers has written a SOQL query that will return all records from the Task object that do not have a value in the whatID field:

```
SELECT ID, Description, Subject FROM Task WHERE WhatId != NULL
```

When the data architect uses the query to select values for a process, a time-out error occurs.

What does the data architect need to change to make this query more performant?

- A. Remove description from the requested field set.
- B. Change query to SOSL
- C. Add limit 100 to the query.
- D. Change the where clause to filter by a deterministic defined value.

Correct Answer: C



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