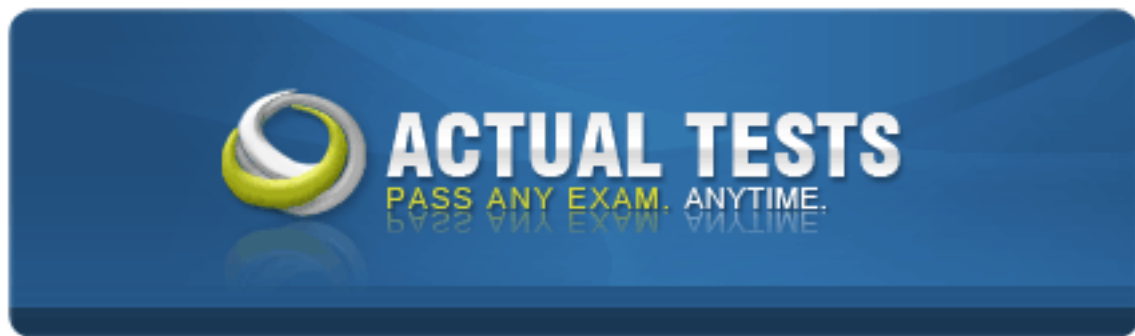


Salesforce Certified Data Architecture and Management Designer



Version 3.0

Version:

QUESTION NO: 1

The leadership team at Get Cloudy Consulting has identified a total of ten text fields on the Contact object as critical. The team wants to capture any changes made to these fields, including the following:

- who made the change
- when they made the change
- what is the old value
- what is the new value

Get Cloudy Consulting needs to be able to report on these field data changes within Salesforce for the past 3 months.

Which two approaches will meet this requirement? (Choose two.)

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.

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.

C.

Write an Apex trigger on Contact after insert event and after update events and store the old values in another custom object.

D.

Turn on field Contact object history tracking for these ten fields, then create reports on contact history.

Answer: C,D

Explanation:

QUESTION NO: 2

Cloud Kicks often uses Data Loader to upsert Contact records into Salesforce to avoid creating duplicate Contacts.

Which is a common error to be aware of when using upsert?

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

Answer: D

Explanation:

QUESTION NO: 3

Ursa Major Solar's legacy system has a quarterly accounts receivable report that compiles data from the following:

- Accounts
- Contacts
- Opportunities
- Orders
- Order Line Items

Which issue will an architect have when implementing this in Salesforce?

- A.**
Custom report types **CANNOT** contain Opportunity data.
- B.**
Salesforce does **NOT** support Orders or Order Line Items.
- C.**
Salesforce does **NOT** allow more than four objects in a single report type.
- D.**

A report **CANNOT** contain data from Accounts and Contacts.

Answer: C

Explanation:

QUESTION NO: 4

A company uses Salesforce, a cloud-based ERP system, and an on-premise Order Management System (OMS). This company requires a solution that uses Salesforce as the system of record for Leads and the OMS as the system of record for Account and Contacts.

Additionally, the company wants Accounts and Contacts to be able to maintain their names in each system (i.e., ""Jane Doe""; in the OMS and ""Jannie Doe"" in Salesforce), but wants to have a consolidated data store which links referenced records across the systems.

Which suggestion should the Architect provide to the company to meet this goal?

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

Answer: D

Explanation:

QUESTION NO: 5

Get Cloudy Consulting is introducing a data governance program that has a formal, cross-business-unit structure. The company is creating a team that will make decisions on enterprise-wide data governance.

Which two roles are appropriate as members of this team? (Choose two.)

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

Answer: A,B

Explanation:

QUESTION NO: 6

Two million Opportunities need to be loaded in different batches into Salesforce using the Bulk API in parallel mode.

What should an Architect consider when loading the Opportunity records?

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

Answer: D

Explanation:

QUESTION NO: 7

Ursa Major Solar has defined a new Data Quality Plan for their Salesforce data.

Which two approaches should an Architect recommend to enforce the plan throughout the organization? (Choose two.)

A.

Ensure all data is stored in an external system and set up an integration to Salesforce for view-only access.

B.

Schedule reports that will automatically catch duplicates and merge or delete the records every week.

C.

Enforce critical business processes by using Workflow, Validation Rules, and Apex code.

D.

Schedule a weekly dashboard displaying records that are missing information to be sent to managers for review.

Answer: C,D

Explanation:

QUESTION NO: 8

Get Cloudy Consulting uses Salesforce for tracking opportunities (Opportunity) and currently has the following environment:

- An internal ERP system is in place for tracking services and invoicing.
- The ERP system supports SOAP API and CData for bi-directional integration between Salesforce and the ERP system.
- 950,000 opportunities exist; for each opportunity, the company sends one invoice per month during a 12-month period.

Get Cloudy Consulting sales reps must view current invoice status and invoice amount from the opportunity page.

When creating an object to model invoices, what should the Architect suggest, considering performance and data storage space?

A.

Create an external object Invoice_x with a Lookup relationship with Opportunity.

B.

Create a custom object Invoice_c with a Lookup relationship with Opportunity.

C.

Retrieve the current status from the ERP by using Streaming API, and display on the Opportunity page.

D.

Create a custom object Invoice_c with a master-detail relationship with Opportunity.

Answer: A

Explanation:

QUESTION NO: 9

Universal Containers has a custom object with millions of rows of data.

When executing SOQL queries, which three options prevent a query from being selective?
(Choose three.)

A.

Utilizing NOT and != operators.

B.

Utilizing a custom index on a deterministic formula field.

C.

Using leading % wildcards.

D.

Performing large loads and deletions.

E.

Using trailing % wildcards.

Answer: B,C,E

Explanation:

QUESTION NO: 10

Get Cloudy Consulting has the following environment:

- 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 an 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.**
By default, the system of record is determined by the last integration process that runs.
- C.**
Whichever system updates the attribute or object should be the system of record for that field or object.
- D.**
Data flows should be reviewed with the business users to determine the system of record per object or field.

Answer: D

Explanation:

QUESTION NO: 11

DreamHouse Realty has an integration that creates records in a Salesforce Custom Object. The Custom Object has a field marked as required on the page layout.

DreamHouse Realty has noticed that many of the records coming from the external system are

missing data in this field.

The Architect needs to ensure this field always contains data coming from the source system.

Which two approaches should the Architect take? (Choose two.)

A.

Set up a Validation Rule to prevent blank values.

B.

Create a Workflow to default a value into this field.

C.

Make the field required at the object level.

D.

Communicate that DreamHouse Realty's external system has bad data.

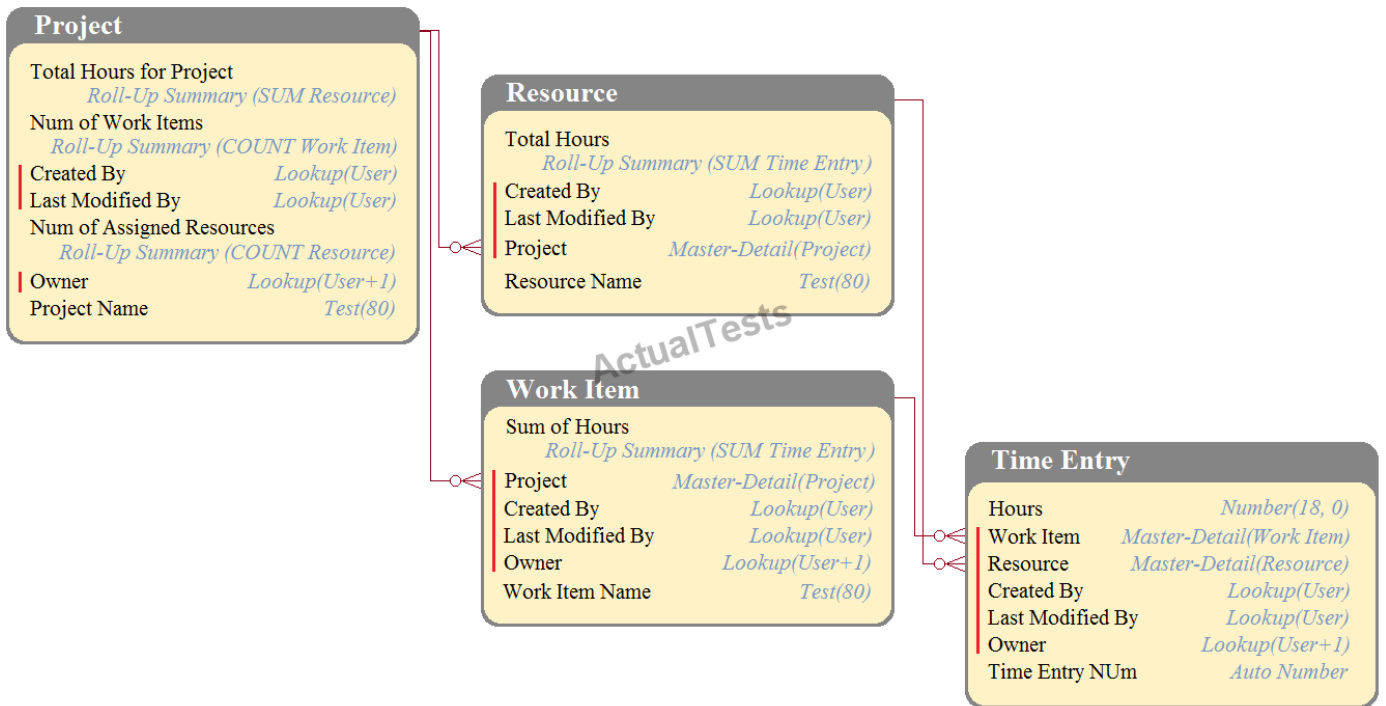
Answer: A,C

Explanation:

QUESTION NO: 12

DreamHouse Realty 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.

There will be a large amount of time entry records to be loaded regularly from an external system into Salesforce.



What should the Architect consider in this situation?

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

Answer: A

Explanation:

QUESTION NO: 13

Salesforce is being deployed in Ursa Major Solar's disparate, multi-system ERP environment. Ursa major Solar wants to maintain data synchronization between systems.

Which two techniques should be used to achieve this goal? (Choose two.)

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

Answer: A,C

Explanation:

QUESTION NO: 14

Get Cloudy Consulting needs to evaluate the completeness and consistency of contact information in Salesforce. Their sales reps often have incomplete information about their accounts and contacts. Additionally, they are not able to interpret the information in a consistent manner. Get Cloudy Consulting has identified certain ""key"" fields which are important to their sales reps.

What are two actions Get Cloudy Consulting can take to review their data for completeness and consistency? (Choose two.)

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

Answer: C,D

Explanation:

QUESTION NO: 15

DreamHouse Realty has a Salesforce deployment that manages Sales, Support, and Marketing efforts in a multi-system ERP environment. The company recently reached the limits of native reports and dashboards and needs options for providing more analytical insights.

What are two approaches an Architect should recommend? (Choose two.)

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

Answer: B,D

Explanation:

QUESTION NO: 16

A company has 12 million records, and a nightly integration queries these records.

Which two areas should a Data Architect investigate during troubleshooting if queries are timing out? (Choose two.)

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

Answer: A,C

Explanation:

QUESTION NO: 17

Cloud Kicks is launching a Partner Community, which will allow users to register shipment requests that are then processed by Cloud Kicks employees. Shipment requests contain header information, and then a list of no more than 5 items being shipped.

First, Cloud Kicks will introduce its community to 6,000 customers in North America, and then to 24,000 customers worldwide within the next two years. Cloud Kicks expects 12 shipment requests per week per customer, on average, and wants customers to be able to view up to three years of shipment requests and use Salesforce reports.

What is the recommended solution for the Cloud Kicks Data Architect to address the requirements?

A.

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.

B.

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.

C.

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.

D.

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.

Answer: B

Explanation:

QUESTION NO: 18

Cloud Kicks currently has a Public Read/Write sharing model for the company's Contacts. Cloud

Kicks management team requests that only the owner of a contact record be allowed to delete that contact.

What should an Architect do to meet these requirements?

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

Answer: B

Explanation:

QUESTION NO: 19

Cloud Kicks has the following requirements:

- Their Shipment custom object must always relate to a Product, a Sender, and a Receiver (all separate custom objects).
- If a Shipment is currently associated with a Product, Sender, or Receiver, deletion of those records should not be allowed.
- Each custom object must have separate sharing models.

What should an Architect do to fulfill these requirements?

- A.**
Associate the Shipment to each parent record by using a VLOOKUP formula field.
- B.**
Create a required Lookup relationship to each of the three parent records.
- C.**
Create a Master-Detail relationship to each of the three parent records.

D.

Create two Master-Detail and one Lookup relationship to the parent records.

Answer: B

Explanation:

QUESTION NO: 20

An Architect needs information about who is creating, changing, or deleting certain fields within the past four months.

How can the Architect access this information?

A.

Create a field history report for the fields in question.

B.

After exporting the setup audit trail, find the fields in question.

C.

After exporting the metadata, search it for the fields in question.

D.

Remove "customize application" permissions from everyone else.

Answer: B

Explanation:

QUESTION NO: 21

Get Cloudy Consulting is migrating their legacy system's users and data to Salesforce. They will be creating 15,000 users, 1.5 million Account records, and 15 million Invoice records. The visibility of these records is controlled by a 50 owner and criteria-based sharing rules.

Get Cloudy Consulting needs to minimize data loading time during this migration to a new organization.

Which two approaches will accomplish this goal? (Choose two.)

A.

Load all account records, and then load all user records.

B.

Defer sharing calculations until the data has finished uploading.

C.

Create the users, upload all data, and then deploy the sharing rules.

D.

Contact Salesforce to activate indexing before uploading the data.

Answer: B,C

Explanation:

QUESTION NO: 22

DreamHouse Realty has 15 million records in the Order_c custom object. When running a bulk query, the query times out.

What should be considered to address this issue?

A.

PK Chunking

B.

Metadata API

C.

Tooling API

D.

Streaming API

Answer: A

Explanation:

QUESTION NO: 23

A company wants to document the data architecture of a Salesforce organization.

What are two valid metadata types that should be included? (Choose two.)

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

Answer: C,D

Explanation:

QUESTION NO: 24

Cloud Kicks has the following requirements:

- Data needs to be sent from Salesforce to an external system to generate invoices from their Order Management System (OMS).
- A Salesforce administrator must be able to customize which fields will be sent to the external system without changing code.

What are two approaches for fulfilling these requirements? (Choose two.)

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

Answer: C,D

Explanation:

QUESTION NO: 25

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

Answer: B

Explanation:

QUESTION NO: 26

Every year, Ursa Major Solar has more than 1 million orders. Each order contains an average of 10 line items. The Chief Executive Officer (CEO) needs the Sales Reps to see how much money each customer generates year-over-year. However, data storage is running low in Salesforce.

Which approach for data archiving is appropriate for this scenario?

- A.**
 1. Annually export and delete order line items.
 2. Store them in a zip file in case the data is needed later.
- B.**
 1. Annually aggregate order amount data to store in a custom object.

2. Delete those orders and order line items.

C.

1. Annually export and delete orders and order line items.

2. Store them in a zip file in case the data is needed later.

D.

1. Annually delete orders and order line items.

2. Ensure the customer has order information in another system.

Answer: B

Explanation:

QUESTION NO: 27

DreamHouse Realty has a legacy system that captures Branch Offices and Transactions. DreamHouse Realty has 15 Branch Offices. Transactions can relate to any Branch Office. DreamHouse Realty has created hundreds of thousands of Transactions per year.

A Data Architect needs to denormalize this data model into a single Transaction object with a Branch Office picklist.

What are two important considerations for the Data Architect in this scenario? (Choose two.)

A.

Standard list view in-line editing.

B.

Limitations on Org data storage.

C.

Bulk API limitations on picklist fields.

D.

Limitations on master-detail relationships.

Answer: B,C

Explanation:

QUESTION NO: 28

A manager at Cloud Kicks is importing Leads into Salesforce and needs to avoid creating duplicate records.

Which two approaches should the manager take to achieve this goal? (Choose two.)

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

Answer: A,B

Explanation:

QUESTION NO: 29

Cloud Kicks needs to purge detailed transactional records from Salesforce. The data should be aggregated at a summary level and available in Salesforce.

What are two automated approaches to fulfill this goal? (Choose two.)

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

Answer: A,B

Explanation:

QUESTION NO: 30

Cloud Kicks stores Invoice records in a custom object. Invoice records are being sent to the Accounting department with missing States and incorrectly formatted Postal Codes.

Which two actions should Cloud Kicks take to improve data quality? (Choose two.)

- A.**
Change each address field to required on the Page Layout.
- B.**
Write an Apex Trigger to require all fields to be populated.
- C.**
Utilize a Validation Rule with a REGEX operator on Postal Code.
- D.**
Utilize a Validation Rule with a CONTAINS operator on address fields.

Answer: C,D

Explanation:

QUESTION NO: 31

DreamHouse Realty needs an Architect to develop a solution that will integrate data and resolve duplicates and discrepancies between Salesforce and one or more external systems.

What are two important questions the Architect should answer when determining whether to use Master Data Management in the solution? (Choose two.)

- A.**
Are the systems cloud-based or on-premise?
- B.**
Does the system of record change for different tables?
- C.**

How many systems are integrating with each other?

D.

Will Salesforce replace a legacy system?

Answer: B,C

Explanation:

QUESTION NO: 32

Get Cloudy Consulting uses an invoicing system that has specific requirements. One requirement is that attachments associated with the Invoice_c custom object be classified by Types (i.e., ""Purchase Order"", ""Receipt"", etc.) so that reporting can be performed on invoices showing the number of attachments grouped by Type.

What should an Architect do to categorize the attachments to fulfill 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.

Answer: D

Explanation:

QUESTION NO: 33

An Architect needs to document the data architecture for a multi-system, enterprise Salesforce implementation.

Which two key artifacts should the Architect use? (Choose two.)

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

Answer: B,C

Explanation:

QUESTION NO: 34

Get Cloud Consulting needs to integrate two different systems with customer records into the Salesforce Account object. So that no duplicate records are created in Salesforce, Master Data Management will be used.

An Architect needs to determine which system is the system of record on a field level.

What should the Architect do to achieve this goal?

- A.**
Master Data Management systems determine system of record, and the Architect doesn't have to think about what data is controlled by what system.
- B.**
Key stakeholders should review any fields that share the same purpose between systems to see how they will be used in Salesforce.
- C.**
The database schema for each external system should be reviewed, and fields with different names should always be separate fields in Salesforce.
- D.**
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.

Answer: C

Explanation:

QUESTION NO: 35

Company S was recently acquired by Company T. As part of the acquisition, all of the data for the Company S's Salesforce instance (source) must be migrated into the Company T's Salesforce instance (target). Company S has 6 million Case records.

An Architect has been tasked with optimizing the data load time.

What should the Architect consider to achieve this goal?

- A.**
Pre-process the data, then use Data Loader with SOAP API to upsert with zip compression enabled.
- B.**
Directly leverage Salesforce-to-Salesforce functionality to load Case data.
- C.**
Load the data in multiple sets using Bulk API parallel processes.
- D.**
Utilize the Salesforce Org Migration Tool from the Setup Data Management menu.

Answer: A

Explanation:

QUESTION NO: 36

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

Answer: A,C

Explanation:

QUESTION NO: 37

DreamHouse Realty has a Salesforce org that is used to manage Contacts.

What are two things an Architect should consider using to maintain data quality in this situation? (Choose two.)

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

Answer: C,D

Explanation:

QUESTION NO: 38

Cloud Kicks has a system environment that is complex, and they plan on creating a data governance program for the first time.

What are two initial actions Cloud Kicks should take to initiate an assessment of data architecture? (Choose two.)

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

Answer: B,D

Explanation:

QUESTION NO: 39

Cloud Kicks needs to optimize data stewardship engagement for a Salesforce instance.

Before proposing design recommendations, the Data Architect is first assessing relevant areas of Salesforce.

Which three areas are appropriate to assess? (Choose three.)

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

Assess the sharing model to determine impact on duplicate records.

Answer: A,D,E

Explanation:

QUESTION NO: 40

Ursa Major Solar has the following two systems:

- Salesforce
- On-premise ERP system

Opportunity records need to be copied 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.

An Architect needs to recommend a real-time approach that fulfills these requirements.

Which recommendation is appropriate?

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

Answer: C

Explanation:

QUESTION NO: 41

Ursa Major Solar has 4 million rows of data in Salesforce that are used in reports to assess

historical trends. Both performance and data storage limits have become an issue.

Which two strategies are appropriate when discussing the issue with stakeholders? (Choose two.)

A.

Utilize scheduled batch Apex to copy aggregate information into a custom object and delete the original records.

B.

Combine Analytics Snapshots with a purging plan by reporting on the snapshot data and deleting the original records.

C.

Utilize Data Loader to extract data, aggregate it, and write it back to a custom object, then delete the original records.

D.

Configure the Salesforce Archiving feature to archive older records and remove them from the data storage limits.

Answer: A,D

Explanation:

QUESTION NO: 42

A business that works directly with individual consumers (B2C) currently has a home-grown CRM system, but they are moving to Salesforce. The business has 1.2 million consumer records and wants assistance with achieving optimal use of Salesforce functionality while also avoiding data loading issues.

What should an Architect recommend?

A.

Create one Account and load individual consumers as Contacts linked to that one Account.

B.

Create a Custom object IndividualConsumer_c to load all individual consumers.

C.

Load one Account record and one Contact record for each individual consumer.

D.

Load all individual consumers as Account records and avoid using the Contact object.

Answer: C

Explanation:

QUESTION NO: 43

Members of DreamHouse Realty sales team are reporting that searches are yielding too many irrelevant, outdated records. Management requires that data for historical reporting. DreamHouse Realty has enough data storage.

In this situation, which strategy should a data architect use to ensure a better user experience for the Sales Reps?

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

Answer: B

Explanation:

QUESTION NO: 44

DreamHouse Realty uses Custom Metadata Types instead of Custom setting.

What is an advantage of this decision?

- A.**
Custom metadata records are editable in Apex.
- B.**
Report definitions can include references to Custom Metadata Types.

C.

Custom metadata records are NOT copied from production to sandbox.

D.

Packages can be used to deploy Custom metadata records.

Answer: D

Explanation:

QUESTION NO: 45

An Architect needs to assist Get Cloudy Consulting to maintain Lead data, even after Lead records are deleted and the Recycle Bin emptied.

What should the Architect do to implement this solution?

A.

Send data to a Data Warehouse and mark Leads as deleted in that system.

B.

Use a Converted Lead report to display data on Leads that have been deleted.

C.

Use a Lead standard report and filter on the IsDeleted standard field.

D.

Query Salesforce with the queryAll API method or using the ALL ROWS SOQL keywords.

Answer: A

Explanation:

QUESTION NO: 46

The Chief Technology Officer (CTO) of Ursa Major Solar wants error messages to appear when a future date is detected in a custom AnniversaryDate_c field on the Contact object. Additionally, the CTO wants the ability to translate the error messages.

Which two approaches should an Architect use to fulfill this requirement? (Choose two.)

- A.**
Create a trigger on Contact and add an error to the record with a custom label.
- B.**
Implement an external validation API with translation functionality.
- 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.

Answer: A,D

Explanation:

QUESTION NO: 47

Get Cloudy Consulting needs to migrate a large volume of Contact data into Salesforce.com. This data migration will consist of the following:

- 95,000 existing contact records.
- 195,000 new contacts to be loaded.
- A Contact object, which has an external ID field that is unique and must be populated for all existing records.

Get Cloudy Consulting wants to reduce data load processing time.

What should an Architect recommend?

- A.**
First, delete all existing records, and then load all records together via the Insert operation.
- B.**
Determine new records versus existing records with an Upsert operation.
- C.**
Load Contact records together using the Streaming API via the Upsert operation.
- D.**
Load new records via the Insert operation and existing records via the Update operation.

Answer: D

Explanation:

QUESTION NO: 48

Ursa Major Solar is performance testing a Lightning Platform application.

Which two statements are true about this testing? (Choose two.)

- A.**
Applications with highly customized code or large volumes should be performance tested.
- B.**
Every Lightning Platform application 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.

Answer: A,C

Explanation:

QUESTION NO: 49

Cloud Kicks is preparing to migrate a large amount of data from a legacy CRM system to Salesforce and wants to optimize the performance of this migration.

Which three approaches should be considered? (Choose three.)

- A.**
Remove custom indexes on the data being loaded.
- B.**
Evaluate whether the legacy system is still in use.
- C.**

Defer sharing calculations of the Salesforce Org.

D.

Deactivate approval processes and workflow rules.

E.

Evaluate the time zones of the User loading the data.

Answer: A,C,D

Explanation:

QUESTION NO: 50

A company needs to track field history on 50 Opportunity fields.

Which two actions can be taken to accomplish this goal? (Choose two.)

A.

Store a copy of the record when changed by using Analytic Snapshots.

B.

Create a custom object to store the previous and new field values.

C.

Select the 50 fields in the Opportunity Set History Tracking page.

D.

Create a custom object to store a copy of the record when changed.

Answer: B,D

Explanation:

QUESTION NO: 51

A company is introducing a new data quality process and needs an Architect to recommend an appropriate approach. The new process will monitor the data that users are manually entering into the system through the Salesforce UI.

Which recommendation is correct?

A.

Create data-quality dashboards by using an app from the AppExchange.

B.

Enable users to import their data using the Salesforce Import tools.

C.

Use a 3rd-party solution from the AppExchange for data uploads.

D.

Validate the format of phone numbers and postal codes by using Apex.

Answer: A

Explanation:

QUESTION NO: 52

Cloud Kicks has a Salesforce instance with 12,000 Account records. Managers at the company have noticed similar, but not identical, Account names and addresses.

The Chief Technology Officer (CTO) at Cloud Kicks is concerned about proper data quality.

Which steps should the CTO take to address this issue?

A.

1. Use a service to standardize Account addresses.
2. Use a 3rd-party tool to merge Accounts based on rules.

B.

1. Run a report.
2. Find Accounts whose name starts with the same five characters, and merge those Accounts.

C.

1. Have the Account Owner clean their Accounts' addresses.
2. Merge Accounts with the same address.

D.

1. Enable Account de-duplication by creating matching rules in Salesforce.
2. The system will then mass merge duplicate Accounts.

Answer: D

Explanation:

QUESTION NO: 53

Get Cloudy Consulting has a new Chief Technology Officer (CTO), who is preparing to move the company from a legacy CRM to Salesforce.

As part of a one-time migration, Get Cloudy Consulting will need to keep the original date when a contact was created in the legacy system.

Which steps should an Architect take to design the data migration solution?

A.

1. Write an Apex trigger on the Contact object.
2. Insert event to set the original value in a standard CreatedDate field.

B.

1. Enable the "Set Audit Fields upon Record Creation" user permission.
2. Assign the permission to the user loading the data for the duration of the migration.

C.

1. Create a new field on Contact object to capture the Created Date.
2. Hide the standard CreatedDate field using Field-Level Security.

D.

1. Migrate the data.
2. Perform an update on all records to set the original date in a standard CreatedDate field.

Answer: B

Explanation:

QUESTION NO: 54

Ursa Major Solar provides home installment services to its customers. To track these home installments, the company uses Opportunities. At any given time, the status of the home

installments can be one of the 10 values. Currently, Ursa Major Solar has 189,000 Opportunity records.

An Architect needs to create a new field to track home installment status opportunity while also improving data quality and avoiding data skew.

What should the Architect do?

A.

Create a picklist field, values sorted alphabetically.

B.

Create a Master-Detail to custom object InstallmentStatus_c.

C.

Create a text field and make it an external ID.

D.

Create a Lookup to custom object InstallmentStatus_c.

Answer: A

Explanation:

QUESTION NO: 55

DreamHouse Realty recently implemented a Sales Cloud. Managers have noticed that sales reps are entering an insufficient amount of data to run insightful reports and dashboards. The managers would like to monitor and measure data quality metrics.

Which solution addresses this requirement?

A.

Use custom objects and fields to calculate data quality.

B.

Utilize third-party AppExchange tools to measure and monitor data quality.

C.

Run and generate reports to view the quality of sample data.

D.

Export the data to an enterprise data warehouse and use BI tools for data quality.

Answer: B

Explanation:

QUESTION NO: 56

Cloud Kicks plans on setting up an external Business Intelligence (BI) system and will extract 1.5 million Contact records. The company wants to avoid timeouts during the export process.

What should an Architect recommend to fulfill this request?

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

Answer: B

Explanation:

QUESTION NO: 57

A phased Salesforce rollout is planned. Three deployments will be spread out over 12 months, and the requirements have been carefully documented.

An Architect needs to trace back configuration changes to the requirements.

Which two approaches should the Architect use? (Choose two.)

- A.**
Utilize the Force.com IDE to save the metadata files in source control.
- B.**

Analyze the setup audit trail for configuration changes.

C.

Enter the business purpose into the Description of each field.

D.

Maintain a data dictionary with the justification for each field.

Answer: C,D

Explanation:

QUESTION NO: 58

Cloud Kicks has deployed Salesforce for case management and wants to know the percentage of cases that are resolved from the initial call to their support organization.

An Architect needs to recommended a reporting solution to measure the support reps case closure rates.

What is an appropriate recommendation?

A.

Ensure that Contact and Opportunity Reports and Dashboards are created.

B.

Ensure field history tracking is enabled on the Case object.

C.

Ensure that AppExchange packages are installed for available reports.

D.

Ensure that a report is created on Case analytic snapshots.

Answer: B

Explanation:

QUESTION NO: 59

Ursa Major Solar plans to use Salesforce to manage their sales organization. However, the

company has legacy account data from two aging systems that must be migrated into Salesforce. The Chief Technology Officer (CTO) at Ursa Major Solar is concerned about data duplication and needs it minimized.

What are two design considerations an Architect should take in this scenario? (Choose two.)

- A.**
Before importing into Salesforce, clean the data.
- B.**
Import the data concurrently.
- C.**
Check and prevent duplicates by using a workflow.
- D.**
Use Salesforce matching and duplicate rules.

Answer: A,D

Explanation:

QUESTION NO: 60

Cloud Kicks has the following requirements:

- They want 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 approaches should the Architect recommend to meet this requirement? (Choose two.)

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

Answer: B,D

Explanation:

QUESTION NO: 61

Northern Trail Outfitters uses Salesforce to manage relationships and track sales opportunities. It has 10 million customers and 100 million opportunities. The CEO has been complaining that a dashboard is taking 10 minutes to run and sometimes fails to load, throwing a time-out error.

Which three options should help improve the dashboard performance? (Choose three.)

A.

Run the dashboard for the CEO and send it via email.

B.

Denormalize the data by reducing the number of joins.

C.

Remove widgets from the dashboard to reduce the number of graphics loaded

D.

Reduce the amount of data queried by archiving unused opportunity records

E.

Use selective queries to reduce the amount of data being returned

Answer: C,D,E

Explanation:

QUESTION NO: 62

Universal Containers has been using Salesforce for 10 years. Lately, users have noticed that the pages load slowly when viewing customer and account list views.

To mitigate, UC will implement a data archive strategy to reduce the amount of data actively loaded.

Which two tasks are required to define the strategy? (Choose two.)

- A.**
Identify the recovery time objective
- B.**
Identify the recovery point objective
- C.**
Identify the data retention requirements
- D.**
Identify how the archived data will be accessed and used

Answer: C,D

Explanation:

QUESTION NO: 63

Universal Containers (UC) has a Salesforce org with multiple automated processes defined for group membership processing. UC also has multiple admins on staff that perform manual adjustments to the role hierarchy. The automated tasks and manual tasks overlap daily, and UC is experiencing "lock errors" consistently.

What should a data architect recommend to mitigate these errors?

- A.**
Enable granular locking
- B.**
Ask Salesforce support for additional CPU power
- C.**
Remove SOQL statements from Apex Loops
- D.**
Enable sharing recalculations

Answer: A

Reference:

https://help.salesforce.com/articleView?id=000325942&language=en_US&type=1&mode=1

QUESTION NO: 64

Universal Containers (UC) has the following systems:

Billing system

Customer support system

CRM system

UC has been having trouble with business intelligence across the different systems. Recently UC implemented a master data management (MDM) solution that will be the system of truth for the customer records.

Which MDM data element is needed to allow reporting across these systems?

A.

Phone number

B.

Global unique customer number

C.

Full name

D.

Email address

Answer: D

Reference:

<https://appexchange.salesforce.com/servlet/servlet.FileDownload?file=00P3A00000aWSHwUAO>

QUESTION NO: 65

Universal Containers (UC) is implementing Salesforce and will be using Salesforce to track customer complaints, provide white papers on products, and provide subscription (fee)-based support.

Which license type will UC users need to fulfill UC's requirements?

- A.**
Salesforce License
- B.**
Lightning Platform Starter License
- C.**
Service Cloud License
- D.**
Sales Cloud License

Answer: C

Reference: <https://www.salesforce.com/products/service-cloud/pricing/>

QUESTION NO: 66

Universal Containers (UC) has one Salesforce org (Org A) and recently acquired a secondary company with its own Salesforce org (Org B). UC has decided to keep the orgs running separately, but would like to bidirectionally share Opportunities between orgs in near-real time.

Which three options should a data architect recommend to share data between Org A and Org B? (Choose three.)

- A.**
Develop an Apex class that pushes Opportunity data between orgs daily via the Apex scheduler
- B.**
Use Salesforce Connect and the cross-org adapter to virtualize Opportunities into external objects
- C.**
Install a third-party AppExchange tool to handle the data sharing
- D.**
Leverage Heroku Connect and Heroku Postgres to bidirectionally sync Opportunities
- E.**
Leverage middleware tools to bidirectionally send Opportunity data across orgs

Answer: A,D,E

Explanation:

QUESTION NO: 67

Universal Containers is implementing Sales Cloud for patient management and would like to encrypt sensitive patient records being stored in files.

Which solution should a data architect recommend to solve this requirement?

- A.**
Store files outside of Salesforce and access them in real time
- B.**
Implement Shield Platform Encryption to encrypt files
- C.**
Use classic encryption to encrypt files
- D.**
Implement third-party AppExchange app to encrypt files

Answer: B

Reference: https://www.salesforce.com/content/dam/web/en_us/www/documents/reports/wp-platform-encryption-architecture.pdf

QUESTION NO: 68

Universal Containers is rolling out Sales App globally to bring sales teams together on one platform. UC expects millions of opportunities and accounts to be created and is concerned about the performance of the application.

Which three recommendations should the data architect make to avoid data skew? (Choose three.)

- A.**
Limit associating 10,000 records looking up to same records
- B.**
Assign 10,000 opportunities to one account
- C.**

Limit assigning one user 10,000 records ownership

D.

Use pick list fields rather than lookup to custom object

E.

Limit associating 10,000 Opportunities to one account

Answer: A,C,E

Explanation:

QUESTION NO: 69

Northern Trail Outfitters (NTO) has a loyalty program to reward repeat customers. The following conditions exist:

Reward levels are earned based on the amount spent during the previous 12 months.

The program will track every item a customer has bought and grant them points for discounts.

The program generates 100 million records each month.

NTO Customer Support would like to see a summary of a customer's recent transactions and the reward level(s) they have attained.

Which solution should the data architect use to provide the information within Salesforce for the customer support agents?

A.

Capture the reward program data in an external data store, and present the 12-month trailing summary in Salesforce using Salesforce Connect and an external object.

B.

Create a custom Big Object to capture the reward program data, and display it on the contact record and update nightly from the point-of-sale system.

C.

Provide a button so that the agent can quickly open the point-of-sale system displaying the customer's history.

D.

Create a custom object in Salesforce to capture and store all reward program, populate nightly from the point-of-sale system, and present on the Customer record.

Answer: D

Explanation:

QUESTION NO: 70

A customer is operating in a highly regulated industry and is planning to implement Salesforce. The customer information maintained in Salesforce, includes the following:

Personally identifiable information (PII)

IP restrictions on profiles organized by geographic location

Financial records that need to be private and accessible only by the assigned sales associate

Users should not be allowed to export information from Salesforce

Enterprise Security has mandated access to be restricted to users within a specific geography and detail monitoring of user activity.

Which three Salesforce Shield capabilities should a data architect recommend? (Choose three.)

A.

Event monitoring to monitor all user activity

B.

Prevent sales users access to customer PII information

C.

Restrict access to Salesforce from users outside specific geography

D.

Encrypt sensitive customer information maintained in Salesforce

E.

Transaction Security policies to prevent export of Salesforce data

Answer: A,C,D

Explanation:

QUESTION NO: 71

Universal Containers (UC) is implementing Salesforce for lead management. UC procures lead data from multiple sources and would like to make sure lead data has company profiles and location information.

Which solution should a data architect recommend to make sure lead data has both profile and location information?

A.

Leverage external data providers to populate company profile and location data

B.

Run reports to identify records which does not have company profile and location data

C.

Ask sales people to search for populating company profile and location data

D.

Export data out of Salesforce and send to another team to populate company profile and location data

Answer: B

Explanation:

QUESTION NO: 72

Northern Trail Outfitters has decided that it is going to build a channel sales portal with the following requirements:

External resellers are able to authenticate to the portal with a login.

Lead data, Opportunity data, and Order data are available to authenticated users.

Authenticated users may need to run reports and dashboards.

There is no need for more than 10 custom objects or additional file storage.

Which Community Cloud license type should a data architect recommend to meet the portal requirements?

A.

Partner Community

B.

Customer Community

C.

Customer Community Plus

D.

Lightning External Apps Starter

Answer: A

Explanation:

QUESTION NO: 73

Universal Containers (UC) owns multiple Salesforce orgs that are distributed across regional branches. Each branch stores local customer data inside of its org's Account and Contact objects. This creates a scenario where UC is unable to view customers across all orgs.

UC has an initiative to create a 360-degree view of the customer, as UC would like to see Account and Contact data from all of its orgs in one place.

What should a data architect suggest to achieve this 360-degree view of the customer?

A.

Build a bidirectional integration between all orgs

B.

Consolidate the data from each org into a centralized datastore

C.

Use an ETL tool to migrate gap Accounts and Contacts into each org

D.

Use Salesforce Connect's cross-org adapter

Answer: D

Reference: https://help.salesforce.com/articleView?id=xorg_adapter_about.htm&type=5

QUESTION NO: 74

What should a data architect do to provide additional guidance for users when they enter information in a Standard field?

- A.**
Provide custom help text under field properties
- B.**
Add custom help text in default value for the field
- C.**
Add a label field with help text adjacent to the custom field
- D.**
Create custom page with help text for user guidance

Answer: C

Explanation:

QUESTION NO: 75

Northern Trail Outfitters would like to retrieve their Salesforce org's metadata programmatically for backup within a version control system.

Which API is the best fit for accomplishing this task?

- A.**
SOAP API
- B.**
Tooling API
- C.**
Metadata API
- D.**
Bulk API in serial mode

Answer: C

Reference: https://help.salesforce.com/articleView?id=admin_backup_metdata.htm&type=5

QUESTION NO: 76

Universal Containers is migrating individual customers (B2C) data from legacy systems to Salesforce. There are millions of customers stored as account and contacts in the legacy database.

Which object model should a data architect configure within Salesforce?

- A.**
Leverage person account object in Salesforce
- B.**
Leverage standard account and contact object in Salesforce
- C.**
Leverage custom account and contact object in Salesforce
- D.**
Leverage custom person account object in Salesforce

Answer: A

Explanation:

QUESTION NO: 77

Northern Trail Outfitters (NTO) has implemented Salesforce for its sales users. The opportunity management in Salesforce is implemented as follows:

Sales users enter their opportunities in Salesforce for forecasting and reporting purposes.

NTO has a product pricing system (PPS) that is used to update Opportunity Amount field on opportunities on a daily basis.

PPS is the trusted source within NTO for Opportunity Amount.

NTO uses Opportunity Forecast for its sales planning and management.

Sales users have noticed that their updates to the Opportunity Amount field are overwritten when PPS updates their opportunities.

How should a data architect address this overwriting issue?

A.

Change PPS integration to update only Opportunity Amount field when the value is null.

B.

Change Opportunity Amount field access to Read Only for sales users using field-level security.

C.

Create a custom field for Opportunity amount that PPS updates separating the field sales user updates.

D.

Create a custom field for Opportunity Amount that sales users update separating the field that PPS updates.

Answer: D

Explanation:

QUESTION NO: 78

Universal Containers (UC) has built a B2C ecommerce site on Heroku that shares customer and order data with a Heroku Postgres database. UC is currently utilizing Postgres as the Single Source of Truth for both customers and orders. UC has asked a data architect to replicate this data into Salesforce so that Salesforce can now act as the System of Record.

What are the three considerations that a data architect should weigh before implementing this requirement? (Choose three.)

A.

Ensure there is a tight relationship between order data and an enterprise resource planning (ERP) application.

B.

Determine if the data is a driver of key processes implemented within Salesforce.

C.

Consider whether the data is required for sales reports, dashboards, and KPIs.

D.

Ensure the data is CRM-centric and able to populate standard or custom objects.

E.

A selection of the tool required to replicate the data.

Answer: B,D,E

Explanation:

QUESTION NO: 79

Northern Trail Outfitters (NTO) need to extract 50 million records from a custom object every day from its Salesforce org. NTO is facing query time-out issues while extracting these records.

What should a data architect recommend in order to get around the time-out issue?

- A.**
Ask Salesforce support to increase the query time-out value
- B.**
Use extract transform tool (ETL) tool for extraction of records
- C.**
Use Rest API to extract data as it automatically chunks records by 200
- D.**
Use custom auto number and formula field and use that to chunk records while extracting data

Answer: C

Reference: https://developer.salesforce.com/docs/atlas.en-us.salesforce_app_limits_cheatsheet.meta/salesforce_app_limits_cheatsheet/salesforce_app_limits_platform_bulkapi.htm

QUESTION NO: 80

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 the WHERE clause to filter by a deterministic defined value
- C.**
Add LIMIT 100 to the query
- D.**
Change query to SOSL

Answer: C

Explanation:

QUESTION NO: 81

Northern Trail Outfitters (NTO) has one million customer records spanning 25 years. As part of its new Salesforce project, NTO would like to create a master data management strategy to help preserve the history and relevance of its customer data.

Which three activities will be required to identify a successful master data management strategy? (Choose three.)

- A.**
Define the system of record for critical data
- B.**
Install a data warehouse
- C.**
Identify data to be replicated
- D.**
Create a data archive strategy
- E.**
Choose a business intelligence tool

Answer: A,C,D

Explanation:

QUESTION NO: 82

Northern Trail Outfitters (NTO) has been using Salesforce for Sales and Service for 10 years. For the past two years, the marketing group has noticed a rise from 0% to 35% in returned mail when sending mail using the contact information stored in Salesforce.

Which solution should the data architect use to reduce the amount of returned mail?

- A.**
Have the sales team call all existing customers, and ask to verify the contact details
- B.**
Delete contacts when the mail is returned to save postal costs for NTO
- C.**
Email all customers and ask them to verify their information and to call NTO if their address is incorrect
- D.**
Use a third-party data source to update the contact information in Salesforce

Answer: C

Explanation:

QUESTION NO: 83

Universal Containers developers have created a new Lightning component that uses an Apex controller using a SOQL query to populate a custom list view. Users are complaining that the component often fails to load and returns a time-out error.

What tool should a data architect use to identify why the query is taking too long?

- A.**
Enable and use the Query Plan tool in the developer console
- B.**
Use Splunk to query the system logs looking for transaction time and CPU usage
- C.**
Use Salesforce's query optimizer to analyze the query in the developer console
- D.**

Open a ticket with Salesforce support to retrieve transaction logs to be analyzed for processing time

Answer: C

Reference:

https://trailhead.salesforce.com/content/learn/modules/database_basics_dotnet/writing_efficient_queries

QUESTION NO: 84

Universal Containers has a rollup summary field on account to calculate the count of contacts associated with an account. During the account load, Salesforce is throwing an “Unable to lock a row” error.

Which solution should a data architect recommend to resolve the error?

A.

Perform batch job in parallel mode, and reduce batch size

B.

Defer rollup summary fields calculation during data migration

C.

Leverage data loader platform API to load data

D.

Perform batch job in serial mode, and reduce batch size

Answer: D

Reference: <https://salesforce.stackexchange.com/questions/181798/roll-up-summary-implications-and-behind-the-scenes-calculations>

QUESTION NO: 85

Northern Trail Outfitters (NTO) has multiple systems across its enterprise landscape, including Salesforce, with disparate versions of the customer record. In Salesforce, the customer is represented by the Contact object. NTO utilizes a master data management (MDM) solution with these attributes:

The MDM solution keeps track of the Customer Master with a Master Key.

The Master Key is a map to the record IDs from each external system that customer data is stored within.

The MDM solution provides deduplication features, so it acts as the Single Source of Truth.

How should a Data Architect implement the storage of the Master Key within Salesforce?

- A.**
Create a custom object to store the Master Key with a lookup field to Contact
- B.**
Store the Master Key on the Contact object as an External ID field for referential integrity
- C.**
Store the Master Key in Heroku Postgres and use Heroku Connect for synchronization
- D.**
Create an external object to store the Master Key with a lookup field to Contact

Answer: C

Explanation:

QUESTION NO: 86

Universal Containers has millions of cases and are running out storage. Some user groups need to have access to historical cases for up to seven years.

Which two solutions should a data architect recommend in order to minimize performance and storage issues? (Choose two.)

- A.**
Leverage big object to archive case data and Lightning components to show archived data
- B.**
Export data out of Salesforce and store in flat files on external system
- C.**
Leverage on-premise data archival and build integration to view archived data
- D.**
Create a custom object to store case history and run reports on it

Answer: A,D

Explanation:

QUESTION NO: 87

United Containers (UC) has released a new disaster recovery (DR) policy that states that cloud solutions need a business continuity plan in place separate from the cloud provider's built-in data recovery solution.

Which solution should a data architect use to comply with the DR policy?

A.

Utilize an ETL tool to migrate data to an on-premise archive solution

B.

Leverage a third-party tool that extracts Salesforce data/metadata, and stores the information in an external protected system

C.

Write a custom batch job to extract data changes nightly, and store on an external protected system

D.

Leverage Salesforce weekly exports, and store data in flat files on a protected system

Answer: C

Explanation:

QUESTION NO: 88

Universal Containers is preparing to implement Sales Cloud and would like its users to have Read Only access to an Account record if they have access to its child Opportunity record.

How would a data architect implement this sharing requirement between objects?

A.

Add appropriate users to the Account team

B.

Implicit sharing will automatically handle this with standard functionality

C.

Create a criteria-based sharing rule

D.

Create an owner-based sharing rule

Answer: A

Reference: https://help.salesforce.com/articleView?id=faq_record_access.htm&type=5

QUESTION NO: 89

Universal Containers (UC) requires 2 years of customer related cases to be available on Salesforce for operational reporting. Any cases older than 2 years and up to 7 years need to be available on demand to service agents. UC creates 5 millions cases per year.

Which two data archiving strategies should a data architect recommend? (Choose two.)

A.

Use Custom objects for cases older than 2 years and use nightly batch to move them

B.

Sync cases older than 2 years to an external database, and provide access to service agents to the database

C.

Use Big objects for cases older than 2 years, and use nightly batch to move them

D.

Use Heroku and External objects to display cases older than 2 years and Bulk API to hard delete from Salesforce

Answer: B,C

Explanation:

QUESTION NO: 90

Universal Containers is building a Salesforce application to track Contacts and the respective

Conferences that they have attended with the following requirements:

Contacts will be stored in the standard Contact object.

Conferences will be stored in a custom Conference__c object.

Each Contact may attend multiple Conferences and each Conference may be related to multiple Contacts.

How should a data architect model the relationship between the Contact and Conference__c objects?

A.

Implement a Contact Conference junction object with master-detail relationships to both Contact and Conference__c.

B.

Create a master-detail relationship field on the Conference__c object

C.

Create a lookup relationship field on the Contact object.

D.

Create a master-detail relationship field on the Contact object.

Answer: D

Explanation:

QUESTION NO: 91

Universal Containers (UC) is planning a massive Salesforce implementation with large volumes of data. As part of the org's implementation, several roles, territories, groups, and sharing rules have been configured. The data architect has been tasked with loading all of the required data, including user data, in a timely manner.

What should a data architect do to minimize data load times due to system calculations?

A.

Enable granular locking to avoid "UNABLE_TO_LOCK_ROW" error

B.

Load the data through data loader, and turn on parallel processing

C.

Leverage the Bulk API and concurrent processes with multiple batches

D.

Enable defer sharing calculations, and suspend sharing rule calculations

Answer: D

Reference: <https://developer.salesforce.com/blogs/engineering/2013/08/extreme-force-com-data-loading-part-6-taking-advantage-of-deferred-sharing-calculation.html>

QUESTION NO: 92

Northern Trail Outfitters (NTO) has decided to franchise its brand. Upon implementation 1,000 franchisees will be able to access NTO's product information and track large customer sales and opportunities through a portal. The franchisees will also be able to run monthly and quarterly sales reports and projections as well as view the reports in dashboards.

Which license does NTO need to provide these features to the franchisees?

A.

Salesforce Sales Cloud License

B.

Customer Community License

C.

Lighting Platform License

D.

Partner Community License

Answer: A

Explanation:

QUESTION NO: 93

Northern Trail Outfitters (NTO) has outgrown its current Salesforce org and will be migrating to a new org shortly. As part of this process, NTO will be migrating all of its metadata and data. NTO's data model in the source org has a complex relationship hierarchy with several master-detail and

lookup relationships across objects, which should be maintained in the target org.

Which three things should a data architect do to maintain the relationship hierarchy during migration? (Choose three.)

- A.**
Keep the relationship fields populated with the source record IDs in the import file.
- B.**
Create an external ID field for each object in the target org and map source record IDs to this field.
- C.**
Replace source record IDs with new record IDs from the target org in the import file.
- D.**
Redefine the master-detail relationship fields to lookup relationship fields in the target org.
- E.**
Use data loader to export the data from the source org and then import/upsert into the target org in sequential order.

Answer: A,B,E

Explanation:

QUESTION NO: 94

Universal Containers (UC) has a variety of systems across its technology landscape, including Salesforce, legacy enterprise resource planning (ERP) applications, and homegrown CRM tools. UC has decided that they would like to consolidate all customer, opportunity, and order data into Salesforce as part of its master data management strategy.

What are the three key steps that a data architect should take when merging data from multiple systems into Salesforce? (Choose three.)

- A.**
Analyze each system's data model and perform gap analysis
- B.**
Create new fields to store additional values from all of the systems
- C.**
Install a third-party AppExchange tool to handle the merger

D.

Utilize an ETL tool to migrate, transform, and deduplicate data

E.

Work with stakeholders to define record and field survivorship rules

Answer: C,D,E

Explanation:

QUESTION NO: 95

Which two data management policies does the Data Classification feature allow customers to classify in Salesforce? (Choose two.)

A.

Data sensitivity policy

B.

Compliance categorization policy

C.

Reference data policy

D.

Data governance policy

Answer: A,B

Reference: <https://www.asagarwal.com/data-classification-settings-in-salesforce-a-step-by-step-guide/>

QUESTION NO: 96

Northern Trail Outfitters (NTO) processes orders from its website via an order management system (OMS). The OMS stores over 2 million historical records and is currently not integrated with Salesforce.

The sales team at NTO is using Sales Cloud and would like visibility into related customer orders, yet they do not want to persist millions of records directly in Salesforce. NTO has asked the data architect to evaluate Salesforce Connect and the concept of data virtualization.

Which three key considerations are needed prior to a Salesforce Connect implementation? (Choose three.)

- A.**
Identify the external tables to sync into external objects.
- B.**
Assess whether the external data source is reachable via an OData endpoint.
- C.**
Configure a middleware tool to poll external table data.
- D.**
Develop an object relationship strategy.
- E.**
Create a second system admin user for authentication to the external source.

Answer: B,D,E

Explanation:

QUESTION NO: 97

Universal Containers (UC) needs to run monthly and yearly reports on opportunities and orders for sales reporting. There are 5 million opportunities and 10 million orders. Sales users are complaining that the report time-outs.

What is the fastest and most effective way for a data architect to solve the time-out issue?

- A.**
Create custom fields on opportunity, and copy data from order into those custom fields and run all reports on Opportunity object.
- B.**
Extract opportunity and order data from Salesforce, and use a third-party reporting tool to run reports outside of Salesforce.
- C.**
Create an aggregate custom object that summarizes the monthly and yearly values into the required format for the required reports.
- D.**
Create a skinny table in Salesforce, and copy order and opportunity fields into the skinny table and create the required reports on it.

Answer: C

Explanation:

QUESTION NO: 98

Universal Containers has a classic encryption for custom fields and is leveraging weekly data export for data backups. During the data validation of exported data, UC discovered that encrypted field values are still being exported as part of the data export.

What should a data architect recommend to make sure decrypted values are exported during data export?

- A.**
Set up a custom profile for data migration user, and assign View Encrypted Data
- B.**
Set up a standard profile for data migration user, and assign View Encrypted Data
- C.**
Create another field to copy data from encrypted field, and use this field in export
- D.**
Leverage Apex class to decrypt data before exporting it

Answer: C

Explanation:

QUESTION NO: 99

Universal Containers (UC) recently migrated 1 billion customer related records from a legacy datastore to Heroku Postgres. A subset of the data needs to be synchronized with Salesforce so that service agents are able to support customers directly within the service console. The remaining non-synchronized set of data will need to be accessed by Salesforce at any point in time, but UC management is concerned about storage limitations.

What should a data architect recommend to meet these requirements with minimal effort?

- A.**

Use Heroku Connect to bidirectionally sync all data between systems

B.

As needed, make callouts into Heroku Postgres and persist the data in Salesforce

C.

Virtualize the remaining set of data with Salesforce Connect and external objects

D.

Migrate the data to big objects and leverage Async SOQL with custom objects

Answer: A

Reference: <https://www.heroku.com/connect>

QUESTION NO: 100

Universal Container (UC) is migrating data from legacy system to Salesforce. UC would like to preserve the following information on records being migrated:

Date time stamps for created date and last modified date.

Ownership of records belonging to inactive users being migrated to Salesforce.

Which two solutions should a data architect recommend to preserve date timestamps and ownership on records? (Choose two.)

A.

Enable Update Records with Inactive Owners Permission

B.

Enable modify all and view all permission

C.

Enable Set Audit Fields upon Record Creation Permission

D.

Log a case with Salesforce to allow updating these fields

Answer: A,C

Explanation:

QUESTION NO: 101

Universal Containers (UC) is migrating from an on-premise homegrown customer relationship management (CRM) system. During analysis, UC users highlight a pain point that there are multiple versions of many customers.

What should the data architect do for a successful migration to mitigate the pain point?

- A.**
Have the users manually clean the data in the old system prior to migration
- B.**
Store the data in a staging database, and de-duplicate identical records
- C.**
Hire an intern manually de-duplicate the records after migrating to Salesforce
- D.**
Migrate the data as is, and use Salesforce's de-duplicating feature

Answer: B

Explanation:

QUESTION NO: 102

As part of addressing General Data Protection Regulation (GDPR) requirements, Universal Containers (UC) plans to implement a data classification policy for all of its internal systems that store customer information including Salesforce.

What should a data architect recommend so that UC can easily classify customer information maintained in Salesforce under both standard and custom objects?

- A.**
Build reports for Customer Information and validate
- B.**
Use AppExchange product to classify fields based on policy
- C.**
Use Data Classification metadata fields available in Field definition
- D.**

Create a custom picklist field to capture classification of information on Customer

Answer: C

Reference:

https://help.salesforce.com/articleView?id=data_classification_metadata_fields.htm&type=5

QUESTION NO: 103

Universal Containers (UC) has millions of case records with case history and service level agreement data. UC's compliance team would like historical cases to be accessible for 10 years for audit purpose.

What solution should a data architect recommend?

- A.**
Use a custom big object to store archived case data
- B.**
Use a custom object to store archived case data
- C.**
Purchase more data storage to support case object
- D.**
Archive case data using salesforce archiving process

Answer: D

Explanation:

QUESTION NO: 104

A large retail company has recently chosen Salesforce as its CRM solution. They have the following record counts:

2,500,000 Accounts

25,000,000 Contacts

When doing an initial performance test, the data architect noticed an extremely slow response for reports and list views.

What should a data architect do to solve the performance issues?

- A.**
Create a Skinny Table to represent Account and Contact objects
- B.**
Limit data loading to the 2,000 most recently created records
- C.**
Add Custom Indexes on frequently searched Account and Contact objects fields
- D.**
Load only data that the user is permitted to access

Answer: B

Explanation:

QUESTION NO: 105

A customer wants to maintain geographic location information including latitude and longitude in a custom object.

What would a data architect recommend to satisfy this requirement?

- A.**
Recommend AppExchange packages to support this requirement
- B.**
Create formula fields with geolocation function for this requirement
- C.**
Create a geolocation custom field to maintain this requirement
- D.**
Create custom fields to maintain latitude and longitude information

Answer: C

Reference:

https://help.salesforce.com/articleView?id=custom_field_geolocate_overview.htm&type=5

QUESTION NO: 106

Universal Containers (UC) has migrated its back-office data into an on-premise database with REST API access. UC recently implemented Sales Cloud for its sales organization, but users are complaining about a lack of order data inside Salesforce.

UC is concerned about Salesforce storage limits but would still like Sales Cloud to have access to the data.

Which design pattern should a data architect select to satisfy the requirement?

- A.**
Develop a bidirectional integration between the on-premise system and Salesforce
- B.**
Use Salesforce Connect to virtualize the data in Salesforce and avoid storage limits
- C.**
Migrate and persist the data in Salesforce to take advantage of native functionality
- D.**
Build a UI for the on-premise system and iframe it in Salesforce

Answer: B

Explanation:

QUESTION NO: 107

Universal Containers has large amount of orders coming in from its online portal. Historically all orders are assigned to a generic user.

Which two measures should a data architect recommend to avoid any performance issues while working with large number of order records? (Choose two.)

- A.**
Clear the role field in the generic user record
- B.**
Salesforce handles the assignment of orders automatically and there is no performance impact

- C.**
Create a pool of generic users and distribute the assignment of owners to the pool of users
- D.**
Create a role at top of role hierarchy and assign the role to the generic user

Answer: A,D

Explanation:

QUESTION NO: 108

To address different compliance requirements such as General Data Protection Regulation (GDPR), personally identifiable information (PII), Health Insurance Portability and Accountability Act (HIPAA) and others, a Salesforce customer decided to categorize each data element in Salesforce with the following:

Data owner

Security level, such as confidential

Compliance type such as GDPR, PII, HIPAA

A compliance audit would require Salesforce admins to generate reports to manage compliance.

What should a data architect recommend to address his requirement?

- A.**
Create a custom object and field to capture necessary compliance information and build custom reports
- B.**
Use field metadata attributes for compliance categorization, data owner, and data sensitivity level
- C.**
Use metadata API to extract field attribute information and use the extract to classify and build reports
- D.**
Build reports for field information, then export the information to classify and report for audits

Answer: D

Explanation:

QUESTION NO: 109

Universal Containers needs to load a large volume of leads into Salesforce on a weekly basis. During this process the validation rules are disabled.

What should a data architect recommend to ensure data quality is maintained in Salesforce?

- A.**
Develop custom Apex batch process to improve quality once the load is completed
- B.**
Ensure the lead data is preprocessed for quality before loading into Salesforce
- C.**
Activate validation rules once the leads are loaded into Salesforce to maintain quality
- D.**
Allow validation rules to be activated during the load of leads into Salesforce

Answer: A

Explanation:

QUESTION NO: 110

A large retail B2C customer wants to build a 360-degree view of its customers for its call center agents. The customer information is currently maintained in the following systems:

- Salesforce CRM
- Custom billing solution
- Customer master data management (MDM)
- Contract management system
- Marketing solution

What should a data architect recommend that would help uniquely identify the customer across

multiple systems?

- A.**
Create a custom object that will serve as a cross-reference for the customer ID
- B.**
Create a custom field as external ID to maintain the customer ID from the MDM solution
- C.**
Store the Salesforce ID in all the solutions to identify the customer
- D.**
Create a customer database, and use this ID in all systems

Answer: C

Explanation:

QUESTION NO: 111

Northern Trail Outfitters (NTO) has a complex Salesforce org which has been developed over past five years. Internal users are complaining about multiple data issues, including incomplete and duplicate data in the org. NTO has decided to engage a data architect to analyze and define data quality standards.

Which three key factors should a data architect consider while defining data quality standards? (Choose three.)

- A.**
Finalize an extract transform load (ETL) tool for data migration
- B.**
Define data duplication standards and rules
- C.**
Measure data timeliness and consistency
- D.**
Define key fields in staging database for data cleansing
- E.**
Measure data completeness and accuracy

Answer: B,D,E

Explanation:

QUESTION NO: 112

Northern Trail Outfitters (NTO) has multiple Salesforce orgs based on geographical regions (AMER, EMEA, APAC). NTO products are mastered in the AMER org and need to be created in the EMEA in APAC orgs after the products are approved.

Which two features should a data architect recommend to share records between Salesforce orgs? (Choose two.)

- A.**
Salesforce Connect
- B.**
Salesforce 2 Salesforce
- C.**
Change Data Capture (CDC)
- D.**
Federated Search

Answer: A,C

Explanation:

QUESTION NO: 113

Universal Containers (UC) has a requirement to migrate 100 million order records from a legacy enterprise resource planning (ERP) application into the Salesforce platform. UC does not have any requirements around reporting on the migrated data.

What should a data architect recommend to reduce performance degradation of the platform?

- A.**
Use the standard "Order" object to store the data
- B.**
Create a custom object to store the data

C.

Use a standard big object defined by Salesforce

D.

Implement a custom big object to store the data

Answer: A

Explanation:

QUESTION NO: 114

A large healthcare provider wishes to use Salesforce to track patient care. The following actors are in Salesforce:

Payment providers: Organizations who pay for the care to patients.

Doctors: They provide care plan for patients and need to support multiple patients. They are provided access to patient information.

Patients: These are individuals who need care.

A data architect needs to map the actors to Salesforce objects.

What should be the optimal selection by the data architect?

A.

Patients as Person Accounts, Payment providers as Accounts, and Doctors as Contacts

B.

Patients as Contacts, Payment providers as Accounts, and Doctors as Accounts

C.

Patients as Person Accounts, Payment providers as Accounts, and Doctors as Person Accounts

D.

Patients as Accounts, Payment providers as Accounts, and Doctors as Person Accounts

Answer: D

Explanation:

QUESTION NO: 115

Universal Containers has a legacy client server app that has a relational database that needs to be migrated to Salesforce.

What are the three key actions that should be done when data modeling in Salesforce? (Choose three.)

- A.**
Map legacy data to Salesforce custom objects
- B.**
Identify data elements to be persisted in Salesforce
- C.**
Map legacy data to Salesforce objects
- D.**
Implement legacy data model within Salesforce using custom fields
- E.**
Work with legacy application owner to analyze legacy data model

Answer: B,C,D

Explanation:

QUESTION NO: 116

Universal Containers (UC) is using Salesforce CRM. UC sales managers are complaining about data quality and would like to monitor and measure data quality.

Which two solutions should a data architect recommend to monitor and measure data quality? (Choose two.)

- A.**
Review data quality reports and dashboards
- B.**
Use custom object and fields to identify issues
- C.**
Export data and check for data completeness outside of Salesforce

D.

Install and run data quality analysis dashboard app

Answer: C,D

Explanation:

QUESTION NO: 117

A casino is implementing Salesforce and is planning to build a customer 360-degree view for a customer who visits its resorts. The casino currently maintains the following systems that record customer activity:

Point-of-sale system: All purchases for a customer

Salesforce: All customer service activity and sales activities for a customer

Mobile app: All bookings, preferences, and browser activity for a customer

Marketing: All email, SMS, and social campaigns for a customer

Customer service agents using Salesforce would like to view the activities from all four systems to provide support to customers. The information has to be current and real time.

What strategy should the data architect implement to satisfy this requirement?

A.

Explore external data sources in Salesforce to build 360-degree view of customer

B.

Periodically upload summary information in Salesforce to build 360-degree view

C.

Migrate customer activities from all four systems into Salesforce

D.

Use a customer data mart to view the 360-degree view of customer

Answer: C

Explanation:

QUESTION NO: 118

Universal Containers is migrating 100,000 accounts from an enterprise resource planning (ERP) to Salesforce and is concerned about ownership skew and performances.

Which three recommendations should a data architect provide to prevent ownership skew? (Choose three.)

- A.**
Assign view all permissions on profile to give access to account
- B.**
Assign a default user as owner of accounts and assign top most role in hierarchy
- C.**
Assign a default user as owner of accounts, and assign role in hierarchy
- D.**
Keep users out of public groups that can be used as the source for sharing rules
- E.**
Assign a default user as owner of accounts and do not assign any role to default user

Answer: A,D,E

Explanation:

QUESTION NO: 119

A large automobile company has implemented Salesforce for its sales associates. Leads flow from its website to Salesforce using a batch integration in Salesforce. The batch job converts the leads to Accounts in Salesforce. Customers visiting their retail stores are also created in Salesforce as Accounts.

The company has noticed a large number of duplicate Accounts in Salesforce. On analysis, it was found that certain customers could interact with its website and also visit the store. The sales associates use Global Search to search for customers in Salesforce before they create the customers.

Which scalable option should a data architect choose to implement to avoid duplicates?

- A.**

Build custom search based on fields on Accounts which can be matched with customer when they visit the store.

B.

Customize Account create process to search if customer exists before creating an Account.

C.

Create duplicate rules in Salesforce to validate duplicates during the account creation process.

D.

Implement a MDM solution to validate the customer information before creating Accounts in Salesforce.

Answer: C

Reference: https://help.salesforce.com/articleView?id=duplicate_prevention.htm&type=5

QUESTION NO: 120

A customer needs a sales model that allows the following:

Opportunities need to be assigned to sales people based on the zip code.

Each sales person can be assigned to multiple zip codes.

Each zip code is assigned to a sales area definition. Sales is aggregated by sales area for reporting.

What should a data architect recommend?

A.

Configure Territory Management feature to support opportunity assignment

B.

Assign opportunities using list views using zip code

C.

Add custom fields in opportunities for zip code and use assignment rules

D.

Allow sales users to manually assign opportunity ownership based on zip code

Answer: A

Reference: <https://help.salesforce.com/articleView?id=000327968&type=1&mode=1>

QUESTION NO: 121

Universal Containers (UC) 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.**
Build a swivel chair solution to go into the legacy system and display records.
- B.**
Leverage real-time integration to pull records into Salesforce.
- C.**
Bring all data in Salesforce, and delete it after a year.
- D.**
Leverage mashup to display historical records in Salesforce.

Answer: D

Explanation:

Mashups use Salesforce presentation to display Salesforce-hosted data and externally hosted data.

Reference: https://developer.salesforce.com/docs/atlas.en-us.salesforce_large_data_volumes_bp.meta/salesforce_large_data_volumes_bp/ldv_deployments_techniques_using_mashups.htm

QUESTION NO: 122

Universal Containers (UC) is transitioning from Classic to Lightning Experience.

What does UC need to do to ensure users have access to its notes and attachments in Lightning Experience?

- A.**

Manually upload Attachments in Lightning Experience.

B.

Manually upload Notes in Lightning Experience.

C.

Add Notes and Attachments Related Lists to Page Layouts in Lightning Experience.

D.

Migrate Notes and Attachments to Enhanced Notes and Files using a migration tool.

Answer: D

Explanation:

By using this component, users can now access Files, Attachment & Notes of the Child records from Parent object. Users will now have the ability to add notes in lightning for the records and can also upload files as external attachments by simply clicking on a single button or through drag & drop option.

Reference: https://medium.com/@astrea_it/limitations-of-notes-and-attachments-in-salesforce-lightning-27a7a442cec8

QUESTION NO: 123

A large multinational B2C Salesforce customer is looking to implement their distributor management application in Salesforce. The application has the following capabilities:

1. Distributors create Sales Orders in Salesforce.
2. Sales Orders are based on Product prices applicable to their region.
3. Sales Orders are closed once they are fulfilled.
4. It is decided to maintain Sales Orders in Opportunities object.

How should the data architect model this requirement?

A.

Configure Price Books for each region and share with distributors.

B.

Create lookup to Custom Price object and share with distributors.

C.

Manually update Opportunities with Prices applicable to distributors.

D.

Add custom fields in Opportunity and use triggers to update prices.

Answer: A

Explanation:

QUESTION NO: 124

Northern Trail Outfitters (NTO) runs its entire business out of an enterprise data warehouse (EDW). NTO's sales team is starting to use Salesforce after a recent implementation, but currently lacks the data required to advance leads and opportunities to the next stage.

NTO's management has researched Salesforce Connect and would like to use it to virtualize and report on data from the EDW within Salesforce. NTO will be running thousands of reports per day across 10 to 15 external objects.

What should a data architect consider before implementing Salesforce Connect for reporting?

A.

OData callout limits per day

B.

Maximum external objects per org

C.

Maximum page size for server-driven paging

D.

Maximum number of records returned

Answer: A

Reference:

https://help.salesforce.com/articleView?id=sf.platform_connect_considerations_query_rate_limits.htm&type=5

QUESTION NO: 125

Northern Trail Outfitters has implemented Salesforce for its sales associates nationwide. Senior management is concerned that the executive dashboards are not reliable for their real-time decision-making. On analysis, the team found the following issues with data entered in Salesforce:

1. Information in certain records is incomplete.
2. Incorrect entry in certain fields causes records to be excluded in report filters.
3. Duplicate entries cause incorrect counts.

Which three steps should a data architect recommend to address the issues? (Choose three.)

- A.**
Build a sales data warehouse with purpose-built data marts for dashboards and senior management reporting.
- B.**
Leverage Salesforce features, such as validation rules, to avoid incomplete and incorrect records.
- C.**
Design and implement data-quality dashboard to monitor and act on records that are incomplete or incorrect.
- D.**
Explore third-party data providers to enrich and augment information entered in Salesforce.
- E.**
Periodically export data to cleanse data and import them back into Salesforce for executive reports.

Answer: A,B,D

Explanation:

QUESTION NO: 126

Northern Trail Outfitters (NTO) uses Sales Cloud and Service Cloud to manage their sales and support processes. Some of NTOs teams are complaining they see new fields on their page and are unsure of which values need be input. NTO is concerned about lack of governance in making changes to Salesforce.

Which governance measure should a data architect recommend to solve this issue?

A.

Create reports to identify which fields users are leaving blank, and use external data sources to augment the missing data.

B.

Create validation rules with error messages to explain why the field is used.

C.

Add description fields to explain why the field is used, and mark the fields as Required.

D.

Create and manage a data dictionary, and use a governance process for changes made to common objects.

Answer: D

Explanation:

QUESTION NO: 127

Universal Containers (UC) is going through major reorganization of their sales team. This would require changes to a large a number of group membership and sharing rules. UCs administrator is concerned about long processing time and failures during the process.

What should a Data Architect implement to make changes efficiently?

A.

Delete old sharing rules and build new sharing rules.

B.

Log out all users and make change to sharing rules.

C.

Enable Defer Sharing Calculation prior to making sharing rule changes.

D.

Log a case with salesforce to make sharing rule changes.

Answer: D

Explanation:

Making changes to sharing rules may require changing a large number of records at once. If your request is queued to process these changes efficiently

Reference:

QUESTION NO: 128

Northern Trail Outfitters (NTO) is in the process of evaluating big objects to store large amounts of asset data from an external system. NTO will need to report on this asset data weekly.

Which two native tools should a data architect recommend to achieve this reporting requirement? (Choose two.)

- A.**
Einstein Analytics
- B.**
Standard reports and dashboards
- C.**
Async SOQL with a custom object
- D.**
Standard SOQL queries

Answer: A,B

Explanation:

QUESTION NO: 129

Universal Containers (UC) has a very large and complex Salesforce org with hundreds of validation rules and triggers. The triggers are responsible for system updates and data manipulation as records are created or updated by users. A majority of the automation tools within UC's org were not designed to run during a data load. UC is importing 100,000 records into Salesforce across several objects over the weekend.

What should a data architect do to mitigate any unwanted results during the import?

- A.**
Ensure validation rules, triggers, and other automation tools are disabled.

- B.**
Bulkify the triggers to handle import loads.
- C.**
Ensure duplication and matching rules are defined.
- D.**
Import the data in smaller batches over a 24-hour period.

Answer: A

Explanation:

QUESTION NO: 130

Northern Trail Outfitters has these simple requirements for a data export process:

1. File format should be in CSV.
2. Process should be scheduled and run once per week.
3. The export should be configurable through the Salesforce UI.

Which tool should a data architect leverage to accomplish these requirements?

- A.**
Data loader
- B.**
Bulk API
- C.**
Data export wizard
- D.**
Third-party ETL tool

Answer: C

Reference: <https://hevo.com/learn/automate-salesforce-data-export-4-easy-methods/>

QUESTION NO: 131

Universal Containers (UC) is migrating from a legacy system to Salesforce CRM. UC is concerned about the quality of data being entered by users and through external integrations.

Which two solutions should a data architect recommend to mitigate data quality issues? (Choose two.)

- A.**
Leverage picklist and lookup fields where possible.
- B.**
Leverage third-party AppExchange tools.
- C.**
Leverage Apex to validate the format of data being entered via a mobile device.
- D.**
Leverage validation rules and workflows.

Answer: A,D

Explanation:

QUESTION NO: 132

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 sources as comma-separated values (CSV) files for marketing purposes. Historically, UC would load these contacts into 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 process.

What should a data architect recommend to UC in order to immediately avoid storage issues in the future?

A.

Load the contacts directly to Marketing Cloud and have a reconciliation process to track prospects that are converted to customers.

B.

Continue to use the existing process to use Lead object to sync with Marketing Cloud and delete Lead records from Sales Cloud after the sync is complete.

C.

Load the CSV files in Einstein Analytics and sync with Marketing Cloud prior to sending marketing communications.

D.

Load the CSV files in an external database and sync with Marketing Cloud prior to sending marketing communications.

Answer: C

Explanation:

QUESTION NO: 133

Universal Containers (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 options to delete unused records from the org.

Which three recommendations should a data architect make in order to reduce the number of records from the org? (Choose three.)

A.

Identify records in objects that have not been modified or used in last 3 years.

B.

Use hard delete in Bulk API to permanently delete records from Salesforce.

C.

Archive the records in enterprise data warehouse (EDW) before deleting from Salesforce.

D.

Use hard delete in Batch Apex to permanently delete records from Salesforce.

E.

Use Rest API to permanently delete records from the Salesforce org.

Answer: B,D,E

Explanation:

Use Bulk API to permanently delete records from Salesforce. Hard delete records from Salesforce.

DELETE a record by REST API.

Reference: <https://help.salesforce.com/articleView?id=000314271&type=1&mode=1>

<https://help.salesforce.com/articleView?id=000329371&type=1&mode=1>

<https://developer.salesforce.com/forums/?id=9060G0000005pPrQAI>

QUESTION NO: 134

A large insurance provider is looking to implement Salesforce. The following conditions exist:

1. Multiple channels for lead acquisition
2. Duplicate leads across channels
3. Poor customer experience and higher costs

On analysis, it was found that there are duplicate leads that are resulting in multiple quotes and opportunities.

Which three actions should a data architect recommend to mitigate the issues? (Choose three.)

A.

Implement de-duplication strategy to prevent duplicate leads.

B.

Build process to manually search and merge duplicates.

C.

Build a custom solution to identify and merge duplicate leads.

D.

Standardize lead information across all channels.

E.

Implement third-party solution to clean and enrich lead data.

Answer: B,C,E

Reference: <https://docs.civCRM.org/user/en/latest/common-workflows/deduping-and-merging/>

<https://automationchampion.com/tag/identify-and-merge-duplicate-leads-in-lightning-experience/>

<https://launchpoint.marketo.com/assets/1598-openprise/10543-analyze-clean-enrich-and-unify-your-data/The-Complete-Enrichment-Survival-Guide-for-Marketing-and-Sales.pdf>

QUESTION NO: 135

Northern Trail Outfitters is migrating to Salesforce from a legacy CRM system that identifies the agent relationships in a look-up table.

What should the data architect do in order to migrate the data to Salesforce?

- A.**
Migrate to Salesforce without a record owner.
- B.**
Assign record owners based on relationship.
- C.**
Migrate the data and assign to a non-person system user.
- D.**
Create custom object to store agent relationships.

Answer: D

Explanation:

QUESTION NO: 136

Universal Containers (UC) has implemented Sales Cloud for its entire sales organization. UC has built a custom object called Projects_c that stores customer project details and employee billable hours.

The following requirements are needed:

1. A subset of individuals from the finance team will need access to the Projects object for reporting and adjusting employee utilization.

2. The finance users will not need access to any sales objects, but they will need to interact with the custom object.

Which license type should a data architect recommend for the finance team that best meets the requirements?

- A.**
Lightning Platform Starter
- B.**
Service Cloud
- C.**
Lightning Platform Plus
- D.**
Sales Cloud

Answer: C

Explanation:

QUESTION NO: 137

Universal Containers (UC) would like to build a Human Resources application on Salesforce to manage employee details, payroll, and hiring efforts. To adequately maintain and store the relevant data, the application will need to leverage 45 custom objects. In addition to this, UC expects roughly 20,000 API calls into Salesforce from an on-premise application daily.

Which license type should a data architect recommend that best fits these requirements?

- A.**
Service Cloud
- B.**
Lightning External Apps Starter
- C.**
Lightning Platform Starter
- D.**
Lightning Platform Plus

Answer: C

Explanation:

QUESTION NO: 138

Universal Containers (UC) has adopted Salesforce as its primary sales automation tool. UC has 100,000 customers with a growth rate of 10% a year. UC uses an on-premise web-based billing and invoice system that generates over 1 million invoices a year supporting a monthly billing cycle.

The UC sales team needs to be able to pull up a customer record and view their account status, invoice history, and open opportunities without navigating outside of Salesforce.

What should a data architect use to provide the sales team with the required functionality?

A.

Create a mashup page that will present the billing system records within Salesforce.

B.

Create a custom object and migrate the last 12 months of invoice data into Salesforce so it can be displayed on the Account layout.

C.

Write an Apex callout and populate a related list to display on the account record.

D.

Create a visual force tab with the billing system encapsulated within an iframe.

Answer: A

Explanation:

Mashups use Salesforce presentation to display Salesforce-hosted data and externally hosted data.

Reference: https://developer.salesforce.com/docs/atlas.en-us.salesforce_large_data_volumes_bp.meta/salesforce_large_data_volumes_bp/ldv_deployments_techniques_using_mashups.htm

QUESTION NO: 139

Universal Containers has a Sales Cloud implementation for a sales team and an enterprise resource planning (ERP) as a customer master. Sales teams are complaining about duplicate account records and data quality issues with account data.

Which two solutions should a data architect recommend to resolve the complaints? (Choose two.)

A.

Build a nightly sync job from ERP to Salesforce.

B.

Integrate Salesforce with ERP, and make ERP as system of truth.

C.

Implement a de-dupe solution and establish account ownership in Salesforce.

D.

Build a nightly batch job to de-dupe data, and merge account records.

Answer: B,D

Explanation:

QUESTION NO: 140

Northern Trail Outfitters (NTO) operates a majority of its business from a central Salesforce org. NTO also owns several secondary orgs that the service, finance, and marketing teams work out of. At the moment, there is no integration between central and secondary orgs, leading to data-visibility-issues.

Moving forward, NTO has identified that a hub-and-spoke model is the proper architecture to manage its data, where the central org is the hub and the secondary orgs are the spokes.

Which tool should a data architect use to orchestrate data between the hub org and spoke orgs?

A.

Develop custom APIs to poll the hub org for change data and push into the spoke orgs.

B.

A backup and archive solution that extracts and restores data across orgs.

C.

A middleware solution that extracts and distributes data across both the hub and spokes.

D.
Develop custom APIs to poll the spoke org for change data and push into the hub org.

Answer: B

Explanation:

QUESTION NO: 141

Universal Containers (UC) stores 10 million rows of inventory data in a cloud database. As part of creating a connected experience in Salesforce, UC would like to expose this inventory data to Sales Cloud without a direct import. UC has asked its data architect to determine if Salesforce Connect is needed.

Which three considerations should the data architect make when evaluating the need for Salesforce Connect? (Choose three.)

- A.**
You need to expose data via a virtual private connection.
- B.**
You need small amounts of external data at any one time.
- C.**
You have a large amount of data and would like to copy subsets of it into Salesforce.
- D.**
You have a large amount of data that you don't want to copy into your Salesforce org.
- E.**
You want real-time access to the latest data from other systems.

Answer: B,D,E

Explanation:

You have a large amount of data that you don't want to copy into your Salesforce org. You need small amounts of data at any one time.

You want real-time access to the latest data.

Reference: https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/platform_connect_about.htm

QUESTION NO: 142

Universal Containers (UC) is in the process of migrating legacy inventory data from an enterprise resource planning (ERP) system into Sales Cloud with the following requirements:

1. Legacy inventory data will be stored in a custom child object called Inventory_c.
2. Inventory data should be related to the standard Account object.
3. The Inventory_c object should inherit the same sharing rules as the Account object.
4. Anytime an Account record is deleted in Salesforce, the related Inventory_c record(s) should be deleted as well.

What type of relationship field should a data architect recommend in this scenario?

- A.**
Indirect lookup relationship field on Account, related to Inventory_c
- B.**
Lookup relationship field on Inventory_c, related to Account
- C.**
Master-detail relationship field on Inventory_c, related to Account
- D.**
Master-detail relationship field on Account, related to Inventory_c

Answer: C

Explanation:

QUESTION NO: 143

Universal Container has implemented Sales Cloud to manage patient and related health records. During a recent security audit of the system, it was discovered that some standard and custom fields need to be encrypted.

Which solution should a data architect recommend to encrypt existing fields?

- A.**
Export data out of Salesforce and encrypt custom and standard fields.
- B.**
Use Apex Crypto Class to encrypt custom and standard fields.
- C.**
Implement shield platform encryption to encrypt custom and standard fields.
- D.**
Implement classic encryption to encrypt custom and standard fields.

Answer: C

Explanation:

Shield Platform Encryption lets you encrypt a wide variety of standard fields and custom fields.

Reference: https://resources.docs.salesforce.com/latest/latest/en-us/sfdc/pdf/salesforce_platform_encryption_implementation_guide.pdf

QUESTION NO: 144

During the implementation of Salesforce a customer has the following requirements for Sales Order:

1. Sales Order information needs to be shown to users in Salesforce.
2. Sales Orders are maintained in the on-premise enterprise resource planning (ERP).
3. Sales Order information has more than 150 million records.
4. Sales Orders will not be updated in Salesforce.

What should a data architect recommend for maintaining Sales Orders in Salesforce?

- A.**
Use external objects to maintain Sales Orders in Salesforce.
- B.**
Use custom big objects to maintain Sales Orders in Salesforce.
- C.**
Use Standard Order object to maintain Sales Orders in Salesforce.

D.

Use custom objects to maintain Sales Orders in Salesforce.

Answer: A

Explanation:

Order object with external systems to maintain a real-time order system and increase the productivity of your organization.

Reference:

<https://www.mstsolutions.com/technical/standard-order-object-in-salesforce/>

QUESTION NO: 145

Universal Containers is using Salesforce for Opportunity management and enterprise resource planning (ERP) for order management. Sales reps do not have access to the ERP and have no visibility into order status.

What solution should a data architect recommend to give the sales team visibility into order status?

A.

Leverage Salesforce Connect to bring the order line item from the legacy system to Salesforce.

B.

Build real-time integration to pull order line items into Salesforce when viewing orders.

C.

Leverage Canvas to bring the order management UI in to the Salesforce tab.

D.

Build batch jobs to push order line items to Salesforce.

Answer: A

Explanation:

QUESTION NO: 146

Universal Containers requires all customers to provide either a phone number or an email address when registering for an account.

What should the data architect use to ensure this requirement is met?

- A.**
Required Fields
- B.**
Apex Class
- C.**
Validation Rule
- D.**
Process Builder

Answer: C

Explanation:

Explanation:

You can add validation rules to the Data Validation Report to identify missing data required to run a process or report.

Reference: <https://docs.oracle.com/en/cloud/saas/human-resources/20b/faigp/set-up-auditing-and-data-validation.html#FAIGP3063469>

QUESTION NO: 147

Universal Containers is experiencing frequent and persistent group membership locking issues that severely restricts its ability to manage manual and automated updates at the same time.

What should a data architect do in order to resolve the issue?

- A.**
Enable parallel sharing rule calculation.
- B.**
Enable implicit sharing.
- C.**
Enable granular locking.

D.

Enable defer sharing calculation.

Answer: C

Explanation:

Ability to manage both manual and automated updates at the same time.

Reference: <https://www.issacc.com/salesforce-sharing-and-visibility-designer-exam-preparation-performance-and-scalability/>

QUESTION NO: 148

Universal Containers has 30 million case records. The Case object has 80 fields. Agents are reporting performance issues and time-outs while running case reports in the Salesforce org.

Which solution should a data architect recommend to improve reporting performance?

A.

Build reports using custom Lightning components.

B.

Move data off of the platform and run reporting outside Salesforce, and give access to reports.

C.

Create a custom object to store aggregate data and run reports.

D.

Contact Salesforce support to enable skinny table for cases.

Answer: D

Explanation:

Explanation:

To enable skinny tables, contact Salesforce customer support.

Reference: <https://www.ahaapps.com/salesforce-what-are-skinny-tables/>

QUESTION NO: 149

A custom pricing engine for a Salesforce customer has to be decided by factors with the following hierarchy:

1. State in which the customer is located
2. City in which the customer is located if available
3. Zip code in which the customer is located if available
4. Changes to this information should have minimum code change

What should a data architect recommend to maintain this information for the custom pricing engine that is to be built in Salesforce?

- A.**
Configure the pricing criteria in price books.
- B.**
Assign the pricing criteria within custom pricing engine.
- C.**
Maintain required pricing criteria in custom metadata types.
- D.**
Create a custom object to maintain the pricing criteria.

Answer: C

Explanation:

QUESTION NO: 150

Universal Containers (UC) is in the process of implementing an enterprise data warehouse (EDW). UC needs to extract 100 million records from Salesforce for migration to the EDW.

What data extraction strategy should a data architect use for maximum performance?

- A.**
Use the Bulk API in parallel mode.
- B.**
Call the REST API in successive queries.
- C.**

Utilize PK Chunking with the Bulk API.

D.

Install a third-party AppExchange tool.

Answer: A

Reference:

https://developer.salesforce.com/wiki/the_salesforce_bulk_api_maximizing_parallelism_and_throughput_performance_when_integrating_or_loading_large_data_volumes#:~:text=You%20can%20use%20the%20Bulk,batches%20at%20the%20same%20time.

QUESTION NO: 151

Universal Containers is implementing Salesforce and needs to migrate data from two legacy systems. UC would like to clean and deduplicate data before migrating to Salesforce.

Which solution should a data architect recommend a clean migration?

A.

Define external IDs for an object, migrate second database to first database, and load into Salesforce.

B.

Set up staging data base, and define external IDs to merge, clean, deduplicate data, and load into Salesforce.

C.

Define external IDs for an object, insert data from one database, and use upsert for a second database.

D.

Define deduplicate rules in Salesforce, and load data into Salesforce from both databases.

Answer: D

Explanation:

QUESTION NO: 152

Northern Trail Outfitters (NTO) wants to implement backup and restore for Salesforce data.

Currently, it has data backup processes that runs weekly, which backs up all Salesforce data to an enterprise data warehouse (EDW). NTO wants to move to daily backups and provide restore capability to avoid any data loss in case of outage.

What should a data architect recommend for a daily backup and restore solution?

- A.**
Use AppExchange package for backup and restore.
- B.**
Use ETL tool for backup and restore from EDW.
- C.**
Use Bulk API to extract data on daily basis to EDW and REST API for restore.
- D.**
Change weekly backup process to daily backup, and implement a custom restore solution.

Answer: A

Explanation:

OwnBackup is the top-ranked backup & restore ISV on the AppExchange & was recently selected as a Gartner 2015 Cool Vendor in Business Continuity Management and IT Disaster Recovery.

Reference:

<https://appexchange.salesforce.com/appxListingDetail?listingId=a0N30000007p6RYEAY>

QUESTION NO: 153

Universal Containers (UC) has implemented Salesforce. UC is running out of storage and needs to have an archiving solution. UC would like to maintain two years of data in Salesforce and archive older data out of Salesforce.

Which solution should a data architect recommend as an archiving solution?

- A.**
Build a batch job to move all records off platform, and delete old records from Salesforce.
- B.**
Build a batch job to move two-year-old records off platform, and delete old records from Salesforce.

- C.**
Build a batch job to move all records off platform, and delete all records from Salesforce.
- D.**
Use a third-party backup solution to back up all data off platform.

Answer: D

Explanation:

QUESTION NO: 154

Northern Trail Outfitters (NTO) has the following systems:

- Customer master – source of truth for customer information
- Service cloud – customer support
- Marketing cloud – marketing communications
- Enterprise data warehouse – business reporting

The customer data is duplicated across all these systems and are not kept in sync. Customers are also complaining that they get repeated marketing emails and have to call in to update their information.

NTO is planning to implement a master data management (MDM) solution across the enterprise.

Which three data issues will an MDM tool solve? (Choose three.)

- A.**
Data completeness
- B.**
Data standardization
- C.**
Data accuracy and quality
- D.**
Data loss and recovery
- E.**
Data duplication

Answer: B,C,E

Explanation:

Duplicate data (match and merge), flagging, and resolving data quality issues, standardizing.

Reference: <https://docs.microsoft.com/en-us/azure/architecture/reference-architectures/data/profisee-master-data-management-data-factory>

QUESTION NO: 155

Universal Containers (UC) is in the process of selling half of its company. As part of this split, UC's main Salesforce org will be divided into two orgs: Org A and Org B. UC has delivered these requirements to its data architect:

1. The data model for Org B will drastically change with different objects, fields, and picklist values.
2. Three million records will need to be migrated from Org A to Org B for compliance reasons.
3. The migration will need occur within the next two months, prior to the split.

Which migration strategy should a data architect use to successfully migrate the data?

A.

Write a script to use the Bulk API.

B.

Use Data Loader for export and Data Import Wizard for import.

C.

Use an ETL tool to orchestrate the migration.

D.

Use the Salesforce CLI to query, export, and import.

Answer: D

Explanation:

QUESTION NO: 156

Universal Containers has a requirement to store more than 100 million records in Salesforce and needs to create a custom big object to support this business requirement.

Which two tools should a data architect use to build custom big object? (Choose two.)

A.

Use Metadata API to create big object.

B.

Go to Big Object in Setup and select new to create big object.

C.

Use DX to create big object.

D.

Go to Object Manager in Setup and select new to create big object.

Answer: A,B

Explanation:

Define a custom big object through the Metadata API by creating.

Enter Big Objects in the Quick Find box, then select Big Objects.

Reference: https://developer.salesforce.com/docs/atlas.en-us.bigobjects.meta/bigobjects/big_object_define.htm

https://trailhead.salesforce.com/en/content/learn/modules/big_objects/big_objects_define_custom_big_objects

QUESTION NO: 157

Northern Trail Outfitters (NTO) has a variety of customers that include households, businesses, and individuals.

The following conditions exist within its system:

1. NTO has a total of five million customers.
2. Duplicate records exist, which is replicated across many systems, including Salesforce.

Given these conditions, there is a lack of consistent presentation and clear identification of a

customer record.

Which three options should a data architect perform to resolve the issues with the customer data? (Choose three.)

A.

Create a customer master database external to Salesforce as a system of truth and sync the customer data with all systems.

B.

Create a unique global customer ID for each customer and store that in all systems for referential identity.

C.

Duplicate customer records across the systems and provide a two-way sync of data between the systems.

D.

Use Salesforce CDC to sync customer data across all systems to keep customer record in sync.

E.

Invest in data duplication tool to de-dupe and merge duplicate records across all systems.

Answer: A,B,E

Explanation:

QUESTION NO: 158

Universal Containers (UC) owns a complex Salesforce org with many Apex classes, triggers, and automated processes that will modify records if available. UC has identified that, in its current development state, UC runs chance of encountering race conditions on the same record.

What should a data architect recommend to guarantee that records are not being updated at the same time?

A.

Migrate programmatic logic to processes and flows.

B.

Refactor or optimize classes and triggers for maximum CPU performance.

C.

Disable classes or triggers that have the potential to obtain the same record.

D.

Embed the keywords FOR UPDATE after SOQL statements.

Answer: D

Explanation:

Embed the keywords FOR UPDATE after any inline SOQL statement.

Reference: https://developer.salesforce.com/docs/atlas.en-us.soql_sosl.meta/soql_sosl/sforce_api_calls_soql_select_for_update.htm