

## Certified Data Architecture and Management Designer

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## Exam A

### QUESTION 1

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



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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.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### QUESTION 2

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.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### QUESTION 3

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.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### QUESTION 4

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.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 5

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.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 6**

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.

**Correct Answer:** AC

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 7**

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.

**Correct Answer:** AC

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 8**

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

**Correct Answer:** CD

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 9

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.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 10

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.

**Correct Answer:** BC

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 11

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.

**Correct Answer:** AB

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 12

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

**Correct Answer:** BC

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### QUESTION 13

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

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

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

- A. Data storage limits
- B. Workflow rule limits
- C. API Request limits
- D. Webservice callout limits



**Correct Answer:** AC

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### QUESTION 14

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.

**Correct Answer:** CD

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 15**

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.

**Correct Answer:** BD

**Section:** (none)

**Explanation**

**Explanation/Reference:**



#### **QUESTION 16**

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.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 17**

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.

**Correct Answer: D**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 18**

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.

**Correct Answer: A**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 19**

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.

**Correct Answer:** AD

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 20

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.

**Correct Answer:** AC

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 21

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.

**Correct Answer:** ACD

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 22

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



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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.

**Correct Answer:** BD

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 23

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.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 24

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.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 25

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.

**Correct Answer:** CD

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 26

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.

**Correct Answer:** AD

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 27

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

**Correct Answer:** CDE

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 28

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

**Correct Answer:** ACE

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 29

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

1. Personally identifiable information (PII)
2. IP restrictions on profiles organized by geographic location

3. Financial records that need to be private and accessible only by the assigned sales associate
4. 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

**Correct Answer:** ACD

**Section:** (none)

**Explanation**

**Explanation/Reference:**



#### QUESTION 30

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

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Reference: [https://help.salesforce.com/articleView?id=admin\\_backup\\_metdata.htm&type=5](https://help.salesforce.com/articleView?id=admin_backup_metdata.htm&type=5)

#### QUESTION 31

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

**Correct Answer:** ACD

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 32

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

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

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

#### QUESTION 33

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

**Correct Answer:** AB

**Section:** (none)

**Explanation**

**Explanation/Reference:**

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

#### QUESTION 34

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.

**Correct Answer:** BDE

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 35

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

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### QUESTION 36

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

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

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

### QUESTION 37

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

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### QUESTION 38

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

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Reference: [https://help.salesforce.com/articleView?id=data\\_classification\\_metadata\\_fields.htm&type=5](https://help.salesforce.com/articleView?id=data_classification_metadata_fields.htm&type=5)

### QUESTION 39

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

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 40

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

**Correct Answer:** AD

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 41

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

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 42**

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:

1. Salesforce CRM
2. Custom billing solution
3. Customer master data management (MDM)
4. Contract management system
5. 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

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 43**

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

**Correct Answer:** BDE

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 44

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

1. Payment providers: Organizations who pay for the care to patients.
2. Doctors: They provide care plan for patients and need to support multiple patients. They are provided access to patient information.
3. 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

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 45

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

**Correct Answer:** CD

**Section:** (none)

**Explanation**

**Explanation/Reference:**

