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SALESFORCE

CERTIFIED DATA ARCHITECT

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QUESTION: 1

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. Refactor or optimize classes and triggers for maximum CPU performance.
- B. Disable classes or triggers that have the potential to obtain the same record.
- C. Embed the keywords FOR UPDATE after SOQL statements.
- D. Migrate programmatic logic to processes and flows.

QUESTION: 2

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 granular locking.
- C. Enable defer sharing calculation.
- D. Enable implicit sharing.

QUESTION: 3

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 Inventor

QUESTION: 4

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:

1. Point-of-sale system: All purchases for a customer
2. Salesforce: All customer service activity and sales activities for a customer
3. Mobile app: All bookings, preferences, and browser activity for a customer
4. 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. Periodically upload summary information in Salesforce to build a 360degree view.
- B. Use a customer data mart to create the 360degree view of the customer.
- C. Migrate customer activities from all four systems into Salesforce.
- D. Explore external data sources in Salesforce to build a 360degree view of the customer.

QUESTION: 5

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

1. Sales users enter their opportunities in Salesforce for forecasting and reporting purposes.
2. NTO has a product pricing system (PPS) that is used to update the Opportunity Amount field on opportunities on a daily basis.
3. PPS is the trusted source within NTO for Opportunity Amount.
4. 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. Create a custom field for Opportunity amount that PPS updates separating the field sales user updates.
- B. Change Opportunity Amount field access to Read Only for sales users using field-level security.
- C. Change PPS integration to update only Opportunity Amount field when the value is null.

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

QUESTION: 6

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

QUESTION: 7

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:

1. The MDM solution keeps track of the Customer Master with a Master Key.
2. The Master Key is a map to the record IDs from each external system that customer data is stored within.
3. 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. Store the Master Key on the Contact object as an External ID field for referential integrity.
- B. Store the Master Key in Heroku Postgres and use Heroku Connect for synchronization.
- C. Create an external object to store the Master Key with a lookup field to Contact.
- D. Create a custom object to store the Master Key with a lookup field to Contact.

QUESTION: 8

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

What should a data architect recommend to satisfy this requirement?

- A. Create formula fields with geolocation functions for this requirement.
- B. Create custom fields to maintain latitude and longitude information.

- C. Recommend AppExchange packages to support this requirement.
- D. Create a geolocation custom field to maintain this requirement

QUESTION: 9

Universal Containers has been a customer of Salesforce for 10 years. Currently they have 2 million accounts in the system. Due to an erroneous integration built 3 years ago, it is estimated there are 500,000 duplicates in the system.

Which solution should a data architect recommend to remediate the duplication issue?

- A. Implement duplicate rules
- B. Extract the data using data loader and use excel to merge the duplicate records
- C. Utilize a data warehouse as the system of truth
- D. Develop an ETL process that utilizes the merge API to merge the duplicate records

QUESTION: 10

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. Partner Community License
- B. Salesforce Sales Cloud License
- C. Customer Community License
- D. Lightning Platform License

QUESTION: 11

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

- A. Develop an Apex class that searches for duplicates and removes them nightly.
- B. Build a custom search functionality that allows sales associates to search for customer in real time upon visiting their retail stores.
- C. Leverage duplicate rules in Salesforce to validate duplicates during the account creation process.**
- D. Implement an MDM solution to validate the customer information before creating Accounts in Salesforce.

QUESTION: 12

Universal Containers is establishing a call center that will use Salesforce. UC receives 10 million calls and creates 100 million cases every month. Cases are linked to a custom call object using lookup relationship. UC would like to run reports and dashboard to better understand different case types being created on calls to better serve customers.

What solution should a data architect recommend to meet the business requirement?

- A. Leverage out-of-the-box reports and dashboard on case and interactive voice response (IVR) custom object.
- B. Archive records to a data warehouse and run analytics on the data warehouse.
- C. Leverage big objects to archive records and Einstein Analytics to run reports.**
- D. Leverage custom objects to store aggregate data and run analytics.

QUESTION: 13

Universal Containers (UC) owns several Salesforce orgs across a variety of business units. UC management has declared that it needs the ability to report on Accounts and Opportunities from each org in one place. Once the data is brought together into a global view, management would like to use advanced AI-driven analytics on the dataset.

Which tool should a data architect recommend to accomplish this reporting requirement?

- A. Run standard reports and dashboards.
- B. Write a Python script to aggregate and visualize the data.
- C. Use Einstein Analytics for multi-org.**
- D. Install a third-party AppExchange tool for multi-org reporting.

QUESTION: 14

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:

1. Data owner
2. Security level (I. e. confidential)
3. Compliance type (I. e. GDPR, PII, HIPAA)

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

What should a data architect recommend to address this requirement?

- A. Use field metadata attributes for compliance categorization, data owner, and data sensitivity level.
- B. Create a custom object and field to capture necessary compliance information and build custom reports.
- C. Use the 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.

QUESTION: 15

Universal Containers (UC) has 50 million customers and stores customer order history on an ERP system. UC also uses Salesforce to manage opportunities and customer support.

In order to provide seamless customer support, UC would like to see the customer's order history when viewing the customer record during a sales or support call. What should a data architect do in order to provide this functionality, while preserving the user experience?

- A. Import the order history into a custom Salesforce object, update nightly.
- B. Embed the ERP system in an iframe and display on a custom tab.
- C. Use an Apex callout to populate a text area field for displaying the order history.
- D. Use Salesforce Connect and an external object to display the order history in Salesforce.

QUESTION: 16

A large telecommunication provider that provides internet services to both residences and businesses has the following attributes:

1. A customer who purchases its services for their home will be created as an Account in Salesforce.
2. Individuals within the same house address will be created as Contact in Salesforce.
3. Businesses are created as Accounts in Salesforce.

Some of the customers have both services at their home and business.

What should a data architect recommend for a single view of these customers without creating multiple customer records?

- A. Customers are created as Accounts for Residence Account and use Parent Account to relate Business Account.
- B. Customers are created as Individual objects and relate with Accounts for Business and Residence accounts.
- C. Customers are created as Contacts and related to Business and Residential Accounts using the Account Contact Relationships.
- D. Customers are created as Person Accounts and related to Business and Residential Accounts using the Account Contact relationship.

QUESTION: 17

A customer needs a sales model that allows the following:

1. Opportunities need to be assigned to sales people based on the zip code.
2. Each salesperson can be assigned to multiple zip codes.
3. Each zip code is assigned to a sales area definition. Sales are aggregated by sales area for reporting.

What should a data architect recommend?

- A. Assign opportunities using list views using zip code.
- B. Configure the Territory Management feature to support opportunity assignment.
- C. Allow sales users to manually assign opportunity ownership based on zip code.
- D. Add custom fields in opportunities for zip code and use assignment rules.

QUESTION: 18

Northern Trail Outfitters is concerned because some of its data is sensitive and needs to be identified for access.

What should be used to provide ways to filter and identify the sensitive data?

- A. Implement field-level security.
- B. Define data classification metadata.
- C. Custom checkbox denoting sensitive data.

D. Define data grouping metadata.

QUESTION: 19

A data architect is working with a large B2C retailer and needs to model the consumer account structure in Salesforce.

What standard feature should be selected in this scenario?

- A. Contacts
- B. Person Accounts
- C. Account Contact
- D. Individual Accounts

QUESTION: 20

Universal Containers (UC) has built a custom application on Salesforce to help track shipments around the world. A majority of the shipping records are stored on-premise in an external data source. UC needs shipment details to be exposed to the custom application, and the data needs to be accessible in real time. The external data source is not OData enabled, and UC does not own a middleware tool.

Which Salesforce Connect procedure should a data architect use to ensure UC's requirements are met?

- A. Write an Apex class that makes a REST callout to the external API.
- B. Write a custom adapter with the Apex Connector Framework.
- C. Migrate the data to Heroku and register Postgres as a data source.
- D. Develop a process that calls an invocable web service method.

QUESTION: 21

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 solution should a data architect recommend to resolve the complaints?

- A. Do a bulk delete of all account records in Salesforce and a complete reload from the ERP.
- B. Build a nightly sync job from ERP to Salesforce.
- 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.

QUESTION: 22

A large automobile manufacturer has decided to use Salesforce as its CRM. It needs to maintain the following dealer types in their CRM:

1. Local dealers
2. Regional distributor
3. State distributor
4. Service dealer

The attributes are different for each of the customer types. The CRM users should be allowed to enter only attributes related to the customer types. The processes and business rules for each of the customer types could be different.

How should the different dealers be maintained in Salesforce?

- A. Use Accounts for dealers, and create record types for each of the dealer types.
- B. Create Custom objects for each dealer types and custom fields for dealer attributes.
- C. Use Accounts for dealers and custom picklist field for each of the dealer types.
- D. Create dealers as Accounts, and build custom views for each of the dealer types.

QUESTION: 23

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

QUESTION: 24

Universal Containers (UC) has implemented a master data management strategy, which uses a central system of truth, to ensure the entire company has the same customer information in all systems. UC customer data changes need to be accurate at all times in all of the systems. Salesforce is the identified system of record for this information.

What is the correct solution for ensuring all systems using customer data are kept up to date?

- A. Send customer data nightly to the system of truth in a scheduled batch job.
- B. Send customer record changes from Salesforce to each system in a nightly batch job.
- C. Have each system pull the record changes from Salesforce using change data capture.
- D. Send customer record changes from Salesforce to the system of truth in real time.

QUESTION: 25

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. Utilize PK Chunking with the Bulk API.
- B. Use the Bulk API in parallel mode.
- C. Install a third-party AppExchange tool.
- D. Call the REST API in successive queries.

QUESTION: 26

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. Email all customers and ask them to verify their information and to call NTO if their address is incorrect.
- B. Have the sales team call all existing customers and ask to verify the contact details.

C. Use a third-party data source to update the contact information in Salesforce.

D. Delete contacts when the mail is returned to save postal costs for NTO.

QUESTION: 27

Northern Trail Outfitters (NTO) uses Sales Cloud and Service Cloud to manage their sales and support processes. Some of NTO's 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. Add description fields to explain why the field is used, and mark the fields as Required.

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

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

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

QUESTION: 28

Northern Trail Outfitters (NTO) wants to start a loyalty program to reward repeat customers. The program will track every item a customer has bought and grants them points for discounts. The following conditions will exist upon implementation:

1. Data will be used to drive marketing and product development initiatives.

2. NTO estimates that the program will generate 100 million rows of data monthly.

3. NTO will use Salesforce's Einstein Analytics and Discovery to leverage their data and make business and marketing decisions.

What should the Data Architect do to store, collect, and use the reward program data?

A. Create a custom object in Salesforce that will be used to capture the Reward Program data.

B. Have Einstein connect to the point of sales system to capture the Reward Program data.

C. Create a custom big object in Salesforce which will be used to capture the Reward Program data for consumption by Einstein.

D. Create a big object in Einstein Analytics to capture the Loyalty Program data.

QUESTION: 29

Northern Trail Outfitters (NTO) has recently implemented Salesforce to track opportunities across all their regions. NTO sales teams across all regions have historically managed their sales process in Microsoft Excel. NTO sales teams are complaining that their data from the Excel files were not migrated as part of the implementation and NTO is now facing low Salesforce adoption.

What should a data architect recommend to increase Salesforce adoption?

- A. Create a chatter group and upload all Excel files to the group.
- B. Use the Excel connector to Salesforce to sync data from individual Excel files.
- C. Define a standard mapping and train sales users to import opportunity data.
- D. Load data in external database and provide access to database to sales users.

QUESTION: 30

Northern Trail Outfitters needs to implement an archive solution for Salesforce data.

This archive solution needs to help NTO do the following:

1. Remove outdated information not required on a day-to-day basis.
2. Improve Salesforce performance.

Which solution should be used to meet these requirements?

- A. Use a formula field that shows true when a record reaches a defined age and use that field to run a report and export a report into SharePoint.
- B. Create a full copy sandbox, and use it as a source for retaining archived data.
- C. Identify a location to store archived data, and move data to the location using a time-based workflow.
- D. Identify a location to store archived data and use scheduled batch jobs to migrate and purge the aged data on a nightly basis.

QUESTION: 31

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 purposes.

What solution should a data architect recommend?

- A. Use a custom big object to store archived case data.
- B. Archive case data using a Salesforce Archival solution.
- C. Use a custom object to store archived case data.

D. Purchase more data storage to support the case object.

QUESTION: 32

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. Implement a custom big object to store the data.
- B. Use a standard big object defined by Salesforce
- C. Use the standard "Order" object to store the data.
- D. Create a custom object to store the data.

QUESTION: 33

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. Leverage a third-party tool that extracts Salesforce data/metadata, and stores the information in an external protected system.
- B. Utilize an ETL tool to migrate data to an on-premise archival solution.
- C. Leverage Salesforce weekly exports, and store data in flat files on a protected system.
- D. Write a custom batch job to extract data changes nightly, and store on an external protected system.

QUESTION: 34

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. Implement classic encryption to encrypt custom and standard fields.
- C. Use Apex Crypto Class to encrypt custom and standard fields.
- D. Implement shield platform encryption to encrypt custom and standard fields.

QUESTION: 35

Northern Trail Outfitters (NTO) has an external product master system that syncs product and pricing information with Salesforce. Users have been complaining that they are seeing discrepancies in product and pricing information displayed on the NTO website and Salesforce.

As a data architect, which action is recommended to avoid data sync issues?

- A. Build a custom integration for one way sync of product and pricing information from product master to Salesforce.
- B. Implement a manual process to update the products from an extract from the products master on a weekly basis.
- C. Use the Customer 360 data manager to sync product and pricing information from product master database to Salesforce.
- D. Build a custom integration for two-way sync of product and pricing information between product master to Salesforce.

QUESTION: 36

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

QUESTION: 37

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. Implicit sharing will automatically handle this with standard functionality.
- B. Create a criteria-based sharing rule.
- C. Create an owner-based sharing rule.
- D. Add appropriate users to the Account team.

QUESTION: 38

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

QUESTION: 39

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

QUESTION: 40

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 field as external ID to maintain the customer ID from the MDM solution.
- B. Store the Salesforce ID in all the solutions to identify the customer.

- C. Create a customer database, and use this ID in all systems.
- D. Create a custom object that will serve as a cross-reference for the customer ID.

QUESTION: 41

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. Build real-time integration to pull order line items into Salesforce when viewing orders.
- B. Leverage Salesforce Connect to bring the order line item from the legacy system to Salesforce.
- 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.

QUESTION: 42

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. As needed, make callouts into Heroku Postgres and persist the data in Salesforce.
- B. Use Heroku Connect to bidirectionally sync all data between systems.
- 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.

QUESTION: 43

Universal Containers (UC) has lead assignment rules to assign leads to owners. Leads not routed by assignment rules are assigned to a dummy user. Sales rep are complaining of high load times and issues with accessing leads assigned to the dummy user.

What should a data architect recommend to solve these performance issues?

- A. Create multiple dummy users and assign leads to them.
- B. Assign dummy user to highest role in role hierarchy.
- C. Assign dummy user last role in role hierarchy.
- D. Periodically delete leads to reduce number of leads.

QUESTION: 44

Universal Containers is building a Salesforce application to track Contacts and the respective Conferences that they have attended with the following requirements:

1. Contacts will be stored in the standard Contact object.
2. Conferences will be stored in a custom Conference_c object.
3. 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 master-detail relationship field on the Contact object.
- D. Create a lookup relationship field on the Contact object.

QUESTION: 45

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.

QUESTION: 46

Universal Containers uses classic encryption for custom fields and is leveraging weekly data export for data backups. During a validation process, 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 the data migration user, and assign View Encrypted Data.**
- B. Set up a standard profile for the data migration user, and assign View Encrypted Data.
- C. Create another field to copy data from the encrypted field, and use this field in export.
- D. Leverage an Apex class to decrypt data before exporting it.

QUESTION: 47

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.**

QUESTION: 48

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

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

QUESTION: 49

Universal Containers (UC) plans to implement consent management for its customers to be compliant with General Data Protection Regulation (GDPR). UC has the following requirements:

1. UC uses Person Accounts and Contacts in Salesforce for its customers.
2. Data Protection and Privacy is enabled in Salesforce.
3. Consent should be maintained in both these objects.
4. UC plans to verify the consent provided by customers before contacting them through email or phone.

Which option should the data architect recommend to implement these requirements?

- A. Build Custom Object to store consent information in Person Account and Contact; validate against this object before contacting customers.
- B. Delete contact information from customers who have declined consent to be contacted.
- C. Configure custom fields in Person Account and Contact to store consent provided by customers, and validate consent against the fields.
- D. Use the Consent Management feature to validate consent provided under the Person Account and Contact that is provided by the customer.**

QUESTION: 50

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. Load the data through Data Loader and turn on parallel processing.
- B. Leverage the Bulk API and concurrent processes with multiple batches.
- C. Enable granular locking to avoid the "UNABLE_TO_LOCK_ROW" error.
- D. Enable defer sharing calculations and suspend sharing rule calculations.**

QUESTION: 51

Universal Containers (UC) is migrating data from legacy system to Salesforce. During data analysis it was discovered that data types of fields being migrated do not match with Salesforce data types.

Which solution should a data architect use to ensure successful data migrations?

- A. Migrate the legacy data leveraging an ETL tool to transform data types and load data into Salesforce.**
- B. Migrate legacy data to a staging database for mapping then leverage an ETL tool to transform the data and load into Salesforce.
- C. Export legacy data into CSV files and leverage data loader to load data into Salesforce.
- D. Export legacy data into the staging database and leverage stored procedures to transform data types before loading into Salesforce.

QUESTION: 52

Based on government regulations, a Salesforce customer plans to implement the following in Salesforce for compliance:

1. Access to customer information based on record ownership
2. Ability for customers to request removal of their information from Salesforce
3. Prevent users from accessing Salesforce from outside company network (virtual private network, or VPN)

What should a data architect recommend to address these requirements?

- A. Allow users access to Salesforce through a custom web application hosted within VPN.
- B. Implement Salesforce shield with Event Monitoring to address the requirement.
- C. Contact Salesforce support to restrict access only with VPN and other requirements.
- D. Implement IP restrictions, sharing settings, and custom Apex to support customer requests.**

QUESTION: 53

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

QUESTION: 54

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 profile and location information.

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

- A. Run reports to identify records which do not have company profile and location data.**
- B. Leverage external data providers to populate company profile and location data.

- C. Export data out of Salesforce and send to another team to populate company profile and location data.
- D. Ask sales people to search for and populate company profile and location data.

QUESTION: 55

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-time for reports and list views.

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

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

QUESTION: 56

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. Use Data Loader for export and Data Import Wizard for import.
- B. Use the Salesforce CLI to query, export, and import.
- C. Write a script to use the Bulk API.
- D. Use an ETL tool to orchestrate the migration.

QUESTION: 57

Universal Containers (UC) needs to move millions of records from an external enterprise resource planning (ERP) system into Salesforce.

What should a data architect recommend to be done while using the Bulk API in serial mode instead of parallel mode?

- A. Inserting 1 million orders distributed across a variety of accounts with lock exceptions eliminated and managed.
- B. Leveraging a controlled feed load with 10 batches per job.
- C. Placing 20 batches on the queue for upsert jobs.
- D. Inserting 1 million orders distributed across a variety of accounts with potential lock exceptions.**

QUESTION: 58

Universal Containers (UC) has the following systems:

1. Billing system
2. Customer support system
3. 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. Globally Unique Identifier**
- B. Phone number
- C. Full name
- D. Email address

QUESTION: 59

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 Platform Starter
- C. Lightning External Apps Starter
- D. Lightning Platform Plus**

QUESTION: 60

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 will regularly timeout.

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

- A. Extract opportunity and order data from Salesforce, and use a third-party reporting tool to run reports outside of Salesforce.
- B. Create a skinny table in Salesforce, and copy order and opportunity fields into the skinny table and create the required reports on it.
- C. Create custom fields on opportunity, and copy data from order into those custom fields and run all reports on Opportunity object.
- D. Utilize CRM Analytics to run analytical reporting for the large data objects.

QUESTION: 61

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 spoke org for change data and push into the hub org.
- B. A middleware solution that extracts and distributes data across both the hub and spokes.
- C. A backup and archive solution that extracts and restores data across orgs.
- D. Develop custom APIs to poll the hub org for change data and push into the spoke orgs.

QUESTION: 62

Universal Containers (UC) manages Vehicle and Service History in Salesforce.

Vehicle (Vehicle_c) and Service History (Service_History_c) are both custom objects related through a lookup relationship. Every week a batch synchronization process updates the Vehicle and Service History records in Salesforce. UC has two hours of migration window every week and is facing locking issues as part of the data migration process.

What should a data architect recommend to avoid locking issues without affecting performance of data migration?

- A. Use Bulk API serial mode for data migration.
- B. Insert the order in another custom object and use Batch Apex to move the records to Service_Order_c object.
- C. Use Bulk API parallel mode for data migration.
- D. Change the lookup configuration to "Clear the value of this field" when lookup record is deleted.

QUESTION: 63

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 plans 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 Contacts, Payment providers as Accounts, and Doctors as Accounts
- B. Patients as Person Accounts, Payment providers as Accounts, and Doctors as Contacts
- 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

QUESTION: 64

Universal Containers's system administrators have been complaining that they are not able to make changes to its users' records, including moving them to new territories without getting "unable to lock row" errors. This is causing the system admins to spend hours updating user records every day.

What should the data architect do to prevent the errors?

- A. Reduce number of users updated concurrently.
- B. Analyze Splunk query to spot offending records.
- C. Increase CPU for the Salesforce org.
- D. Enable granular locking.

QUESTION: 65

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. Create a custom object to store aggregate data and run reports.
- B. Build reports using custom Lightning components.
- C. Contact Salesforce support to enable skinny table for cases.
- D. Move data off of the platform and run reporting outside Salesforce, and give access to reports.