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QUESTION 1

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. Contact Salesforce support to enable skinny table for cases.

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

D. Build reports using custom Lightning components.

Correct Answer: A

QUESTION 2

A health care provider wishes to use salesforce to track patient care. The following actions are in Salesforce

1.

 Payment Providers: Orgas who pay for the care 2 patients.

2.

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

3.

 Patients: They are individuals who need care.

A data architect needs to map the actor to Sf 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 Account

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

Correct Answer: C

QUESTION 3

UC is preparing to implement sales cloud and would like to 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. Create a criteria-based sharing rule.

B. Implicit sharing will automatically handle with standard functionality.

C. Add appropriate users to the account team.

D. Create an owner-based sharing rule.

Correct Answer: B

QUESTION 4

Northern Trail Outfitters (NTO) has the following systems:

1.

Customer master-source of truth for customer information

2.

Service cloud-customer support

3.

Marketing cloud-marketing support

4.

Enterprise data warehouse--business reporting

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

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

Which three data will an MDM tool solve? Choose 3 answers

A. Data completeness

B. Data loss and recovery

C. Data duplication

D. Data accuracy and quality

E. Data standardization

Correct Answer: CDE

QUESTION 5

Universal Containers (UC) has a complex system landscape and is implementing a data governance program for the first time Which two first steps would be appropriate for UC to initiate an assessment of data architecture? Choose 2 answers

A. Engage with IT program managers to assess current velocity of projects in the pipeline.

B. Engage with database administrators to assess current database performance metrics.

C. Engage with executive sponsorship to assess enterprise data strategy and goals.

D. Engage with business units and IT to assess current operational systems and data models.

Correct Answer: CD

QUESTION 6

Which two statements are accurate with respect to performance testing a Force.com application?

A. All Force.com applications must be performance tested in a sandbox as well as production.

B. A performance test plan must be created and submitted to Salesforce customer support.

C. Applications with highly customized code or large volumes should be performance tested.

D. Application performance benchmarked in a sandbox can also be expected in production.

Correct Answer: BC

QUESTION 7

Universal Containers (UC) has adopted Salesforce as its primary sales automated tool. UC has 100,00 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 a customer record and view their account status, Invoice history, and opportunities without navigating outside of Salesforce.

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

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

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

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

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

Correct Answer: C

QUESTION 8

Universal Containers (UC) has implemented Sales Cloud for its entire sales organization, UC has built a custom object called projects_c that stores customers project detail and employee bitable hours. The following requirements are needed:

1.

A subnet of individuals from the finance team will need to access to the projects object for reporting and adjusting employee utilization.

2.

The finance users will not access to any sales objects, but they will need to interact with the custom object. Which license type a data architect recommend for the finance team that best meets the requirements?

A. Service Cloud

B. Sales Cloud

C. Light Platform Start

D. Lighting platform plus

Correct Answer: D

QUESTION 9

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

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

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

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

Correct Answer: A

QUESTION 10

Which two aspects of data does an Enterprise data governance program aim to improve?

A. Data integrity

B. Data distribution

C. Data usability

D. Data modeling

Correct Answer: AC

QUESTION 11

Universal Containers (UC) maintains a collection of several million Account records that represent business in the United Sates. As a logistics company, this list is one of the most valuable and important components of UC\\'s business, and the accuracy of shipping addresses is paramount. Recently it has been noticed that too many of the addresses of these businesses are inaccurate, or the businesses don\\'t exist. Which two scalable strategies should UC consider to improve the quality of their Account addresses?

A. Contact each business on the list and ask them to review and update their address information.

B. Build a team of employees that validate Accounts by searching the web and making phone calls.

C. Integrate with a third-party database or services for address validation and enrichment.

D. Leverage Data.com Clean to clean up Account address fields with the DandB database.

Correct Answer: CD

QUESTION 12

For a production cutover, a large number of Account records will be loaded into Salesforce from a legacy system. The legacy system does not have enough information to determine the Ownership for these Accounts upon initial load. Which two recommended options assign Account ownership to mitigate potential performance problems?

A. Let a "system user" own all the Account records without assigning any role to this user in Role Hierarchy.

B. Let a "system user" own the Account records and assign this user to the lowest-level role in the Role Hierarchy.

C. Let the VP of the Sales department, who will report directly to the senior VP, own all the Account records.

D. Let a "system user" own all the Account records and make this user part of the highest- level role in the Role Hierarchy.

Correct Answer: AB

QUESTION 13

Universal Containers (UC) management has identified a total of ten text fields on the Contact object as important to capture any changes made to these fields, such as who made the change, when they made the change, what is the old value, and what is the new value. UC needs to be able to report on these field data changes within Salesforce for the past 3 months. What are two approaches that will meet this requirement? Choose 2 answers

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

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

D. 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.

Correct Answer: BC

QUESTION 14

UC is migrating data from legacy system to SF. 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 2 solutions should a data architect recommends to preserve the date timestamps and ownership on records? Choose 2 answers.

A. Log a case with SF to update these fields

B. Enable update records with Inactive Owners Permission

C. Enable Set Audit fields upon Record Creation Permission

D. Enable modify all and view all permission.

Correct Answer: BC

QUESTION 15

Universal Containers (UC) is a major supplier of office supplies. Some products are produced by UC and some by other manufacturers. Recently, a number of customers have complained that product descriptions on the invoices do not match the descriptions in the online catalog and on some of the order confirmations (e.g., "ballpoint pen" in the catalog and "pen" on the invoice, and item color labels are inconsistent: "what vs. "White" or "blk" vs. "Black"). All product data is consolidated in the company data warehouse and pushed to Salesforce to generate quotes and invoices. The online catalog and webshop is a Salesforce Customer Community solution. What is a correct technique UC should use to solve the data inconsistency?

A. Change integration to let product master systems update product data directly in Salesforce via the Salesforce API.

B. Add custom fields to the Product standard object in Salesforce to store data from the different source systems.

C. Define a data taxonomy for product data and apply the taxonomy to the product data in the data warehouse.

D. Build Apex Triggers in Salesforce that ensure products have the correct names and labels after data is loaded into salesforce.

Correct Answer: C

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