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**QUESTION 1**

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

Correct Answer: D

Explanation: According to Trailhead2, Customer 360 Data Manager is a feature that allows administrators to connect, reconcile, and share customer data across Salesforce orgs and external systems. Customer 360 Data Manager can sync product and pricing information from product master database to Salesforce using predefined mappings and rules, ensuring data quality and consistency. Option D is the correct answer because it suggests using Customer 360 Data Manager to sync product and pricing information from product master database to Salesforce. Option A is incorrect because building a custom integration for two-way sync of product and pricing information between product master and Salesforce can introduce data conflicts and duplication issues, as both systems can update the same data independently. Option B is incorrect because building a custom integration for one-way sync of product and pricing information from product master to Salesforce can be costly and time-consuming, as it requires custom development and maintenance. Option C is incorrect because implementing a manual process to update the products from an extract from the products master on a weekly basis can result in data latency and errors, as the products information may change more frequently than once a week.

QUESTION 2

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

1.
Sales Order information needs to be shown to users in Salesforce.
2.
Sales Orders are maintained in the on-premises 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. Us custom objects to maintain Sales Orders in Salesforce.
- B. Use custom big objects to maintain Sales Orders in Salesforce.
- C. Use external objects to maintain Sales Order in Salesforce.
- D. Use Standard order object to maintain Sale Orders in Salesforce

Correct Answer: C

Explanation: Using external objects to maintain Sales Order in Salesforce is the best recommendation for maintaining Sales Orders in Salesforce, as it allows users to access large volumes of data stored outside Salesforce without copying or synchronizing it. Using custom objects, custom big objects, or standard order object may not be feasible or optimal for storing more than 150 million records that will not be updated in Salesforce.

QUESTION 3

Northern Trail Outfitters (NTO) has multiple Salesforce orgs based on regions. Users need read-only access to customers across all Salesforce orgs.

Which feature in Salesforce can be used to provide access to customer records across all NTO orgs?

- A. Salesforce Connect
- B. Salesforce 2 Salesforce
- C. Federated Search
- D. External APIs

Correct Answer: A

Explanation: Salesforce Connect is a feature that allows users to access data from external sources and multiple Salesforce orgs, using either clicks or code. Salesforce Connect can provide read-only access to customer records across all NTO orgs, without replicating or storing the data in Salesforce.

QUESTION 4

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



Explanation: Acquiring an AppExchange Lead de-duplication application and implementing Salesforce Matching and Duplicate Rules are two approaches that the manager at Cloud Kicks should take to avoid creating duplicate records when importing Leads into Salesforce. An AppExchange Lead de-duplication application can provide additional features and functionality for finding and preventing duplicate Leads during import, such as fuzzy matching, custom rules, mass merge, etc. Salesforce Matching and Duplicate Rules can allow the manager to define how Salesforce identifies duplicate Leads based on various criteria and how users can handle them during import, such as blocking, allowing, or alerting them. The other options are not feasible or effective for avoiding duplicate records, as they would either not work during import, not provide de-duplication capabilities, or require additional customization.

QUESTION 5

Universal Containers (UC) has multi-level account hierarchies that represent departments within their major Accounts. Users are creating duplicate Contacts across multiple departments. UC wants to clean the data so as to have a single Contact across departments. What two solutions should UC implement to cleanse their data? Choose 2 answers

- A. Make use of a third-party tool to help merge duplicate Contacts across Accounts.
- B. Use Data.com to standardize Contact address information to help identify duplicates.
- C. Use Workflow rules to standardize Contact information to identify and prevent duplicates.
- D. Make use of the Merge Contacts feature of Salesforce to merge duplicates for an Account.

Correct Answer: AB

Explanation: Making use of a third-party tool to help merge duplicate Contacts across Accounts and using Data.com to standardize Contact address information to help identify duplicates are two solutions that UC should implement to cleanse their data and have a single Contact across departments. A third-party tool, such as an app from the AppExchange, can provide advanced features and capabilities for finding and merging duplicate Contacts across different Accounts, based on various criteria and rules. Data.com can provide address verification and standardization services that can enhance the quality and consistency of Contact address information and make it easier to identify duplicates. The other options are not feasible or effective for cleansing the data, as they would either not work across different Accounts, not address the root cause of duplication, or not provide sufficient functionality for merging duplicates

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