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**QUESTION 1**

Universal Containers (UC) is building a Service Cloud call center application and has a multi-system support solution. UC would like or ensure that all systems have access to the same customer information. What solution should a data architect recommend?

- A. Make Salesforce the system of record for all data.
- B. Implement a master data management (MDM) strategy for customer data.
- C. Load customer data in all systems.
- D. Let each system be an owner of data it generates.

Correct Answer: B

Explanation: A master data management (MDM) strategy for customer data can help UC ensure that all systems have access to the same customer information, without loading or duplicating data in all systems. An MDM strategy can also help UC avoid data conflicts and inconsistencies that may arise from having multiple systems as owners of data.

QUESTION 2

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

Explanation: According to the Salesforce documentation, a hub-and-spoke model is an integration architecture pattern that allows connecting multiple Salesforce orgs using a central org (hub) and one or more secondary orgs (spokes). The hub org acts as the master data source and orchestrates the data flow between the spoke orgs. The spoke orgs act as the consumers or producers of the data and communicate with the hub org. To orchestrate data between the hub org and spoke orgs, a data architect should use: A middleware solution that extracts and distributes data across both the hub and spokes (option A). This means using an external service or tool that can connect to multiple Salesforce orgs using APIs or connectors, and perform data extraction, transformation, and distribution operations between the hub and spoke orgs. This can provide a scalable, flexible, and reliable way to orchestrate data across multiple orgs. Developing custom APIs to poll the hub org for change data and push into the spoke orgs (option B) is not a good solution, as it can be complex, costly, and difficult to maintain. It may also not be able to handle large volumes of data or complex transformations efficiently. Developing custom APIs to poll the spoke orgs for change data and push into the hub org (option C) is also not a good solution, as it can have the same drawbacks as option B. It may also not be able to handle



conflicts or errors effectively. Using a backup and archive solution that extracts and restores data across orgs (option D) is also not a good solution, as it can incur additional costs and dependencies. It may also not be able to handle real-time or near-real-time data orchestration requirements.

QUESTION 3

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

What should an Architect do to categorize the attachments to fulfill these requirements?

- A. Add additional options to the standard ContentType picklist field for the Attachment object.
- B. Add a ContentType picklist field to the Attachment layout and create additional picklist options.
- C. Create a custom picklist field for the Type on the standard Attachment object with the values.
- D. Create a custom object related to the Invoice object with a picklist field for the Type.

Correct Answer: D

Explanation: Creating a custom object related to the Invoice object with a picklist field for the Type allows the architect to categorize the attachments and report on them by Type. The standard Attachment object does not have a ContentType picklist field, and adding a custom picklist field to it would not be best practice.

QUESTION 4

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

Explanation: A correct technique UC should use to solve the data inconsistency is to define a data taxonomy for product data and apply the taxonomy to the product data in the data warehouse. A data taxonomy is a hierarchical classification of data entities and attributes that defines their meaning, format, and relationships. A data taxonomy can help ensure consistency, accuracy, and completeness of product data across different systems and channels



QUESTION 5

The head of sales at Get Cloudy Consulting wants to understand key relevant performance figures and help managers take corrective actions where appropriate.

What is one reporting option Get Cloudy Consulting should consider?

- A. Case SLA performance report
- B. Sales KPI Dashboard
- C. Opportunity analytic snapshot
- D. Lead conversion rate report

Correct Answer: B

Explanation: A Sales KPI Dashboard is one reporting option that Get Cloudy Consulting should consider to understand key relevant performance figures and help managers take corrective actions where appropriate. A Sales KPI Dashboard can display various metrics that indicate the health and effectiveness of the sales team, such as quota attainment, pipeline value, win rate, average deal size, sales cycle length, and more. A Sales KPI Dashboard can also help identify trends, patterns, and areas for improvement.

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