DATA-ARCHITECTURE-AND-MANAGEMENT-DESIGNER Q&As

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QUESTION 1

Universal Containers (UC) is using Salesforce Sales and Service Cloud for B2C sales and customer service but they are experiencing a lot of duplicate customers in the system. Which are two recommended approaches for UC to avoid duplicate data and increase the level of data quality?

A. Use Duplicate Management.

B. Use an Enterprise Service Bus.

C. Use Data.com Clean

D. Use a data wharehouse.

Correct Answer: AC

QUESTION 2

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 in Heroku postgres and use Heroku connect for synchronization.

B. Create a custom object to store the master key with a lookup field to contact.

C. Create an external object to store the master key with a lookup field to contact.

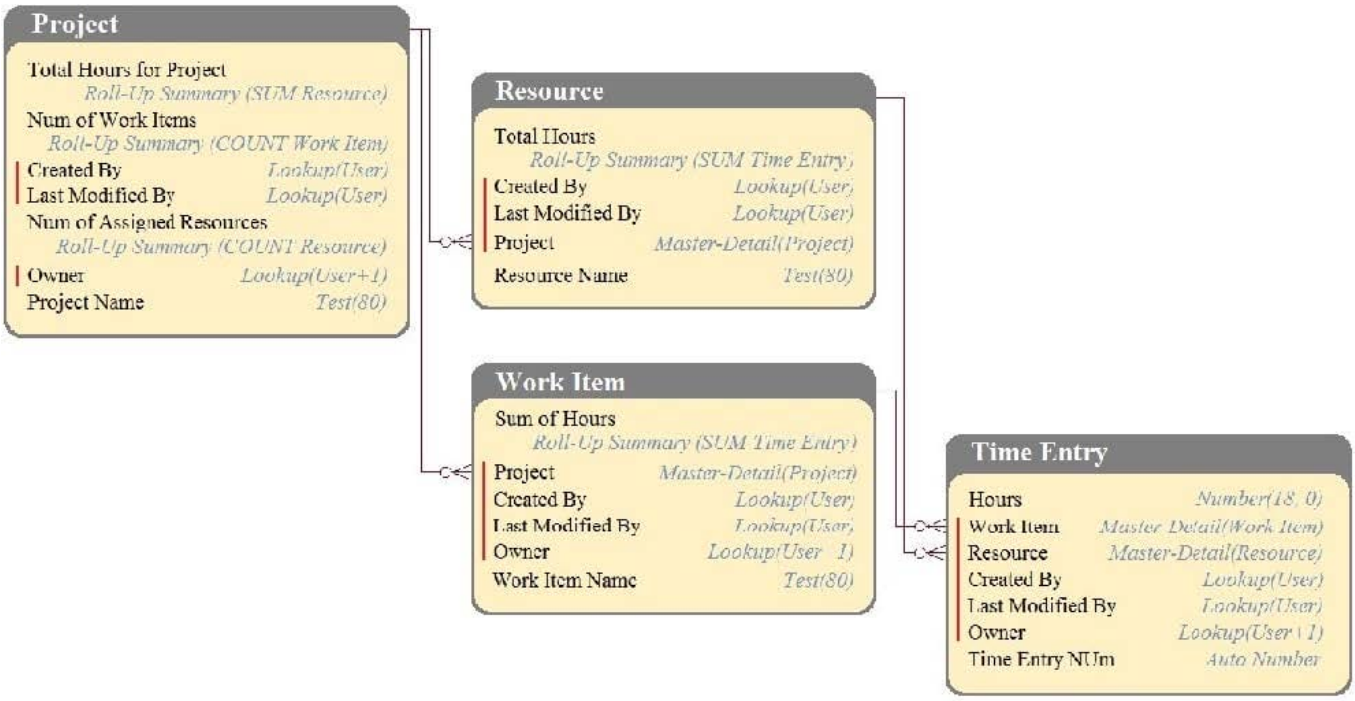
D. Store the master key on the contact object as an external ID (Field for referential imports)

Correct Answer: A

QUESTION 3

DreamHouse Realty has a data model as shown in the image. The Project object has a private sharing model, and it

has Roll-Up summary fields to calculate the number of resources assigned to the project, total hours for the project, and the number of work items associated to the project. There will be a large amount of time entry records to be loaded regularly from an external system into Salesforce.



What should the Architect consider in this situation?

A. Load all data after deferring sharing calculations.

B. Calculate summary values instead of Roll-Up by using workflow.

C. Calculate summary values instead of Roll-Up by using triggers.

D. Load all data using external IDs to link to parent records.

Correct Answer: A

QUESTION 4

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 5

Universal Container (UC) has around 200,000 Customers (stored in Account object). They get 1 or 2 Orders every month from each Customer. Orders are stored in a custom object called "Order c"; this has about 50 fields. UC is expecting a growth of 10% year -over -year. What are two considerations an architect should consider to improve the performance of SOQL queries that retrieve data from the Order _c object? Choose 2 answers

A. Use SOQL queries without WHERE conditions.

B. Work with Salesforce Support to enable Skinny Tables.

C. Reduce the number of triggers on Order _c object.

D. Make the queries more selective using indexed fields.

Correct Answer: BD

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