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Salesforce Data-Architect

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QUESTION NO: 1

UC has a legacy client server app that as a relational data base that needs to be migrated to salesforce.

What are the 3 key actions that should be done when data modeling in salesforce?

Choose 3 answers:

- A. Identify data elements to be persisted in salesforce.
- B. Map legacy data to salesforce objects.
- C. Map legacy data to salesforce custom objects.
- D. Work with legacy application owner to analysis legacy data model.
- E. Implement legacy data model within salesforce using custom fields.

ANSWER: A B E

QUESTION NO: 2

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 opportunity amount field on opportunities on a daily basis.
3. PPS is the trusted source within the 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 overriding issue?

- A. Create a custom field for opportunity amount that sales users update separating the fields that PPS updates.
- B. Create a custom field for opportunity amount that PPS updates separating the field that sales user updates.
- C. Change opportunity amount field access to read only for sales users using field level security.
- D. Change PPS integration to update only opportunity amount fields when values is NULL.

ANSWER: C

QUESTION NO: 3

Cloud Kicks currently has a Public Read/Write sharing model for the company's Contacts. Cloud Kicks management team requests that only the owner of a contact record be allowed to delete that contact.

What should an Architect do to meet these requirements?

- A. Set the profile of the users to remove delete permission from the Contact object.
- B. Check if the current user is NOT the owner by creating a "before delete" trigger.
- C. Set the Sharing settings as Public Read Only for the Contact object.
- D. Check if the current user is NOT the owner by creating a validation rule on the Contact object.

ANSWER: B

QUESTION NO: 4

Universal Containers (UC) is using Salesforce Sales & 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 warehouse.

ANSWER: A C

QUESTION NO: 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.

ANSWER: B D

QUESTION NO: 6

What makes Skinny tables fast? Choose three answers.

- A. They do not include soft-deleted records
- B. They avoid resource intensive joins
- C. Their tables are kept in sync with their source tables when the source tables are modified
- D. They can contain fields from other objects
- E. They support up to a max of 100 of columns

ANSWER: A B C

QUESTION NO: 7

Universal Containers (UC) is expecting to have nearly 5 million shipment records in its Salesforce org. Each shipment record has up to 10 child shipment item records. The Shipment custom object has an Organization-wide Default (OWD) sharing model set to Private and the Shipment Item custom object has a Master-Detail relationship to Shipment. There are 25 sharing rules set on the Shipment custom object, which allow shipment records to be shared to each of UC's 25 business areas around the globe. These sharing rules use public groups, one for each business area plus a number of groups for management and support roles. UC has a high turnover of Sales Reps and often needs to move Sales Reps between business areas in order to meet local demand. What feature would ensure that performance, when moving Sales Reps between regions, remains adequate while meeting existing requirements?

- A. Implement data archiving for old Shipment records.
- B. Contact Salesforce to create Skinny tables on Shipment.
- C. Configure shipment OWD to Public Read/Write.
- D. Contact Salesforce to enable Defer Sharing Rules

ANSWER: D

QUESTION NO: 8

UC needs to load a large volume of leads into salesforce on a weekly basis. During this process the validation rules are disabled.

What should a data architect recommend to ensure data quality is maintained in salesforce.

- A. Activate validation rules once the leads are loaded into salesforce to maintain quality.
- B. Allow validation rules to be activated during the load of leads into salesforce.
- C. Develop custom APEX batch process to improve quality once the load is completed.
- D. Ensure the lead data is preprocessed for quality before loading into salesforce.

ANSWER: C

QUESTION NO: 9

Universal Containers (UC) has an open sharing model for its Salesforce users to allow all its Salesforce internal users to edit all contacts, regardless of who owns the contact. However, UC management wants to allow only the owner of a contact record to delete that contact. If a user does not own the contact, then the user should not be allowed to delete the record. How should the architect approach the project so that the requirements are met?

- A. Create a "before delete" trigger to check if the current user is not the owner.
- B. Set the Sharing settings as Public Read Only for the Contact object.
- C. Set the profile of the users to remove delete permission from the Contact object.
- D. Create a validation rule on the Contact object to check if the current user is not the owner.

ANSWER: A

QUESTION NO: 10

UC is rolling out Sales App globally to bring sales teams together on one platform. UC expects millions of opportunities and accounts to be created and is concerned about the performance of the application.

Which 3 recommendations should the data architect make to avoid the data skew? Choose 3 answers.

- A. Use picklist fields rather than lookup to custom object.
- B. Limit assigning one user 10000 records ownership.
- C. Assign 10000 opportunities to one account.
- D. Limit associating 10000 opportunities to one account.
- E. Limit associating 10000 records looking up to same records.

ANSWER: B D

QUESTION NO: 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. leverage duplicate rules in Salesforce to validate duplicates during the account creation process.
- B. Develop an Apex class that searches for duplicates and removes them nightly.
- C. Implement an MDM solution to validate the customer information before creating Salesforce.
- D. Build a custom search functionality that allows sales associates to search for customer in real time upon visiting their retail stores.

ANSWER: A

QUESTION NO: 12

UC is using SF CRM. UC sales managers are complaining about data quality and would like to monitor and measure data quality.

Which 2 solutions should a data architect recommend to monitor and measure data quality?

Choose 2 answers.

- A. Use custom objects and fields to identify issues.
- B. Review data quality reports and dashboards.
- C. Install and run data quality analysis dashboard app
- D. Export data and check for data completeness outside of Salesforce.

ANSWER: B C

QUESTION NO: 13

UC has a requirement to migrate 100 million order records from a legacy 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 the performance degradation of the platform?

- A. Create a custom 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. Implement a custom big object to store the data.

ANSWER: D

QUESTION NO: 14

Universal Containers wants to automatically archive all inactive Account data that is older than 3 years. The information does not need to remain accessible within the application. Which two methods should be recommended to meet this requirement? Choose 2 answers

- A. Use the Force.com Workbench to export the data.
- B. Schedule a weekly export file from the Salesforce UI.
- C. Schedule jobs to export and delete using an ETL tool.
- D. Schedule jobs to export and delete using the Data Loader.

ANSWER: C D

QUESTION NO: 15

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

ANSWER: C