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Time Remaining : 00:52:34

- 1 of 60.** Northern Trail Outfitters (NTO) has been using Salesforce for Sales and Service for 10 years. For the past two years, the marketing group has noticed a rise from 0% to 35% in returned mail when sending mail using the contact information stored in Salesforce.

Which solution should the data architect use to reduce the amount of returned mail?

- A. ☒ Use a third-party data source to update the contact information in Salesforce.
- B. ☐ Email all customers and ask them to verify their information and to call NTO if their address is incorrect.
- C. ☐ Have the sales team call all existing customers and ask to verify the contact details.
- D. ☐ Delete contacts when the mail is returned to save postal costs for NTO.

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Time Remaining : 00:52:29

- 2 of 60. Universal Containers is migrating 100,000 accounts from an enterprise resource planning (ERP) to Salesforce and is concerned about ownership skew and performances.

Which three recommendations should a data architect provide to prevent ownership skew?

Choose 3 answers

- A. ☒ Assign a default user as owner of accounts and assign the user to the top most role in the hierarchy.
- B. ☒ Assign a default user as owner of accounts and do not assign any role to the default user.
- C. ☒ Keep users out of public groups that can be used as the source for sharing rules.
- D. ☐ Assign a default user as owner of accounts and assign them a role in the hierarchy.
- E. ☐ Assign View All permissions to a group of users for the Account object.

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Time Remaining : 00:52:23

- 3 of 60. A customer is operating in a highly regulated industry and is planning to implement Salesforce. The customer information maintained in Salesforce, includes the following:
1. Personally identifiable information (PII)
 2. IP restrictions on profiles organized by geographic location
 3. Financial records that need to be private and accessible only by the assigned sales associate

Enterprise Security has mandated access to be restricted to users within a specific geography with detailed monitoring of user activity. Additionally, users should not be allowed to export information from Salesforce.

Which three Salesforce Shield capabilities should a data architect recommend?

Choose 3 answers

- A. ☐ Event monitoring to monitor all user activity.
- B. ☒ Transaction Security policies to prevent export of Salesforce data.
- C. ☒ Restrict access to Salesforce from users outside specific geography.
- D. ☒ Encrypt sensitive customer information maintained in Salesforce.
- E. ☐ Prevent sales users access to customer PII information.

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Time Remaining : 00:52:17

4 of 60. Universal Containers (UC) is migrating data from a legacy system to Salesforce. UC would like to preserve the following information on records being migrated:

1. Date time stamps for created date and last modified date
2. Ownership of records belonging to inactive users being migrated to Salesforce

Which two solutions should a data architect recommend to preserve date timestamps and ownership on records?

Choose 2 answers

- A. ☒ Enable Update Records with Inactive Owners permission.
- B. ☒ Enable Set Audit Fields upon Record Creation permission.
- C. ☐ Log a case with Salesforce to allow updating these fields.
- D. ☐ Enable Modify All and View All permissions.

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Time Remaining : 00:52:14

- 5 of 60. Universal Containers (UC) is using Salesforce CRM. UC sales managers are complaining about data quality and would like to monitor and measure the data that is input in to the system.

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

Choose 2 answers

- A. ☐ Export data and check for data completeness outside of Salesforce.
- B. ☐ Use custom objects and fields to identify issues.
- C. ☒ Review the data quality reports and dashboards.
- D. ☒ Install and run the "Data Quality Analysis" dashboard app.

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Time Remaining : 00:52:10

6 of 60. Universal Containers (UC) is migrating from an on-premise homegrown customer relationship management (CRM) system. During analysis, UC users highlight a pain point that there are multiple versions of many customers.

What should the data architect do for a successful migration to mitigate the pain point?

- A. ☐ Hire an intern manually de-duplicate the records after migrating to Salesforce.
- B. ☐ Migrate the data as is, and use Salesforce's de-duplicating feature.
- C. ☐ Have the users manually clean the data in the old system prior to migration.
- D. ☒ Store the data in a staging database, and de-duplicate identical records.

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Time Remaining : 00:52:05

- 7 of 60.** Universal Containers developers have created a new Lightning component that leverages an Apex controller using a SOQL query to populate a custom list view. Users are complaining that the component often fails to load and returns a timeout error.

What tool should a data architect use to identify why the query is taking too long?

- A. ☐ Use Splunk to query the system logs looking for transaction time and CPU usage.
- B. ☐ Use Salesforce's query optimizer to analyze the query in the developer console.
- C. ☐ Open a ticket with Salesforce support to retrieve transaction logs to be analyzed for processing time.
- D. ☒ Enable and use the Query Plan tool in the developer console.

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8 of 60. A large retail company has recently chosen Salesforce as its CRM solution. They have the following record counts:

- 2,500,000 Accounts
- 25,000,000 Contacts

When doing an initial performance test, the data architect noticed an extremely slow response-time for reports and list views.

What should a data architect do to solve the performance issues?

- A. ☒ Add Custom Indexes on frequently searched Account and Contact fields.
- B. ☐ Create a Skinny Table to represent Account and Contact objects.
- C. ☐ Load only data that the user is permitted to access.
- D. ☐ Limit data loading to the 2,000 most recently created records.

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Time Remaining : 00:51:55

- 9 of 60. Northern Trail Outfitters (NTO) has a complex Salesforce org which has been developed over the past five years. Internal users are complaining about multiple data issues, including incomplete and duplicate data in the org. NTO has decided to engage a data architect to analyze and define data quality standards.

Which three key factors should a data architect consider while defining data quality standards?

Choose 3 answers

- A. ☐ Define key fields in a staging database for data cleansing.
- B. ☒ Define data duplication standards and rules.
- C. ☒ Measure data completeness and accuracy.
- D. ☐ Identify an extract, transform, load (ETL) tool for more complete data migrations.
- E. ☒ Measure data timeliness and consistency.

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Time Remaining : 00:51:51

- 10 of 60. Northern Trail Outfitters (NTO) has decided to franchise its brand. Upon implementation 1,000 franchisees will be able to access NTO's product information and track large customer sales and opportunities through a portal. The franchisees will also be able to run monthly and quarterly sales reports and projections as well as view the reports in dashboards.

Which license does NTO need to provide these features to the franchisees?

- A. ☐ Customer Community License
- B. ☐ Lightning Platform License
- C. ☒ Partner Community License
- D. ☐ Salesforce Sales Cloud License

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Time Remaining : 00:51:47

- 11 of 60. Universal Containers has millions of cases and are running out of storage. Some user groups need to have access to historical cases for up to seven years.

Which two solutions should a data architect recommend in order to minimize performance and storage issues?

Choose 2 answers

- A. ☒ Leverage Salesforce Privacy Center to archive case data and view archived cases through an external object.
- B. ☐ Export data out of Salesforce and store in flat files on external system.
- C. ☒ Leverage big objects to archive case data and Lightning components to show archived data.
- D. ☐ Create a custom object to store case history and run reports on it.

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Time Remaining : 00:51:43

12 of 60. A casino is implementing Salesforce and is planning to build a customer 360 degree view for a customer who visits its resorts. The casino currently maintains the following systems that record customer activity:

1. Point-of-sale system: All purchases for a customer
2. Salesforce: All customer service activity and sales activities for a customer
3. Mobile app: All bookings, preferences, and browser activity for a customer
4. Marketing: All email, SMS, and social campaigns for a customer

Customer service agents using Salesforce would like to view the activities from all four systems to provide support to customers. The information has to be current and real time.

What strategy should the data architect implement to satisfy this requirement?

- A. ☒ Explore external data sources in Salesforce to build a 360 degree view of the customer.
- B. ☐ Use a customer data mart to create the 360 degree view of the customer.
- C. ☐ Migrate customer activities from all four systems into Salesforce.
- D. ☐ Periodically upload summary information in Salesforce to build a 360 degree view.

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Time Remaining : 00:51:36

- 13 of 60. Universal Containers uses classic encryption for custom fields and is leveraging weekly data export for data backups. During a validation process, UC discovered that encrypted field values are still being exported as part of the data export.

What should a data architect recommend to make sure decrypted values are exported during data export?

- A. ☐ Set up a standard profile for the data migration user, and assign View Encrypted Data.
- B. ☐ Leverage an Apex class to decrypt data before exporting it.
- C. ☐ Create another field to copy data from the encrypted field, and use this field in export.
- D. ☒ Set up a custom profile for the data migration user, and assign View Encrypted Data.

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Time Remaining : 00:51:32

14 of 60. As part of addressing General Data Protection Regulation (GDPR) requirements, Universal Containers (UC) plans to implement a data classification policy for all of its internal systems that store customer information including Salesforce.

What should a data architect recommend so that UC can easily classify customer information maintained in Salesforce under both standard and custom objects?

- A. ☒ Use Data Classification metadata fields available in Field definition.
- B. ☐ Use an AppExchange product to classify fields based on policy.
- C. ☐ Create a custom picklist field to capture classification of information on the Contact object.
- D. ☐ Build reports that contain customer data and classify manually.

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Time Remaining : 00:51:29

15 of 60. Universal Containers has a rollup summary field on account to calculate the number of contacts associated with an account. During the account load, Salesforce is throwing an "UNABLE_TO_LOCK_ROW" error.

Which solution should a data architect recommend to resolve the error?

- A. ☐ Perform a batch job in serial mode and reduce the batch size.
- B. ☒ Perform a batch job in parallel mode and reduce the batch size.
- C. ☐ Leverage Data Loader's platform API to load data.
- D. ☐ Defer rollup summary field calculation during data migration.

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Time Remaining : 00:51:25

- 16 of 60. Universal Containers (UC) has one Salesforce org (Org A) and recently acquired a secondary company with its own Salesforce org (Org B). UC has decided to keep the orgs running separately, but would like to bidirectionally share Opportunities between orgs in near-real time.

Which three options should a data architect recommend to share data between Org A and Org B?

Choose 3 answers

- A. ☐ Leverage Heroku Connect and Heroku Postgres to bidirectionally sync Opportunities.
- B. ☒ Leverage middleware tools to bidirectionally send Opportunity data across orgs.
- C. ☒ Develop an Apex class that pushes Opportunity data between orgs daily via the Apex scheduler.
- D. ☐ Install a third-party AppExchange tool to handle the data sharing.
- E. ☒ Use Salesforce Connect and the cross-org adapter to virtualize Opportunities into external objects.

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Time Remaining : 00:51:21

- 17 of 60. Universal Containers is migrating individual customers (B2C) data from legacy systems to Salesforce. There are millions of customers stored as accounts and contacts in the legacy database.

Which object model should a data architect configure within Salesforce?

- A. ☒ Leverage the person account object in Salesforce.
- B. ☐ Leverage a custom account and contact object in Salesforce.
- C. ☐ Leverage the standard account and contact object in Salesforce.
- D. ☐ Leverage a custom person account object in Salesforce.

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Time Remaining : 00:51:18

- 18 of 60.** Northern Trail Outfitters (NTO) has outgrown its current Salesforce org and will be migrating to a new org shortly. As part of this process, NTO will be migrating all of its metadata and data. NTO's data model in the source org has a complex relationship hierarchy with several master-detail and lookup relationships across objects, which should be maintained in the target org.

Which three things should a data architect do to maintain the relationship hierarchy during migration?

Choose 3 answers

- A. ☐ Keep the relationship fields populated with the source record IDs in the import file.
- B. ☒ Use Data Loader to export the data from the source org and then import/upsert into the target org in sequential order.
- C. ☒ Create an external ID field for each object in the target org and map source record IDs to this field.
- D. ☒ Replace source record IDs with new record IDs from the target org in the import file.
- E. ☐ Redefine the master-detail relationship fields to lookup relationship fields in the target org.

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Time Remaining : 00:51:14

19 of 60. Universal Containers has a legacy client server app that has a relational database that needs to be migrated to Salesforce.

What are the three 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 custom metadata types.
- D. ☒ Implement the legacy data model within Salesforce using custom fields.
- E. ☐ Work with legacy application owner to analyze the legacy data model.

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Time Remaining : 00:51:09

20 of 60. Universal Containers (UC) needs to run monthly and yearly reports on opportunities and orders for sales reporting. There are 5 million opportunities and 10 million orders. Sales users are complaining that the report will regularly timeout.

What is the fastest and most effective way for a data architect to solve the time-out issue?

- A. ☐ Create a skinny table in Salesforce, and copy order and opportunity fields into the skinny table and create the required reports on it.
- B. ☐ Create custom fields on opportunity, and copy data from order into those custom fields and run all reports on Opportunity object.
- C. ☒ Create an aggregate custom object that summarizes the monthly and yearly values into the required format for the required reports.
- D. ☐ Extract opportunity and order data from Salesforce, and use a third-party reporting tool to run reports outside of Salesforce.

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Time Remaining : 00:51:05

- 21 of 60. Universal Containers (UC) is planning a massive Salesforce implementation with large volumes of data. As part of the org's implementation, several roles, territories, groups, and sharing rules have been configured. The data architect has been tasked with loading all of the required data, including user data, in a timely manner.

What should a data architect do to minimize data load times due to system calculations?

- A. ☐ Load the data through Data Loader and turn on parallel processing.
- B. ☐ Leverage the Bulk API and concurrent processes with multiple batches.
- C. ☐ Enable granular locking to avoid the "UNABLE_TO_LOCK_ROW" error.
- D. ☒ Enable defer sharing calculations and suspend sharing rule calculations.

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Time Remaining : 00:51:02

22 of 60. Universal Containers is implementing Sales Cloud for patient management and would like to encrypt sensitive patient records being stored in files.

Which solution should a data architect recommend to solve this requirement?

- A. ☐ Store files outside of Salesforce and access them in real time.
- B. ☐ Implement a third-party AppExchange app to encrypt files.
- C. ☐ Use classic encryption to encrypt files.
- D. ☒ Implement Shield Platform Encryption to encrypt files.

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- 23 of 60. Northern Trail Outfitters uses Salesforce to manage relationships and track sales opportunities. It has 10 million customers and 100 million opportunities. The CEO has been complaining that a dashboard is taking 10 minutes to run and sometimes fails to load, throwing a time-out error.

Which three options should help improve the dashboard performance?

Choose 3 answers

- A. ☐ Run the dashboard for the CEO and send it via email.
- B. ☒ Use selective queries to reduce the amount of data being returned.
- C. ☐ Remove widgets from the dashboard to reduce the number of graphics loaded.
- D. ☒ Reduce the amount of data queried by archiving unused opportunity records.
- E. ☒ Denormalize the data by reducing the number of joins.

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Time Remaining : 00:50:56

24 of 60. Universal Containers (UC) is implementing Salesforce for lead management. UC procures lead data from multiple sources and would like to make sure lead data has company profile and location information.

Which solution should a data architect recommend to make sure lead data has both profile and location information?

- A. ☐ Export data out of Salesforce and send to another team to populate company profile and location data.
- B. ☒ Run reports to identify records which do not have company profile and location data.
- C. ☐ Ask sales people to search for and populate company profile and location data.
- D. ☐ Leverage external data providers to populate company profile and location data.

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- 25 of 60. The data architect for Universal Containers has written a SOQL query that will return all records from the Task object that do not have a value in the whatID field:
- ```
SELECT ID, Description, Subject FROM Task WHERE WhatId != NULL
```

When the data architect uses the query to select values for a process, a time-out error occurs.

What does the data architect need to change to make this query more performant?

- A. ☐ Remove description from the requested field set.
- B. ☒ Change the WHERE clause to filter by a deterministic defined value.
- C. ☐ Change query to SOSL.
- D. ☐ Add LIMIT 100 to the query.

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## Salesforce Certified Data Architect

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- 26 of 60. 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. ☐ Build a custom search functionality that allows sales associates to search for customer in real time upon visiting their retail stores.
- B. ☐ Implement an MDM solution to validate the customer information before creating Accounts in Salesforce.
- C. ☐ Develop an Apex class that searches for duplicates and removes them nightly.
- D. ☒ Leverage duplicate rules in Salesforce to validate duplicates during the account creation process.

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## Salesforce Certified Data Architect

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27 of 60. Universal Containers has a large number of orders coming in from its online portal. Historically all orders are assigned to a generic user.

Which two measures should a data architect recommend to avoid any performance issues while working with a large number of order records?

Choose 2 answers

- A. ☐ Create a pool of generic users and distribute the assignment of owners to the pool of users.
- B. ☐ Salesforce handles the assignment of orders automatically and there is no performance impact.
- C. ☒ Create a role at the top of the role hierarchy and assign the role to the generic user.
- D. ☒ Clear the role field in the generic user record.

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## Salesforce Certified Data Architect

Time Remaining : 00:50:36

28 of 60. Northern Trail Outfitters (NTO) has a loyalty program to reward repeat customers. The following conditions exist:

1. Reward levels are earned based on the amount spent during the previous 12 months.
2. The program will track every item a customer has bought and grant them points for discounts.
3. The program generates 100 million records each month.

NTO Customer Support would like to see a summary of a customer's recent transactions and the reward level(s) they have attained.

Which solution should the data architect use to provide the information within Salesforce for the customer support agents?

- A. ☒ Create a custom big object to capture the reward program data, display it on the contact record, and update nightly from the point-of-sale system.
- B. ☐ Create a custom object in Salesforce to capture and store all reward programs, populate nightly from the point-of-sale system, and present on the customer record.
- C. ☐ Provide a button so that the agent can quickly open the point-of-sale system that displays the customer's history.
- D. ☐ Capture the reward program data in an external data store, and present the 12-month trailing summary in Salesforce using Salesforce Connect and an external object.

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## Salesforce Certified Data Architect

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29 of 60. A customer needs a sales model that allows the following:

1. Opportunities need to be assigned to sales people based on the zip code.
2. Each salesperson can be assigned to multiple zip codes.
3. Each zip code is assigned to a sales area definition. Sales are aggregated by sales area for reporting.

What should a data architect recommend?

- A. ☐ Allow sales users to manually assign opportunity ownership based on zip code.
- B. ☐ Add custom fields in opportunities for zip code and use assignment rules.
- C. ☒ Configure the Territory Management feature to support opportunity assignment.
- D. ☐ Assign opportunities using list views using zip code.

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## Salesforce Certified Data Architect

Time Remaining : 00:50:25

30 of 60. A large healthcare provider wishes to use Salesforce to track patient care. The following actors are in Salesforce:

1. Payment providers: Organizations who pay for the care to patients.
2. Doctors: They provide care plans for patients and need to support multiple patients. They are provided access to patient information.
3. Patients: These are individuals who need care.

A data architect needs to map the actors to Salesforce objects.

What should be the optimal selection by the data architect?

- A. ☐ Patients as Person Accounts, Payment providers as Accounts, and Doctors as Contacts
- B. ☒ Patients as Person Accounts, Payment providers as Accounts, and Doctors as Person Accounts
- C. ☐ Patients as Contacts, Payment providers as Accounts, and Doctors as Accounts
- D. ☐ Patients as Accounts, Payment providers as Accounts, and Doctors as Person Accounts

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## Salesforce Certified Data Architect

**Time Remaining : 00:50:21**

**31 of 60.** Universal Containers is preparing to implement Sales Cloud and would like 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. ☐ Create an owner-based sharing rule.
- C. ☐ Add appropriate users to the Account team.
- D. ☒ Implicit sharing will automatically handle this with standard functionality.

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## Salesforce Certified Data Architect

**Time Remaining : 00:50:17**

**32 of 60.** Universal Containers (UC) has built a B2C ecommerce site on Heroku that shares customer and order data with a Heroku Postgres database. UC is currently utilizing Postgres as the Single Source of Truth for both customers and orders. UC has asked a data architect to replicate this data into Salesforce so that Salesforce can now act as the System of Record.

What are the three considerations that a data architect should weigh before implementing this requirement?

Choose 3 answers

- A. ☐ Ensure the data is CRM-centric and able to populate standard or custom objects.
- B. ☒ Determine if the data is a driver of key processes implemented within Salesforce.
- C. ☒ A selection of the tool required to replicate the data.
- D. ☒ Consider whether the data is required for sales reports, dashboards, and KPIs.
- E. ☐ Ensure there is a tight relationship between order data and an enterprise resource planning (ERP) application.

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## Salesforce Certified Data Architect

Time Remaining : 00:50:13

33 of 60. Universal Containers 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. ☐ Allow validation rules to be activated during the load of leads into Salesforce.
- B. ☐ Activate validation rules once the leads are loaded into Salesforce to maintain quality.
- C. ☐ Ensure the lead data is preprocessed for quality before loading into Salesforce
- D. ☒ Develop a custom Batch Apex process to improve quality once the load is completed.

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## Salesforce Certified Data Architect

Time Remaining : 00:50:09

- 34 of 60. Universal Containers (UC) owns multiple Salesforce orgs that are distributed across regional branches. Each branch stores local customer data inside of its org's Account and Contact objects. This creates a scenario where UC is unable to view customers across all orgs.

UC has an initiative to create a 360 degree view of the customer, as UC would like to see Account and Contact data from all of its orgs in one place.

Which solution should a data architect suggest to achieve a 360 degree view of the customer?

- A. ☐ Use an ETL tool to migrate gap Accounts and Contacts into each org.
- B. ☒ Consolidate the data from each org into a centralized datastore.
- C. ☐ Use the Salesforce Connect cross-org adapter.
- D. ☐ Build a bidirectional integration between all orgs.

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## Salesforce Certified Data Architect

Time Remaining : 00:50:06

- 35 of 60. Universal Containers (UC) recently migrated 1 billion customer related records from a legacy datastore to Heroku Postgres. A subset of the data needs to be synchronized with Salesforce so that service agents are able to support customers directly within the service console. The remaining non-synchronized set of data will need to be accessed by Salesforce at any point in time, but UC management is concerned about storage limitations.

What should a data architect recommend to meet these requirements with minimal effort?

- A. ☒ Virtualize the remaining set of data with Salesforce Connect and external objects.
- B. ☐ As needed, make callouts into Heroku Postgres and persist the data in Salesforce.
- C. ☐ Use Heroku Connect to bidirectionally sync all data between systems.
- D. ☐ Migrate the data to big objects and leverage Async SOQL with custom objects.

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## Salesforce Certified Data Architect

**Time Remaining : 00:50:03**

**36 of 60.** Universal Containers (UC) has a requirement to migrate 100 million order records from a legacy enterprise resource planning (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 performance degradation of the platform?

- A. ☐ Use a standard big object defined by Salesforce
- B. ☒ Implement a custom big object to store the data.
- C. ☐ Use the standard "Order" object to store the data.
- D. ☐ Create a custom object to store the data.

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**Salesforce Certified Data Architect****Time Remaining : 00:49:59**

37 of 60. Universal Containers (UC) is implementing Salesforce and will be using Salesforce to track customer complaints, provide white papers on products, and provide subscription based support.

Which license type will UC users need to fulfill UC's requirements?

- A. ☐ Lightning Platform Starter License
- B. ☐ Sales Cloud License
- C. ☐ Salesforce License
- D. ☒ Service Cloud License

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## Salesforce Certified Data Architect

Time Remaining : 00:49:55

38 of 60. Universal Containers has been using Salesforce for 10 years. Lately, users have noticed that the pages load slowly when viewing customer and account list views.

To mitigate, UC will implement a data archival strategy to reduce the amount of data actively loaded.

Which two tasks are required to define the strategy?

Choose 2 answers

- A. ☒ Identify how the archived data will be accessed and used.
- B. ☐ Identify the recovery time objective.
- C. ☒ Identify the data retention requirements.
- D. ☐ Identify the recovery point objective.

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## Salesforce Certified Data Architect

**Time Remaining : 00:49:51**

39 of 60. Northern Trail Outfitters has decided that it is going to build a channel sales portal with the following requirements:

1. External resellers are able to authenticate to the portal with a login.
2. Lead data, Opportunity data, and Order data are available to authenticated users.
3. Authenticated users may need to run reports and dashboards.
4. There is no need for more than 10 custom objects or additional file storage.

Which Community Cloud license type should a data architect recommend to meet the portal requirements?

- A. ☐ Customer Community
- B. ☐ Customer Community Plus
- C. ☐ Lightning External Apps Starter
- D. ☒ Partner Community

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## Salesforce Certified Data Architect

**Time Remaining : 00:49:48**

**40 of 60.** Northern Trail Outfitters (NTO) has one million customer records spanning 25 years. As part of its new Salesforce project, NTO would like to create a master data management strategy to help preserve the history and relevance of its customer data.

Which three activities will be required to identify a successful master data management strategy?

Choose 3 answers

- A. ☐ Install a data warehouse.
- B. ☒ Define the system of record for critical data.
- C. ☒ Create a data archive strategy.
- D. ☐ Choose a business intelligence tool.
- E. ☒ Identify data to be replicated.

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## Salesforce Certified Data Architect

Time Remaining : 00:49:44

- 41 of 60. Universal Containers is building a Salesforce application to track Contacts and the respective Conferences that they have attended with the following requirements:
1. Contacts will be stored in the standard Contact object.
  2. Conferences will be stored in a custom Conference\_\_c object.
  3. Each Contact may attend multiple Conferences and each Conference may be related to multiple Contacts.

How should a data architect model the relationship between the Contact and Conference\_\_c objects?

- A. ☐ Create a master-detail relationship field on the Conference\_\_c object.
- B. ☐ Create a master-detail relationship field on the Contact object.
- C. ☐ Create a lookup relationship field on the Contact object.
- D. ☒ Implement a Contact Conference junction object with master-detail relationships to both Contact and Conference\_\_c.

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## Salesforce Certified Data Architect

**Time Remaining : 00:49:40**

**42 of 60.** Which two data management policies does the Data Classification feature allow customers to classify in Salesforce?

Choose 2 answers

- A. ☐ Data Governance policy
- B. ☐ Reference Data policy
- C. ☒ Data Sensitivity Level
- D. ☒ Compliance Categorization policy

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**Salesforce Certified Data Architect****Time Remaining : 00:49:37**

**43 of 60.** Universal Containers (UC) has a Salesforce org with multiple automated processes defined for group membership processing. UC also has multiple admins on staff that perform manual adjustments to the role hierarchy. The automated tasks and manual tasks overlap daily, and UC is experiencing "lock errors" consistently.

What should a data architect recommend to mitigate these errors?

- A. ☐ Enable granular locking.
- B. ☐ Ask Salesforce support for additional CPU power.
- C. ☒ Remove SOQL statements from Apex Loops.
- D. ☐ Enable sharing recalculations.

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## Salesforce Certified Data Architect

Time Remaining : 00:49:34

44 of 60. Northern Trail Outfitters (NTO) needs to extract 50 million records from a custom object every day from its Salesforce org. NTO is facing query time-out issues while extracting these records.

What should a data architect recommend in order to get around the time-out issue?

- A. ☒ Use extract, transform, load (ETL) tool for extraction of records.
- B. ☐ Ask Salesforce support to increase the query timeout value.
- C. ☐ Use the Rest API to extract data as it automatically chunks records by 200.
- D. ☐ Use a custom auto number and formula field to chunk records while extracting data.

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## Salesforce Certified Data Architect

**Time Remaining : 00:49:30**

**45 of 60.** Universal Containers (UC) requires 2 years of customer related cases to be available on Salesforce for operational reporting. Any cases older than 2 years and up to 7 years need to be available on demand to service agents. UC creates 5 million cases per year.

Which two data archiving strategies should a data architect recommend?

Choose 2 answers

- A. ☐ Use Custom objects for cases older than 2 years and use a nightly batch to move them.
- B. ☒ Use Heroku and external objects to display cases older than 2 years and the Bulk API to hard delete them from Salesforce.
- C. ☒ Use Big objects for cases older than 2 years and use a nightly batch to move them.
- D. ☐ Sync cases older than 2 years to an external database and provide service agents access to the database.

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## Salesforce Certified Data Architect

**Time Remaining : 00:49:26**

**46 of 60.** A large retail B2C customer wants to build a 360-degree view of its customers for its call center agents. The customer information is currently maintained in the following systems:

1. Salesforce CRM
2. Custom billing solution
3. Customer master data management (MDM)
4. Contract management system
5. Marketing solution

What should a data architect recommend that would help uniquely identify the customer across multiple systems?

- A. ☐ Create a customer database, and use this ID in all systems.
- B. ☐ Store the Salesforce ID in all the solutions to identify the customer.
- C. ☒ Create a custom field as external ID to maintain the customer ID from the MDM solution.
- D. ☐ Create a custom object that will serve as a cross-reference for the customer ID.

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## Salesforce Certified Data Architect

Time Remaining : 00:49:22

47 of 60. United Containers (UC) has released a new disaster recovery (DR) policy that states that cloud solutions need a business continuity plan in place separate from the cloud provider's built-in data recovery solution.

Which solution should a data architect use to comply with the DR policy?

- A. ☒ Leverage a third-party tool that extracts Salesforce data/metadata, and stores the information in an external protected system.
- B. ☐ Write a custom batch job to extract data changes nightly, and store on an external protected system.
- C. ☐ Leverage Salesforce weekly exports, and store data in flat files on a protected system.
- D. ☐ Utilize an ETL tool to migrate data to an on-premise archival solution.

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## Salesforce Certified Data Architect

Time Remaining : 00:49:19

**48 of 60.** Universal Containers (UC) has migrated its back-office data into an on-premise database with REST API access. UC recently implemented Sales Cloud for its sales organization, but users are complaining about a lack of order data inside Salesforce.

UC is concerned about Salesforce storage limits but would still like Sales Cloud to have access to the data.

Which design pattern should a data architect select to satisfy the requirement?

- A. ☐ Develop a bidirectional integration between the on-premise system and Salesforce.
- B. ☐ Migrate and persist the data in Salesforce to take advantage of native functionality.
- C. ☐ Build a UI for the on-premise system and iframe it in Salesforce.
- D. ☒ Use Salesforce Connect to virtualize the data in Salesforce and avoid storage limits.

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## Salesforce Certified Data Architect

Time Remaining : 00:49:16

49 of 60. A customer wants to maintain geographic location information including latitude and longitude in a custom object.

What should a data architect recommend to satisfy this requirement?

- A. ☐ Create a geolocation custom field to maintain this requirement.
- B. ☒ Create custom fields to maintain latitude and longitude information.
- C. ☐ Create formula fields with geolocation functions for this requirement.
- D. ☐ Recommend AppExchange packages to support this requirement.

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## Salesforce Certified Data Architect

Time Remaining : 00:49:13

- 50 of 60. To address different compliance requirements such as General Data Protection Regulation (GDPR), personally identifiable information (PII), Health Insurance Portability and Accountability Act (HIPAA) and others, a Salesforce customer decided to categorize each data element in Salesforce with the following:
1. Data owner
  2. Security level (i.e. confidential)
  3. Compliance type (i.e. GDPR, PII, HIPAA)

A compliance audit would require Salesforce admins to generate reports to manage compliance.

What should a data architect recommend to address this requirement?

- A. ☒ Use field metadata attributes for compliance categorization, data owner, and data sensitivity level.
- B. ☐ Build reports for field information, then export the information to classify and report for audits.
- C. ☐ Use the Metadata API to extract field attribute information and use the extract to classify and build reports.
- D. ☐ Create a custom object and field to capture necessary compliance information and build custom reports.

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## Salesforce Certified Data Architect

**Time Remaining : 00:49:07**

51 of 60. Universal Containers (UC) has millions of case records with case history and service level agreement data. UC's compliance team would like historical cases to be accessible for 10 years for audit purposes.

What solution should a data architect recommend?

- A. ☒ Use a custom big object to store archived case data.
- B. ☐ Use a custom object to store archived case data.
- C. ☐ Purchase more data storage to support the case object.
- D. ☐ Archive case data using a Salesforce Archival solution.

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## Salesforce Certified Data Architect

Time Remaining : 00:49:02

- 52 of 60. Northern Trail Outfitters (NTO) processes orders from its website via an order management system (OMS). The OMS stores over 2 million historical records and is currently not integrated with Salesforce.

The sales team at NTO is using Sales Cloud and would like visibility into related customer orders, yet they do not want to persist millions of records directly in Salesforce. NTO has asked the data architect to evaluate Salesforce Connect and the concept of data virtualization.

Which three key considerations are needed prior to a Salesforce Connect implementation?

Choose 3 answers

- A. ☒ Develop an object relationship strategy.
- B. ☐ Configure a middleware tool to poll external table data.
- C. ☐ Create a second system admin user for authentication to the external source.
- D. ☒ Identify the external tables to sync into external objects.
- E. ☒ Assess whether the external data source is reachable via an OData endpoint.

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## Salesforce Certified Data Architect

Time Remaining : 00:48:55

- 53 of 60. Northern Trail Outfitters (NTO) has multiple Salesforce orgs based on geographical regions (AMER, EMEA, APAC). NTO products are mastered in the AMER org and need to be created in the EMEA and APAC orgs after the products are approved.

Which two features should a data architect recommend to share records between Salesforce orgs?

Choose 2 answers

- A. ☒ Change Data Capture (CDC)
- B. ☒ Salesforce 2 Salesforce
- C. ☐ Federated Search
- D. ☐ Salesforce Connect

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## Salesforce Certified Data Architect

**Time Remaining : 00:48:52**

**54 of 60.** What should a data architect do to provide additional guidance for users when they enter information in a Standard field?

- A. ☐ Add custom help text in default value for the field.
- B. ☐ Create a custom page with help text for user guidance.
- C. ☐ Add a label field with help text adjacent to the custom field.
- D. ☒ Provide custom help text under field properties.

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## Salesforce Certified Data Architect

**Time Remaining : 00:48:48**

- 55 of 60. 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 on the Contact object as an External ID field for referential integrity.
- B. ☐ Store the Master Key in Heroku Postgres and use Heroku Connect for synchronization.
- C. ☐ Create a custom object to store the Master Key with a lookup field to Contact.
- D. ☐ Create an external object to store the Master Key with a lookup field to Contact.

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## Salesforce Certified Data Architect

**Time Remaining : 00:48:44**

**56 of 60.** Universal Containers is rolling out a 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 three recommendations should the data architect make to avoid data skew?

Choose 3 answers

- A. ☒ Limit associating 10,000 records looking up to same records.
- B. ☒ Limit associating 10,000 Opportunities to one account.
- C. ☐ Assign 10,000 opportunities to one account.
- D. ☐ Use picklist fields rather than a lookup to a custom object.
- E. ☒ Limit assigning one user ownership of 10,000 records.

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## Salesforce Certified Data Architect

Time Remaining : 00:48:39

57 of 60. Northern Trail Outfitters would like to retrieve their Salesforce org's metadata programmatically for backup within a version control system.

Which API is the best fit for accomplishing this task?

- A. ☒ Metadata API
- B. ☐ SOAP API
- C. ☐ Tooling API
- D. ☐ Bulk API in serial mode

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### Salesforce Certified Data Architect

**Time Remaining : 00:48:31**

**58 of 60.** Northern Trail Outfitters (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 the Opportunity Amount field on opportunities on a daily basis.
3. PPS is the trusted source within 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 overwriting issue?

- A. ☐ Create a custom field for Opportunity Amount that sales users update separating the field that PPS updates.
- B. ☒ Change Opportunity Amount field access to Read Only for sales users using field-level security.
- C. ☐ Change PPS integration to update only Opportunity Amount field when the value is null.
- D. ☐ Create a custom field for Opportunity amount that PPS updates separating the field sales user updates.

☐ Mark this item for later review.

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## Salesforce Certified Data Architect

Time Remaining : 00:48:23

59 of 60. Universal Containers (UC) has the following systems:

1. Billing system
2. Customer support system
3. CRM system

UC has been having trouble with business intelligence across the different systems. Recently UC implemented a master data management (MDM) solution that will be the system of truth for the customer records.

Which MDM data element is needed to allow reporting across these systems?

- A. ☒ Globally Unique Identifier
- B. ☐ Email address
- C. ☐ Full name
- D. ☐ Phone number

☐ Mark this item for later review.

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## Salesforce Certified Data Architect

Time Remaining : 00:48:18

**60 of 60.** Universal Containers (UC) has a variety of systems across its technology landscape, including Salesforce, legacy enterprise resource planning (ERP) applications, and homegrown CRM tools. UC has decided that they would like to consolidate all customer, opportunity, and order data into Salesforce as part of its master data management strategy.

What are the three key steps that a data architect should take when merging data from multiple systems into Salesforce?

Choose 3 answers

- A. ☒ Utilize an ETL tool to migrate, transform, and deduplicate data.
- B. ☒ Analyze each system's data model and perform gap analysis.
- C. ☐ Create new fields to store additional values from all of the systems.
- D. ☒ Work with stakeholders to define record and field survivorship rules.
- E. ☐ Install a third-party AppExchange tool to handle the merger.

☐ Mark this item for later review.



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## Salesforce Certified Data Architect

**Time Taken:** 57 minutes of 105 minutes total**Result:** Pass

| Topic                            | Percentage Correct |
|----------------------------------|--------------------|
| Data Modeling/Database Design    | 80%                |
| Master Data Management           | 75%                |
| Salesforce Data Management       | 83%                |
| Data Governance                  | 75%                |
| Large Data Volume Considerations | 91%                |
| Data Migration                   | 77%                |

Congratulations! You have successfully completed the certification exam to become a Salesforce Certified Data Architect. Welcome to the Salesforce worldwide community of Certified Professionals!

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