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Salesforce Certified Data Architect Sample Questions (Q121-Q126):

NEW QUESTION # 121

Northern trail Outfitters (NTO) runs its entire out of an enterprise data warehouse (EDW), NTD's sales team starting to use Salesforce after a recent implementation, but currently lacks data required to advanced and opportunity to the next stage. NTO's management has research Salesforce Connect and would like to use It to virtualize and report on data from the EDW within Salesforce. NTO will be running thousands of reports per day across 10 to 15 external objects. What should a data architect consider before implementing Salesforce Connect for reporting?

- A. Maximum external objects per org
- B. Maximum number for records returned
- **C. OData callout limits per day**
- D. Maximum page size for server-driven paging

Answer: C

Explanation:

According to the Salesforce Connect Reporting blog post, one of the considerations for using Salesforce Connect for reporting is the OData callout limits per day. The blog post states that "Salesforce Connect has a limit of 100,000 callouts per day. This limit is shared across all external data sources in your org. If you exceed this limit, you will receive an error message and no more callouts will be allowed until the next day." Therefore, a data architect should consider this limit before implementing Salesforce Connect for reporting.

NEW QUESTION # 122

NTO has multiple systems across its enterprise landscape including salesforce, with disparate version the customer records. In salesforce, the customer is represented by the contact object.

NTO utilizes an MDM solution with these attributes:

1. The MDM solution keeps track of customer master with a master key.
2. The master key is a map to the record ID's from each external system that customer data is stored within.
3. The MDM solution provides de-duplication features, so it acts as the single source of truth.

How should a data architect implement the storage of master key within salesforce?

- A. Create an external object to store the master key with a lookup field to contact.
- B. Store the master key in Heroku postgres and use Heroku connect for synchronization.
- **C. Store the master key on the contact object as an external ID (Field for referential imports)**
- D. Create a custom object to store the master key with a lookup field to contact.

Answer: C

Explanation:

The best way to implement the storage of master key within Salesforce is to store it on the contact object as an external ID field for referential imports. This way, the data architect can use the master key as a unique identifier to match records from different systems and avoid duplicates. The other options are not feasible because they either require additional storage or do not support referential imports.

NEW QUESTION # 123

Universal Containers (UC) is a business that works directly with individual consumers (B2C). They are moving from a current home-grown CRM system to Salesforce. UC has about one million consumer records.

What should the architect recommend for optimal use of Salesforce functionality and also to avoid data loading issues?

- A. Load one Account record and one Contact record for each individual consumer.

- B. Load all individual consumers as Account records and avoid using the Contact object.
- C. Create a Custom Object Individual Consumer c to load all individual consumers.
- D. Create one Account and load individual consumers as Contacts linked to that one Account.

Answer: D

Explanation:

According to the exam guide, one of the objectives is to "describe best practices for implementing a single-org strategy in a B2C scenario"1. This implies that option D is the best practice for loading individual consumers as contacts in Salesforce. This approach avoids creating unnecessary accounts and reduces data duplication.

Option C is not correct because it creates one account per contact, which increases data volume and complexity. Options A and B are not correct because they do not leverage the standard contact object, which provides native functionality and integration with other Salesforce features.

NEW QUESTION # 124

A casino is implementing salesforce and is planning to build a customer 360 view for a customer who visits its resorts. The casino currently maintained the following systems that records customer activity:

1. Point of sales system: All purchases for a customer.
2. Salesforce: All customer service activity and sales activity 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 system to provide supports 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 360 view of customer.
- B. Use a customer data mart to view the 360 view of customer.
- C. Periodically upload summary information in salesforce to build 360 view.
- D. Migrate customer activities from all 4 systems into salesforce.

Answer: A

NEW QUESTION # 125

UC has been using SF for 10 years. Lately, users have noticed, that the pages load slowly when viewing Customer and Account list view.

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

Which 2 tasks are required to define the strategy? Choose 2 answers:

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

Answer: B,C

NEW QUESTION # 126

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