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Midterm Studying

• From the Introduction to Synthesis 9:

o What is a "Frame of Reference" with respect to the organization of Synthesis 9?

A "Frame of Reference" is a general concept to pay close attention to during the design process. They are factors to base design choice around along each step of the process, and the 9 frames outlined in Synthesis 9 work together to make a setting functional, beautiful, usable, and practical. The frames of reference aren't something to be tied down by, but rather a guide to get one started or even re-center focus throughout design.

o What does Kleinsasser mean by a "Design Principle"?

Design principles are somewhat of a subcategory of each frame of reference. With each frame of reference comes a set of design principles that break down their frames and serve as more specific indicators for focus. For example, the frame of reference "responding to context" is accompanied by the design principle of "responding to sunlight," since this is one of the ways one can respond to context. Design principles can be seen as a tentative checklist, or a point of checking your work with certain properties that add to a building's life.

o From Paul Goldberger's "Meaning, Culture, and Symbol" be prepared to talk about the idea of an **ethical architecture**.

Goldberger's "Meaning, Culture, and Symbol" brings forth the idea of building for a greater purpose. He claims that building's primary function should be to provide space for people and activities, and that it is not purely aesthetic like other forms of art. The idea of "ethical architecture" stems from creating spaces for people and for the future, and he says that great spaces are a necessity rather than a luxury.

• From the Frame of Reference "Responding to Context:"

o Be ready to list and discuss 5 principles (your choice)

- 1) Respond to sunlight, let it in, dramatize it, use it, control it
- The designer should have a keen eye for the sunlight around the structure, how the light appears during different parts of the day, and how to use natural light to enhance their design whether by embracing it or minimizing it.
- 2) Respond to topography and vegetation

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Salesforce Certified Platform Data Architect Sample Questions (Q118-Q123):

NEW QUESTION # 118

Northern Trail Outfitters (NTO) wants to implement backup and restore for Salesforce data. Currently, it has data backup processes that runs weekly, which back up all Salesforce data to an enterprise data warehouse (EDW). NTO wants to move to daily backups and provide restore capability to avoid any data loss in case of outage. What should a data architect recommend for a daily backup and restore solution?

- A. Use ETL for backup and restore from EDW.
- **B. Use AppExchange package for backup and restore.**
- C. Change weekly backup process to daily backup, and implement a custom restore solution.
- D. Use Bulk API to extract data on daily basis to EDW and REST API for restore.

Answer: B

Explanation:

The data architect should recommend using AppExchange package for backup and restore.

AppExchange is a marketplace for Salesforce apps and solutions that can be installed and configured in Salesforce orgs. There are several AppExchange packages that provide backup and restore functionality for Salesforce data, such as OwnBackup, Odaseva, or Spanning. These packages can perform daily backups of Salesforce data to a secure cloud storage, and provide restore capability to avoid any data loss in case of outage.

NEW QUESTION # 119

A large retail company has recently chosen SF as its CRM solution. They have the following record counts:

- 2500000 accounts
- 25000000 contacts

When doing an initial performance test, the data architect noticed an extremely slow response for reports and list views. What should a data architect do to solve the performance issue?

- A. Load only the data that the users is permitted to access
- B. Limit data loading to the 2000 most recently created records.
- **C. Add custom indexes on frequently searched account and contact objects fields**
- D. Create a skinny table to represent account and contact objects.

Answer: C

Explanation:

The correct answer is B, add custom indexes on frequently searched account and contact object fields. Custom indexes are a way to improve the performance of your queries and reports by creating indexes on specific fields that are often used in filters or joins. By adding custom indexes on frequently searched account and contact object fields, you can speed up the response time for reports and list views. Loading only the data that users are permitted to access, limiting data loading to the 2000 most recent records, or creating a skinny table are also possible solutions, but they are either not feasible, not scalable, or not supported by Salesforce.

NEW QUESTION # 120

Universal Containers (UC) uses the following Salesforce products:

- Sales Cloud for customer management.
- Marketing Cloud for marketing.
- Einstein Analytics for business reporting.

UC occasionally gets a list of prospects from third-party source as comma-separated values (CSV) files for marketing purposes. Historically, UC would load contact Lead object in Salesforce and sync to Marketing Cloud to send marketing communications. The number of records in the Lead object has grown over time and has been consuming large amounts of storage in Sales Cloud, UC is looking for recommendations to reduce the storage and advice on how to optimize the marketing Cloud to send marketing communications. The number of records in the Lead object has grown over time and has been consuming large amounts of storage in Sales Cloud, UC is looking for recommendations to reduce the storage and advice on how to optimize the marketing process. What should a data architect recommend to UC in order to immediately avoid storage issues in the future?

- **A. Load the contacts directly to Marketing Cloud and have a reconciliation process to track prospects that are converted to customers.**
- B. Continue to use the existing process to use Lead object to sync with Marketing Cloud and delete Lead records from Sales after the sync is complete.
- C. Load the CSV files in an external database and sync with Marketing Cloud prior to sending marketing communications.

- D. Load the CSV files in Einstein Analytics and sync with Marketing Cloud prior to sending marketing communications;

Answer: A

Explanation:

According to the Salesforce documentation, Marketing Cloud is a platform that allows creating and managing marketing campaigns across multiple channels, such as email, mobile, social media, web, etc. Marketing Cloud can integrate with Sales Cloud and other Salesforce products to share data and insights. One of the ways to integrate Marketing Cloud with Sales Cloud is using Marketing Cloud Connect, which allows syncing data between the two platforms using synchronized data sources.

However, if UC occasionally gets a list of prospects from third-party sources as CSV files for marketing purposes, it may not be necessary or efficient to load them into Sales Cloud first and then sync them with Marketing Cloud. This can consume large amounts of storage in Sales Cloud, which has a limit based on the license type. It can also cause data quality issues, such as duplicates or outdated information.

A better option for UC is to load the contacts directly to Marketing Cloud using Import Definition, which allows importing data from external files or databases into Marketing Cloud data extensions. Data extensions are custom tables that store marketing data in Marketing Cloud. This way, UC can avoid storage issues in Sales Cloud and optimize the marketing process by sending marketing communications directly from Marketing Cloud.

To track prospects that are converted to customers, UC can have a reconciliation process that compares the contacts in Marketing Cloud with the accounts or contacts in Sales Cloud. This can be done using SQL queries or API calls to access and compare data from both platforms.

Alternatively, UC can use Marketing Cloud Connect to sync the converted contacts from Sales Cloud to Marketing Cloud using synchronized data sources.

NEW QUESTION # 121

What 2 data management policies does the data classification feature allow customers to classify in salesforce? Choose 2 answer

- A. Data sensitivity level
- B. Compliance categorization policy.
- C. Data governance policy.
- D. Reference data policy.

Answer: A,B

Explanation:

The data classification feature allows customers to classify their data in Salesforce based on two policies:

Data sensitivity level: This policy defines how sensitive the data is and what level of protection it requires. For example, high sensitivity data may require encryption or masking.

Compliance categorization policy: This policy defines how the data is regulated by various laws and standards. For example, GDPR or PCI DSS.

NEW QUESTION # 122

Universal Containers is establishing a call center that will use Salesforce. UC receives 10 million calls and creates 100 million cases every month. Cases are linked to a custom call object using lookup relationship. UC would like to run reports and dashboard to better understand different case types being created on calls to better serve customers. What solution should a data architect recommend to meet the business requirement?

- A. Leverage custom objects to store aggregate data and run analytics.
- B. Archive records to a data warehouse and run analytics on the data warehouse.
- C. Leverage big objects to archive records and Einstein Analytics to run reports.
- D. Leverage out-of-the-box reports and dashboard on case and interactive voice response (IVR) custom object.

Answer: C

Explanation:

According to this article, big objects can store and manage massive amounts of data on the Salesforce platform. This can help UC to archive records from other objects or bring massive datasets from outside systems into a big object. According to this article, Einstein Analytics can be used to create dashboards and lenses to analyze big object data and get insights from advanced AI-driven analytics.

NEW QUESTION # 123

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