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## Salesforce Certified Platform Data Architect Sample Questions (Q53-Q58):

### NEW QUESTION # 53

Universal Containers is integrating a new Opportunity engagement system with Salesforce.

According to their Master Data Management strategy, Salesforce is the system of record for Account, Contact, and Opportunity data. However, there does seem to be valuable Opportunity data in the new system that potentially conflicts with what is stored in Salesforce. What is the recommended course of action to appropriately integrate this new system?

- A. The Opportunity engagement system should become the system of record for Opportunity records.
- **B. Stakeholders should be brought together to discuss the appropriate data strategy moving forward.**
- C. The MDM strategy defines Salesforce as the system of record, so Salesforce Opportunity values prevail in all conflicts.
- D. A policy should be adopted so that the system whose record was most recently updated should prevail in conflicts.

**Answer: B**

Explanation:

The recommended course of action to appropriately integrate the new Opportunity engagement system with Salesforce is to bring the stakeholders together to discuss the appropriate data strategy moving forward. This is because there may be valuable data in both systems that need to be reconciled and harmonized, and the Master Data Management (MDM) strategy may need to be revised or updated to accommodate the new system. The other options are not recommended, as they may result in data loss, inconsistency, or duplication.

#### **NEW QUESTION # 54**

Universal Containers has received complaints that customers are being called by multiple Sales Reps where the second Sales Rep that calls is unaware of the previous call by their coworker.

What is a data quality problem that could cause this?

- A. Duplicate Activity records on a Contact.
- B. Missing phone number on the Contact record.
- **C. Duplicate Contact records exist in the system.**
- D. Customer phone number has changed on the Contact record.

**Answer: C**

Explanation:

A data quality problem that could cause customers to be called by multiple Sales Reps is having duplicate Contact records in the system. Duplicate records can result from data entry errors, data imports, or integrations with other systems. Duplicate records can lead to confusion, inefficiency, and customer dissatisfaction.

#### **NEW QUESTION # 55**

Universal Containers has been a customer of Salesforce for 10 years. Currently they have 2 million accounts in the system. Due to an erroneous integration built 3 years ago, it is estimated there are 500,000 duplicates in the system. Which solution should a data architect recommend to remediate the duplication issue?

- A. Develop an ETL process that utilizes the merge API to merge the duplicate records
- B. Extract the data using data loader and use excel to merge the duplicate records
- **C. Implement duplicate rules**
- D. Utilize a data warehouse as the system of truth

**Answer: C**

Explanation:

Implementing duplicate rules (option C) is the best solution to remediate the duplication issue, as it allows the data architect to identify and merge duplicate accounts in Salesforce using native features and tools.

#### **NEW QUESTION # 56**

UC is preparing to implement sales cloud and would like to 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 an owner-based sharing rule.
- B. Add appropriate users to the account team.
- C. Create a criteria-based sharing rule.
- **D. Implicit sharing will automatically handle with standard functionality.**

**Answer: D**

Explanation:

Implicit sharing will automatically handle this sharing requirement with standard functionality, as it grants read-only access to parent accounts when users have access to child opportunities. This is also known as account-opportunity sharing.

#### NEW QUESTION # 57

Universal Containers (UC) has adopted Salesforce as its primary sales automated tool. UC has 100,00 customers with a growth rate of 10% a year, UC uses an on-premise web-based billing and invoice system that generates over 1 million invoices a year supporting a monthly billing cycle.

The UC sales team needs to be able to pull a customer record and view their account status, Invoice history, and opportunities without navigating outside of Salesforce.

What should a data architect use to provide the sales team with the required functionality?

- **A. Create a mashup page that will present the billing system records within Salesforce.**
- B. Write an Apex callout and populate a related list to display on the account record.
- C. Create a visual force tab with the billing system encapsulated within an iframe.
- D. Create a custom object and migrate the last 12 months of Invoice data into Salesforce so it can be displayed on the Account layout.

**Answer: A**

Explanation:

To provide the sales team with the required functionality, a data architect should use a mashup page that will present the billing system records within Salesforce. A mashup page is a web page that combines data from multiple sources into a single integrated view. A mashup page can be created using Visualforce or Lightning Web Components, and can use Salesforce Connect or custom integrations to access external data from the on-premise web-based billing and invoice system. This will allow the sales team to pull a customer record and view their account status, invoice history, and opportunities without navigating outside of Salesforce.

#### NEW QUESTION # 58

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Brendan Boykin is a trainer, editor and consultant based in New Plat-Arch-201 Dumps Files Colorado, The life of an actor before they have a track record of success can be a difficult grind of going from audition to audition and sending out hundreds or even thousands Plat-Arch-201 Valid Exam Prep of headshots while trying to land that one role or get that first paying job in the entertainment industry.

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