



Integrating Salesforce with ERP and making ERP the system of truth (option B) and implementing a de-dupe solution and establishing account ownership in Salesforce (option D) are the two solutions that a data architect should recommend to resolve the complaints. Option B ensures that account data is consistent and accurate across both systems, while option D prevents duplicate records and clarifies who owns each account in Salesforce.

#### NEW QUESTION # 12

NTO has 1 million customer records spanning 25 years. As part of its new SF project, NTO would like to create a master data management strategy to help preserve the history and relevance of its customer data. Which 3 activities will be required to identify a successful master data management strategy? Choose 3 answer

- A. Install a data warehouse
- B. Identify data to be replicated
- C. Define the systems of record for critical data
- D. Create a data archive strategy
- E. Choose a Business Intelligence tool.

**Answer: B,C,D**

Explanation:

The three activities that will be required to identify a successful master data management strategy are:

Identify data to be replicated: This activity involves determining which data elements need to be copied from one system to another, and how frequently the replication should occur. This can help ensure data consistency and availability across systems.

Create a data archive strategy: This activity involves defining how historical data will be stored, accessed, and deleted over time. This can help optimize data storage, performance, and compliance.

Define the systems of record for critical data: This activity involves identifying which system owns and maintains the authoritative version of each data element. This can help avoid data conflicts and duplication across systems.

Install a data warehouse is not a required activity, but rather a possible option for consolidating data from multiple sources for analytics purposes. Choose a Business Intelligence tool is not a required activity, but rather a possible option for visualizing and reporting on data from various sources.

#### NEW QUESTION # 13

UC migrating 100,000 Accounts from an enterprise resource planning (ERP) to salesforce and is concerned about ownership skew and performance. Which 3 recommendations should a data architect provide to prevent ownership skew? Choose 3 answer

- A. Keep users out of public groups that can be used as the source for sharing rules.
- B. Assigned a default user as owner of accounts, and assign role in hierarchy.
- C. Assign "view all" permission on profile to give access to account.
- D. Assign a default user as owner of account and do not assign any role to default user.
- E. Assign a default user as owner of accounts and assigned top most role in hierarchy.

**Answer: A,D,E**

Explanation:

According to the Salesforce documentation, ownership skew occurs when a large number of records (more than 10,000) are owned by a single user or queue. This can cause performance issues and lock contention when multiple users try to access or update those records. To prevent ownership skew, some of the recommended practices are:

Assign a default user as the owner of the records and do not assign any role to the default user (option C). This way, the records will not be visible to other users in the role hierarchy and will not cause sharing recalculations.

Keep users out of public groups that can be used as the source for sharing rules (option B).

Sharing rules based on public groups can cause excessive sharing calculations and lock contention when many records are owned by a single user or queue.

Assign a default user as the owner of the records and assign the top most role in the hierarchy to the default user (option E). This way, the records will be visible to all users in the role hierarchy, but will not cause sharing recalculations or lock contention.

#### NEW QUESTION # 14

Northern trail Outfitters (NTO) uses Sales Cloud and service Cloud to manage sales and support processes. Some of NTO's team are complaining they see new fields on their page unsure of which values need be input. NTO is concerned about lack of governance

in making changes to Salesforce. Which governance measure should a data architect recommend to solve this issue?

- A. Create validation rules with error messages to explain why the fields is used
- **B. Create and manage a data dictionary and ups a governance process for changes made to common objects.**
- C. Add description fields to explain why the field is used, and mark the field as required.
- D. Create reports to identify which users are leaving blank, and use external data sources o agreement the missing data.

**Answer: B**

Explanation:

To solve the issue of lack of governance in making changes to Salesforce, a data architect should recommend creating and managing a data dictionary and setting up a governance process for changes made to common objects. A data dictionary is a document that defines the metadata, structure, and relationship of each object and field in Salesforce. A governance process is a set of rules and procedures that govern how changes are proposed, reviewed, approved, and deployed in Salesforce. These measures will help NTO to maintain consistency, quality, and clarity of their data model and avoid confusion and errors among users.

### NEW QUESTION # 15

Which feature controls record-level access?

- A. Profiles
- B. Roles only
- C. Permission Sets
- **D. Sharing Rules**

**Answer: D**

Explanation:

Sharing rules extend access beyond role hierarchy.

### NEW QUESTION # 16

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