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Question 1

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?

Options:

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.

Answer:

D

Question 2

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?

Options:

A- Create custom fields on opportunity, and copy data from order into those custom fields and run all reports on Opportunity object.

B- Extract opportunity and order data from Salesforce, and use a third-party reporting tool to run reports outside of Salesforce.

C- Create a skinny table in Salesforce, and copy order and opportunity fields into the skinny table and create the required reports on It.

D- Create an aggregate custom object that summarizes the monthly and yearly values into the required format for the required reports.

Answer:

D

Question 3

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?

Options:

A- Enable granular locking.

B- Remove SOQL statements from Apex Loops.

C- Enable sharing recalculations.

D- Ask Salesforce support for additional CPU power.

Answer:

B

Question 4

Question Type: **MultipleChoice**

Northern Trail Outfitters (NTO) has implemented Salesforce for its sales users. The opportunity management in Saiesforce 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?

Options:

A- Create a custom field for Opportunity amount that PSS updates separating the field sales user updates.

B- Change PSS integration to update only Opportunity Amount field when the value is null.

C- Change Opportunity Amount field access to Read Only for sales users field-level security.

D- Create a custom field for Opportunity amount that sales users update separating the field that PPS updates.

Answer:

C

Question 5

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?

Options:

A- leverage duplicate rules in Salesforce to validate duplicates during the account creation process.

B- Develop an Apex class that searches for duplicates and removes them nightly.

C- Implement an MDM solution to validate the customer information before creating Salesforce.

D- Build a custom search functionality that allows sales associates to search for customer in real time upon visiting their retail stores.

Answer:

A

Question 6

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?

Options:

A- Sales Cloud License

B- Lightning Platform Starter License

C- Service Cloud License

D- Salesforce License

Answer:

C

Question 7

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?

Options:

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- Migrate customer activities from all 4 systems into salesforce.

D- Periodically upload summary information in salesforce to build 360 view.

Answer:

A