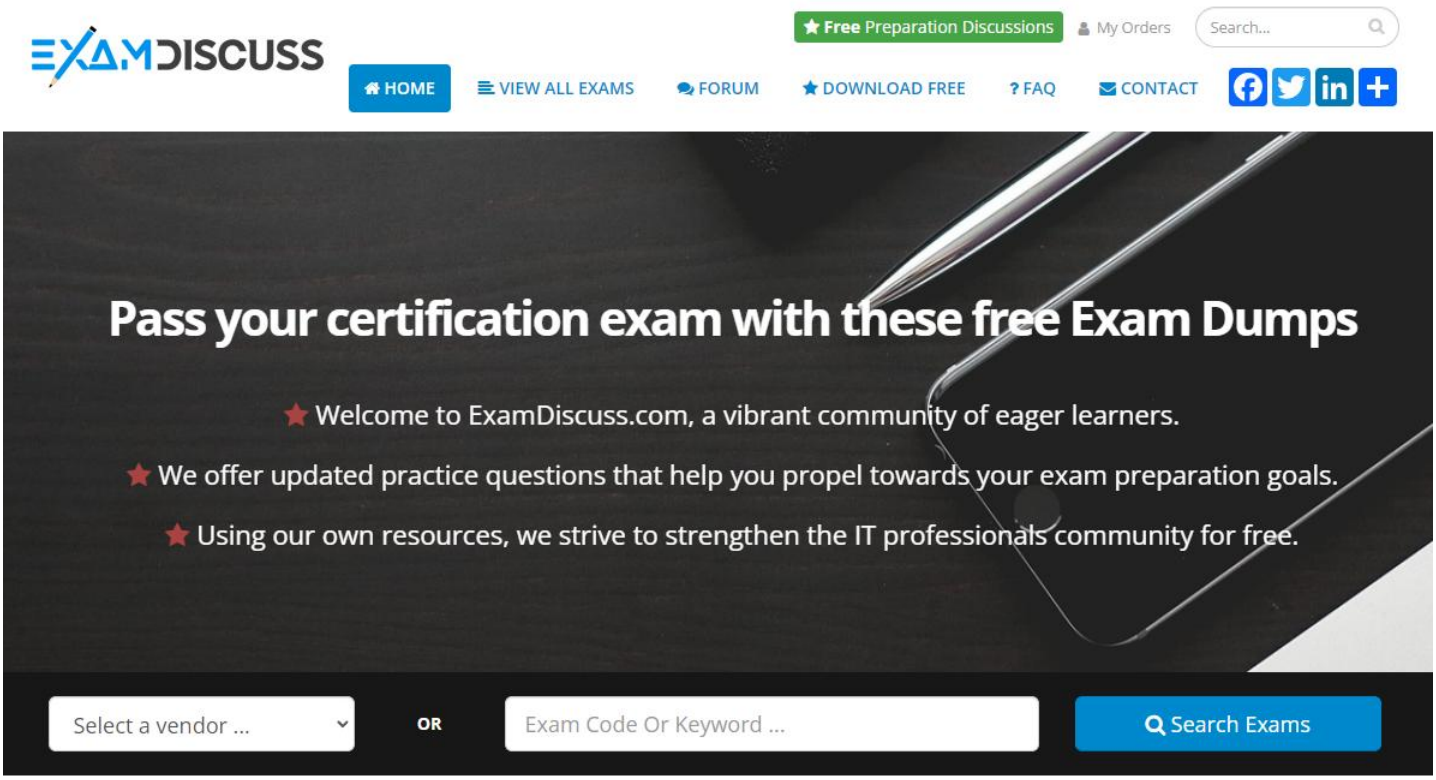
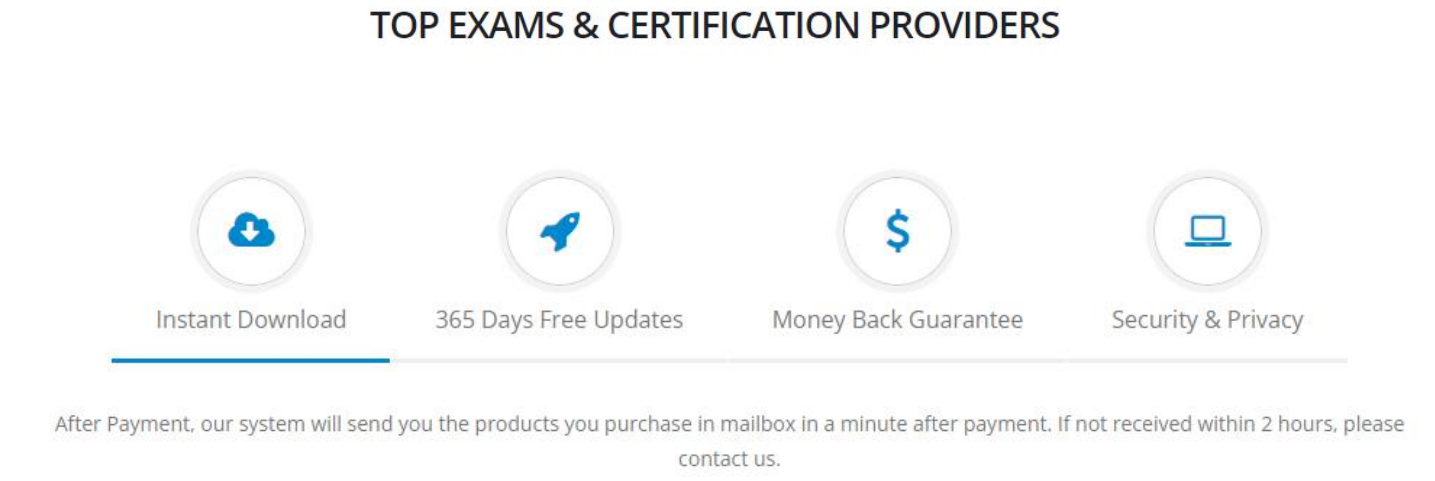
ExamDiscuss





https://www.examdiscuss.com

Certification Exams Discussions and Preparation

Exam : **Data-Architect**

Title : Salesforce Certified Data Architect

Vendor : Salesforce

Version : DEMO

NO.1 A large insurance provider is looking to implement Salesforce. The following exist.
1. Multiple channel for lead acquisition
2. Duplication leads across channels
3. Poor customer experience and higher costs
On analysis, it found that there are duplicate leads that are resulting to mitigate the issues?
A. Build process is manually search and merge duplicates.
B. Standard lead information across all channels.
C. Build a custom solution to identify and merge duplicate leads.
D. Implement third-party solution to clean and event lead data.
E. Implement de-duplication strategy to prevent duplicate leads
Answer: B D E
Explanation:
According to the Salesforce documentation 2 , duplicate leads are leads that have the same or similar information as other leads in Salesforce. Duplicate leads can cause poor customer experience, higher costs, and inaccurate reporting. To mitigate the issues caused by duplicate leads, some of the recommended practices are:
* Standardize lead information across all channels (option B). This means using consistent formats, values, and fields for capturing lead data from different sources, such as web forms, email campaigns, or third-party vendors. This can help reduce data quality issues and make it easier to identify and prevent duplicate leads.
* Implement a third-party solution to clean and enrich lead data (option D). This means using an external service or tool that can validate, correct, update, and enhance lead data before or after importing it into Salesforce. This can help improve data quality and accuracy, and reduce duplicate leads.
* Implement a de-duplication strategy to prevent duplicate leads (option E). This means using Salesforce features or custom solutions that can detect and block duplicate leads from being created or imported into Salesforce. For example, using Data.com Duplicate Management 3 , which allows defining matching rules and duplicate rules for leads and other objects.
Building a process to manually search and merge duplicates (option A) is not a good practice, as it can be time-consuming, error-prone, and inefficient. Building a custom solution to identify and merge duplicate leads (option C) is also not a good practice, as it can be complex, costly, and difficult to maintain. It is better to use existing Salesforce features or third-party solutions that can handle duplicate leads more effectively.

NO.2 Cloud Kicks has the following requirements:
- Data needs to be sent from Salesforce to an external system to generate invoices from their Order Management System (OMS).
- A Salesforce administrator must be able to customize which fields will be sent to the external system without changing code.
What are two approaches for fulfilling these requirements? (Choose two.)
A. A set < sobjectFieldset > to determine which fields to send in an HTTP callout.
B. An Outbound Message to determine which fields to send to the OMS.
C. A Field Set that determines which fields to send in an HTTP callout.
D. Enable the field -level security permissions for the fields to send.
Answer: B,C

NO.3 Developers at Universal Containers need to build a report for the business which displays Accounts opened in the past year grouped by industry. This report will also include information from contacts, opportunities, and orders. There are several million Accounts in the system. Which two options should be recommended to make this report perform well and satisfy the business need?

A. Use triggers to populate denormalized related fields on the Account.

B. Use Formula fields to surface information I related entities on the report.

C. Use unbounded date ranges to filter the report.

D. Use an indexed data field with bounded data filters.

Answer: B,D

NO.4 Universal Containers is exporting 40 million Account records from Salesforce using Informatica Cloud. The ETL tool fails and the query log indicates a full table scan time-out failure. What is the recommended solution?

A. Modify the export job header to specify Export-in-Parallel.

B. Modify the export query with LIMIT clause with Batch size 10,000.

C. Modify the export query that includes standard index fields(s).

D. Modify the export job header to specify Sforce-Enable-PKChunking.

Answer: D

NO.5 Northern Trail Outfitters (NTO) has recently implemented Salesforce to track opportunities across all their regions. NTO sales teams across all regions have historically managed their sales process in Microsoft Excel.

NTO sales teams are complaining that their data from the Excel files were not migrated as part of the implementation and NTO is now facing low Salesforce adoption.

What should a data architect recommend to increase Salesforce adoption?

A. Use the Excel connector to Salesforce to sync data from individual Excel files.

B. Define a standard mapping and train sales users to import opportunity data.

C. Load data in external database and provide access to database to sales users.

D. Create a chatter group and upload all Excel files to the group.

Answer: B

Explanation:

According to Trailhead 2 , one of the best practices to increase Salesforce adoption is to migrate existing data from legacy systems or spreadsheets into Salesforce, so that users can access all their data in one place and leverage the features and functionality of Salesforce. Option B is the correct answer because it suggests defining a standard mapping and training sales users to import opportunity data from Excel files into Salesforce, which can help them transition from their old process and increase their confidence and satisfaction with Salesforce. Option A is incorrect because using the Excel connector to Salesforce does not migrate the data into Salesforce, but only syncs it between Excel and Salesforce, which can cause data inconsistency and duplication issues. Option C is incorrect because loading data in an external database and providing access to it does not increase Salesforce adoption, but rather creates another system for users to manage and switch between. Option D is incorrect because creating a chatter group and uploading all Excel files to it does not migrate the data into Salesforce, but only stores it as attachments, which cannot be used for

reporting or analysis purposes.

NO.6 UC is using SF CRM. UC sales managers are complaining about data quality and would like to monitor and measure data quality.
Which 2 solutions should a data architect recommend to monitor and measure data quality?
Choose 2 answers.

A. Use custom objects and fields to identify issues.

B. Review data quality reports and dashboards.

C. Install and run data quality analysis dashboard app

D. Export data and check for data completeness outside of Salesforce.

Answer: B C

Explanation:
Reviewing data quality reports and dashboards and installing and running data quality analysis dashboard app are two solutions that can help monitor and measure data quality. Data quality reports and dashboards can provide insights into the completeness, accuracy, and consistency of the data. Data quality analysis dashboard app is a free app from AppExchange that can help analyze and improve data quality by identifying duplicate, incomplete, or inaccurate records.

NO.7 Universal Containers has a rollup summary field on account to calculate the number of contacts associated with an account. During the account load, Salesforce is throwing an " UNABLE _TO_LOCK_ROW " error.
Which solution should a data architect recommend to resolve the error?

A. Defer rollup summary field calculation during data migration.

B. Perform a batch job in serial mode and reduce the batch size.

C. Perform a batch job in parallel mode and reduce the batch size.

D. Leverage Data Loader ' s platform API to load data.

Answer: B

Explanation:
According to the Salesforce documentation 1 , the "UNABLE _TO_LOCK_ROW" error occurs when a record is being updated or created, and another operation tries to access or update the same record at the same time. This can cause lock contention and timeout issues. To resolve the error, some of the recommended solutions are:
* Perform a batch job in serial mode and reduce the batch size (option B). This means running the batch job one at a time and processing fewer records per batch. This can reduce the chances of concurrent updates and lock contention on the same records.
* Use the FOR UPDATE keyword to lock records in Apex code or API calls. This means explicitly locking the records that are being accessed or updated by a transaction, and preventing other transactions from modifying them until the lock is released. This can avoid conflicts and errors between concurrent operations on the same records 2 .
* Defer rollup summary field calculation during data migration (option A). This means disabling the automatic calculation of rollup summary fields on the parent object when child records are inserted or updated. This can improve performance and avoid locking issues on the parent records. However, this option is only available for custom objects, not standard objects 3 .
Performing a batch job in parallel mode and reducing the batch size (option C) is not a good solution, as it can still cause lock contention and errors if multiple batches try to access or update the same

records at the same time. Leveraging Data Loader's platform API to load data (option D) is also not a good solution, as it can still encounter locking issues if other operations are modifying the same records at the same time.

NO.8 Developers at Universal Containers need to build a report for the business which displays Accounts opened in the past year grouped by industry. This report will also include information from contacts, opportunities, and orders. There are several million Accounts in the system. Which two options should be recommended to make this report perform well and satisfy the business need?

A. Use triggers to populate denormalized related fields on the Account.

B. Use an indexed data field with bounded data filters.

C. Use Formula fields to surface information I related entities on the report.

D. Use unbounded date ranges to filter the report.

Answer: B C

Explanation:

Using an indexed data field with bounded data filters can improve the report performance by making the query more selective and reducing the number of records to scan. Using formula fields to surface information from related entities on the report can also enhance the report performance by avoiding joins and complex calculations

NO.9 Northern Trail Outfitters < NTO > is streaming IoT data from connected devices to a cloud database. Every

24 hours. 100,000 records are generated.

NIO employees will need to see these Iol records within Salesforce and generate weekly reports on it. Developers may also need to write programmatic logic to aggregate the records and incorporate them into workflows.

Which data pattern will allow a data architect to satisfy these requirements, while also keeping limits in mind?

A. Bidirectional integration

B. Unidirectional integration

C. Virtualization

D. Persistence

Answer: D

Explanation:

Persistence is the data pattern that will allow a data architect to satisfy the requirements, while also keeping limits in mind. Persistence means storing data from external sources in Salesforce objects, either standard or custom. This allows you to access the data within Salesforce and use it for reporting, analytics, workflows, and other features. Persistence also helps you avoid hitting API limits or performance issues when accessing large volumes of data from external systems. You can use various tools such as Data Loader, Bulk API, or Platform Events to persist IoT data from connected devices to a cloud database in Salesforce.

NO.10 Universal Containers (UC) loads bulk leads and campaigns from third-party lead aggregators on a weekly and monthly basis. The expected lead record volume is 500K records per week, and the expected campaign records volume is 10K campaigns per week. After the upload, Lead records are shared with various sales agents via sharing rules and added as Campaign members via Apex triggers

on Lead creation. UC agents work on leads for 6 months, but want to keep the records in the system for at least 1 year for reference.
Compliance requires them to be stored for a minimum of 3 years. After that, data can be deleted.
What statement is true with respect to a data archiving strategy for UC?

A. UC can store long-term lead records in custom storage objects to avoid counting against storage limits.

B. UC can leverage the Salesforce Data Backup and Recovery feature for data archival needs.

C. UC can leverage recycle bin capability, which guarantees record storage for 15 days after deletion.

D. UC can leverage a "tier"-based approach to classify the record storage need.

Answer: D

Explanation:
Leveraging a "tier"-based approach to classify the record storage need is a true statement with respect to a data archiving strategy for UC. This approach involves defining different tiers of data based on their usage, value, and retention policies, and then applying appropriate storage and archiving solutions for each tier .

NO.11 Universal Containers (UC) is concerned that data is being corrupted daily either through negligence or maliciousness. They want to implement a backup strategy to help recover any corrupted data or data mistakenly changed or even deleted. What should the data architect consider when designing a field -level audit and recovery plan?

A. Reduce data storage by purging old data.

B. Implement an AppExchange package.

C. Review projected data storage needs.

D. Schedule a weekly export file.

Answer: C

Explanation:
Option C is the best answer because reviewing projected data storage needs is an important step in designing a field-level audit and recovery plan 1 . You need to estimate how much data storage you will need in the future and plan accordingly. Option A is not correct because reducing data storage by purging old data may not be sufficient or desirable for backup purposes. Option B is not correct because implementing an AppExchange package may not be customized or compatible with your org's requirements. Option D is not correct because scheduling a weekly export file may not be frequent or granular enough for field-level audit and recovery.

NO.12 A national nonprofit organization is using Salesforce to recruit members. The recruitment process requires a member to be matched with a volunteer opportunity. Given the following:
1. A record is created in Project__ c and used to track the project through completion.
2. The member may then start volunteering and is required to track their volunteer hours, which is stored in VTOTime_c object related to the project.
3. Ability to view or edit the VTOTime__c object needs to be the same as the Project__ c record.
4. Managers must see total hours volunteered while viewing the Project__ c record.
Which data relationship should the data architect use to support this requirement when creating the custom VTOTime__c object?

A. Lookup Field on Project_c to VTOTime_c displaying a list of VTOTime__c in a related list.

B. Lookup field on VTOTime_c to Project_c with formula filed on Project__ c showing Sum of hours

from VTOTime__c records.

C. Master Detail Field on VTOTime_ c to Project_c with rollup summary field on Project __c showing sum of hours from VTOTime_c records.

D. Master Detail field on Project _c to VTOTime _c showing a list of VTOTime_c Records in a related list.

Answer: C

Explanation:

A master-detail field on VTOTime__c to Project__c is the data relationship that the data architect should use to support the requirement when creating the custom VTOTime__c object. A master-detail relationship creates a parent-child relationship between two objects, where the master record controls certain behaviors of the detail record, such as security, ownership, deletion, and roll-up summary fields. By using a master-detail field on VTOTime__c to Project__c, you can ensure that the ability to view or edit the VTOTime__c object is the same as the Project__c record, and that managers can see the total hours volunteered while viewing the Project__c record using a roll-up summary field.

NO.13 Get Cloudy Consulting monitors 15,000 servers, and these servers automatically record their status every 10 minutes. Because of company policy, these status reports must be maintained for 5 years. Managers at Get Cloudy Consulting need access to up to one week ' s worth of these status reports with all of their details.

An Architect is recommending what data should be integrated into Salesforce and for how long it should be stored in Salesforce.

Which two limits should the Architect be aware of? (Choose two.)

A. Data storage limits

B. Workflow rule limits

C. API Request limits

D. Webservice callout limits

Answer: A C

Explanation:

Data storage limits and API request limits are two important factors that affect the data integration and storage in Salesforce. Data storage limits determine how much data can be stored in Salesforce, and API request limits determine how many API calls can be made to Salesforce in a 24-hour period. Both of these limits depend on the edition and license type of the Salesforce org. Workflow rule limits and webservice callout limits are not directly related to data integration and storage, but rather to business logic and external services.

NO.14 A large Automobile company has implemented SF for its Sales Associates. Leads flow from its website to SF using a batch integration in SF. The Batch job connects the leads to Accounts in SF. Customer visiting their retail stores are also created in SF as Accounts.

The company has noticed a large number of duplicate accounts in SF. 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 scalable option should a data Architect choose to implement to avoid duplicates?

A. Create duplicate rules in SF to validate duplicates during the account creation process

B. Implement a MDM solution to validate the customer information before creating Accounts in SF.

C. Build Custom search based on fields on Accounts which can be matched with customer when they visit the store

D. Customize Account creation process to search if customer exists before creating an Account.

Answer: A

Explanation:

The data architect should choose to implement duplicate rules in SF (Salesforce) to validate duplicates during the account creation process. Duplicate rules are a feature in Salesforce that allow users to define criteria and actions for detecting and preventing duplicate records. By creating duplicate rules for accounts, the data architect can ensure that any leads from the website or customers from the retail stores that match existing accounts in Salesforce are flagged or blocked before they are created as new accounts. This will help avoid duplicate accounts in Salesforce and maintain data quality. Option B is incorrect because implementing a MDM (Master Data Management) solution to validate the customer information before creating accounts in SF will require additional infrastructure cost and maintenance effort. Option C is incorrect because building custom search based on fields on accounts which can be matched with customer when they visit the store will require additional development effort and may not be accurate or user-friendly. Option D is incorrect because customizing account creation process to search if customer exists before creating an account will require additional configuration effort and may not be consistent or scalable.

NO.15 Which two statements are accurate with respect to performance testing a Force.com application?

A. All Force.com applications must be performance tested in a sandbox as well as production.

B. A performance test plan must be created and submitted to Salesforce customer support.

C. Applications with highly customized code or large volumes should be performance tested.

D. Application performance benchmarked in a sandbox can also be expected in production.

Answer: B C

Explanation:

A performance test plan is required for any Force.com application that has highly customized code or large volumes of data. You need to create and submit a performance test plan to Salesforce customer support before conducting any performance testing in your sandbox or production org 2 .
Applications with highly customized code or large volumes of data should be performance tested to ensure they meet the expected response time and throughput

NO.16 Universal Containers would like to remove data silos and connect their legacy CRM together with their ERP and with Salesforce. Most of their sales team has already migrated to Salesforce for daily use, although a few users are still on the old CRM until some functionality they require is completed. Which two techniques should be used for smooth interoperability now and in the future.

A. Replicate ongoing changes in the legacy CRM to Salesforce to facilitate a smooth transition when the legacy CRM is eventually retired.

B. Specify the legacy CRM as the system of record during transition until it is removed from operation and fully replaced by Salesforce.

C. Work with stakeholders to establish a Master Data Management plan for the system of record for specific objects, records, and fields.

D. Do not connect Salesforce and the legacy CRM to each other during this transition period, but do allow both to interact with the ERP.

Answer: B C
Explanation:
Specify the legacy CRM as the system of record during transition until it is removed from operation and fully replaced by Salesforce. This is a good technique to ensure data consistency and avoid conflicts between the two systems. Work with stakeholders to establish a Master Data Management plan for the system of record for specific objects, records, and fields. This is another good technique to define the data governance and stewardship policies and processes for managing data quality and integrity across multiple systems

NO.17 Universal Containers (UC) is building a Service Cloud call center application and has a multi system support solution. UC would like or ensure that all systems have access to the same customer information.
What solution should a data architect recommend?
A. Make Salesforce the system of record for all data.
B. Implement a master data management (MDM) strategy for customer data.
C. Load customer data in all systems.
D. Let each system be an owner of data it generates.
Answer: B
Explanation:
A master data management (MDM) strategy for customer data can help UC ensure that all systems have access to the same customer information, without loading or duplicating data in all systems. An MDM strategy can also help UC avoid data conflicts and inconsistencies that may arise from having multiple systems as owners of data.

NO.18 Universal Container (UC) stores 10 million rows of inventory data in a cloud database, As part of creating a connected experience in Salesforce, UC would like to this inventory data to Sales Cloud without a import. UC has asked its data architect to determine if Salesforce Connect is needed.
Which three consideration should the data architect make when evaluating the need for Salesforce Connect?
A. You want real-time access to the latest data, from other systems.
B. You have a large amount of data and would like to copy subsets of it into Salesforce.
C. You need to expose data via a virtual private connection.
D. You have a large amount of data that you don ' t want to copy into your Salesforce org.
E. You need to small amounts of external data at any one time.
Answer: A D E
Explanation:
The correct answer is A, D, and E. The data architect should consider these three factors when evaluating the need for Salesforce Connect: You want real-time access to the latest data from other systems, you have a large amount of data that you don't want to copy into your Salesforce org, and you need to small amounts of external data at any one time. These factors indicate that Salesforce Connect is a suitable solution for creating a connected experience in Salesforce without importing inventory data from a cloud database. Salesforce Connect allows Salesforce to access external data via OData or custom adapters without storing it in Salesforce, which reduces storage costs and ensures data freshness. Salesforce Connect also supports pagination and caching to optimize performance when accessing small amounts of external data at any one time. Option B is incorrect

because if you have a large amount of data and would like to copy subsets of it into Salesforce, you may not need Salesforce Connect but rather use other tools such as Data Loader or API integration. Option C is incorrect because if you need to expose data via a virtual private connection, you may not need Salesforce Connect but rather use other tools such as VPN or VPC peering.

NO.19 UC is building a salesforce application to track contacts and their respective conferences that they have attended with the following requirements:
1. Contacts will be stored in the standard contact object.
2. Conferences will be stored in a custom conference_ c object.
3. Each contact may attend multiple conferences and each conference may be related to multiple contacts.
How should a data architect model the relationship between the contact and conference objects?

A. Implement a Contact Conference junction object with master detail relationship to both contact and conference_c

B. Create a master detail relationship field on the Contact object.

C. Create a master detail relationship field on the Conference object.

D. Create a lookup relationship field on contact object.

Answer: A
Explanation:
Implementing a Contact Conference junction object with master detail relationship to both contact and conference_c is the correct way to model the relationship between the contact and conference objects, as it allows a many-to-many relationship between them. This means that each contact can attend multiple conferences, and each conference can be related to multiple contacts. Creating a master detail relationship field on either the contact or the conference object would create a one-to-many relationship, which does not meet the requirements. Creating a lookup relationship field on contact object would also create a one-to-many relationship, and would not enforce referential integrity.

NO.20 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?

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
Explanation:
Leveraging duplicate rules in Salesforce to validate duplicates during the account creation process (option A) is the best option to implement to avoid duplicates, as it allows the sales associates to

identify and merge duplicate accounts before they are saved. Developing an Apex class that searches for duplicates and removes them nightly (option B) is not a good option, as it may cause data loss or conflicts, and it does not prevent duplicates from being created in the first place. Implementing an MDM solution to validate the customer information before creating Salesforce (option C) is also not a good option, as it may introduce additional complexity and cost, and it does not address the issue of customers interacting with both the website and the store. Building a custom search functionality that allows sales associates to search for customer in real time upon visiting their retail stores (option D) is also not a good option, as it may not be reliable or user-friendly, and it does not leverage the existing Global Search feature.

NO.21 NTO (Northern Trail Outlets) has a complex Salesforce org which has been developed over past 5 years.
Internal users are complaining abt multiple data issues, including incomplete and duplicate data in the org.
NTO has decided to engage a data architect to analyze and define data quality standards.
Which 3 key factors should a data architect consider while defining data quality standards? Choose 3 answers:

A. Define data duplication standards and rules

B. Define key fields in staging database for data cleansing

C. Measure data timeliness and consistency

D. Finalize an extract transform load (ETL) tool for data migration

E. Measure data completeness and accuracy

Answer: A C E
Explanation:
Defining data duplication standards and rules, measuring data timeliness and consistency, and measuring data completeness and accuracy are three key factors that a data architect should consider while defining data quality standards. Defining data duplication standards and rules can help prevent or reduce duplicate records in the org by specifying criteria and actions for identifying and merging duplicates. Measuring data timeliness and consistency can help ensure that the data is up-to-date, reliable, and synchronized across different sources.
Measuring data completeness and accuracy can help ensure that the data is sufficient, relevant, and correct for the intended purposes.

NO.22 NTO has decided that it is going to build a channel sales portal with the following requirements:
1. External resellers are able to authenticate to the portal with a login.
2. Lead data, opportunity data and order data are available to authenticated users.
3. Authenticated users many need to run reports and dashboards.
4. There is no need for more than 10 custom objects or additional file storage.
Which community cloud license type should a data architect recommend to meet the portal requirements?

A. Customer community.

B. Lightning external apps starter.

C. Customer community plus.

D. Partner community.

Answer: D
Explanation:
Partner community license type is the best option for building a channel sales portal, as it allows external resellers to access lead, opportunity, and order data, as well as run reports and dashboards. Customer community and customer community plus license types are more suitable for customer service portals, while lightning external apps starter license type does not support reports and dashboards

NO.23 Universal Containers (UC) provides shipping services to its customers. They use Opportunities to track customer shipments. At any given time, shipping status can be one of the 10 values. UC has 200,000 Opportunity records. When creating a new field to track shipping status on opportunity, what should the architect do to improve data quality and avoid data skew?

A. Create a picklist field, values sorted alphabetically.

B. Create a Master -Detail to custom object ShippingStatus c.

C. Create a Lookup to custom object ShippingStatus c.

D. Create a text field and make it an external ID.

Answer: A
Explanation:
To improve data quality and avoid data skew, the data architect should create a picklist field with values sorted alphabetically for tracking shipping status on opportunity. A picklist field ensures that only valid values are entered and prevents typos or variations in spelling. Sorting the values alphabetically makes it easier for users to find and select the correct value. Data skew occurs when a large number of records are owned by a single user or have a single value for a field. Creating a picklist field with a limited number of values does not cause data skew, as long as the distribution of values is balanced and not skewed towards one value.

NO.24 DreamHouse Realty has an integration that creates records in a Salesforce Custom Object. The Custom Object has a field marked as required on the page layout.
DreamHouse Realty has noticed that many of the records coming from the external system are missing data in this field.
The Architect needs to ensure this field always contains data coming from the source system.
Which two approaches should the Architect take? Choose 2 answers

A. Set up a Validation Rule to prevent blank values.

B. Create a Workflow to default a value into this field.

C. Mark the field required in setup at the field level.

D. Blame the customer ' s external system for bad data.

Answer: A C
Explanation:
Setting up a Validation Rule to prevent blank values and marking the field required in setup at the field level are two approaches that the Architect should take to ensure that the field always contains data coming from the source system. A Validation Rule can display an error message when a record is created or edited with a blank value for the field, and prevent it from being saved. Marking the field required in setup at the field level can enforce the requirement for all records, regardless of the page layout or the source system. The other options are not effective or recommended for ensuring data quality, as they would either not prevent blank values, not apply to all records, or not address the

root cause of the problem

NO.25 A casino is implementing Salesforce and is planning to build a customer 360 degree view for a customer who visits its resorts. The casino currently maintains the following systems that record customer activity: L Point- of-sale system: All purchases for a customer
2. Salesforce; All customer service activity and sales activities 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 four systems to provide support 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 a 360-degree view of the customer.

B. Use a customer data mart to create the 360-degree view of the customer.

C. Periodically upload summary information in Salesforce to build a 360-degree view.

D. Migrate customer activities fro, all four system into Salesforce.

Answer: A
Explanation:
Exploring external data sources in Salesforce to build a 360 degree view of the customer (option A) is the best strategy to satisfy this requirement, as it allows customer service agents to view the activities from all four systems in real time without storing or replicating the data in Salesforce. Using a customer data mart to create the 360 degree view of the customer (option B) is not a good strategy, as it may introduce additional complexity and cost, and it does not leverage the native Salesforce features. Periodically uploading summary information in Salesforce to build a 360 degree view (option C) is also not a good strategy, as it may cause data latency and inconsistency, and it does not provide real-time information. Migrating customer activities from all four systems into Salesforce (option D) is also not a good strategy, as it may cause data redundancy and conflicts, and it does not scale well with large volumes of data.

NO.26 Universal Containers (UC) is using Salesforce Sales & Service Cloud for B2C sales and customer service but they are experiencing a lot of duplicate customers in the system. Which are two recommended approaches for UC to avoid duplicate data and increase the level of data quality?

A. Use Duplicate Management.

B. Use an Enterprise Service Bus.

C. Use Data.com Clean

D. Use a data warehouse.

Answer: A C
Explanation:
Using Duplicate Management and Data.com Clean are two recommended approaches for UC to avoid duplicate data and increase the level of data quality. Duplicate Management can prevent or alert users when they try to create or edit records that are duplicates of existing records. Data.com Clean can compare Salesforce records with Data.com records and provide suggestions for updates or removals of duplicate records.