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QUESTION NO: 1

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

A. Reference data policy.

B. Data governance policy.

C. Data sensitivity level

D. Compliance categorization policy.

ANSWER: C D

Explanation:

Data sensitivity level and Compliance categorization policy are the two applicable classifications in this question. Salesforce Data Classification provides standardized metadata fields that let an organization document the nature of data stored in custom fields and make its handling expectations visible to administrators, architects, and developers. Data sensitivity level identifies the degree of sensitivity associated with a field's contents, helping teams consistently distinguish information that requires more restrictive handling from information that can be handled more broadly. Compliance categorization policy records the regulatory or compliance context associated with the data, allowing teams to identify fields that are relevant to particular legal, industry, or organizational compliance obligations.

Applying these classifications improves data discovery and supports governance processes because teams can inventory sensitive and regulated information directly in field metadata. The classifications are descriptive metadata: they help organizations understand, document, and govern data, and can inform decisions about access controls, retention, privacy processes, and protection measures. Salesforce also supplies predefined values while permitting organizations to configure classification values to fit their governance model. See Salesforce's Data Classification overview and field metadata documentation.

QUESTION NO: 2

Universal Containers has a public website with several forms that create Lead records in Salesforce using the REST API. When designing these forms, which two techniques will help maintain a high level of data quality?

A. Do client-side validation of phone number and email field formats.

B. Prefer picklist form fields over free text fields, where possible.

C. Ensure the website visitor is browsing using an HTTPS connection.

D. Use cookies to track when visitors submit multiple forms.

ANSWER: A B

Explanation:

"Do client-side validation of phone number and email field formats." helps improve the quality of data submitted from a public web form by detecting obvious formatting issues before the REST request is sent. For example, a form can require an email value to follow an expected email pattern and can normalize or validate phone-number input. This provides immediate feedback to the visitor, reducing incomplete or malformed Lead data. Client-side validation should complement Salesforce-side controls, such as validation rules, because browser-side checks alone can be bypassed.

"Prefer picklist form fields over free text fields, where possible." promotes standardized, consistent values for fields such as lead source, country, product interest, or industry. A controlled list prevents near-duplicate entries caused by spelling differences, abbreviations, capitalization, or users entering values that do not fit reporting and business processes. Consistent values improve segmentation, reporting, automation, matching, and downstream integration reliability. Salesforce supports restricted picklists to limit accepted values to those defined in the picklist configuration, reinforcing this controlled-data approach. See Salesforce guidance on picklist fields and validation rules.

QUESTION NO: 3

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. a related list.

B. 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:

Master Detail Field on VTOTime__c to Project__c with rollup summary field on Project__c showing sum of hours from VTOTime__c records is the appropriate design because each volunteer-time record is a dependent child of a project. In a Salesforce master-detail relationship, the detail record inherits sharing and access behavior from its master record. This directly meets the requirement that users' ability to view and edit VTOTime__c records be the same as their ability to view and edit the associated Project__c record. The relationship also establishes the Project__c record as the parent for reporting and aggregation purposes.

Because VTOTime__c is the detail object, Salesforce can create a roll-up summary field on Project__c that calculates the sum of the hours field across all related VTOTime__c records. Managers can then see the cumulative volunteered hours directly on the project record without needing to manually calculate values or query individual time records. Roll-up summaries are specifically supported for master-detail relationships and can calculate totals such as SUM, COUNT, MIN, and MAX. Salesforce documents the inherited access behavior of master-detail relationships and the availability of roll-up summary fields in its relationship modeling guidance: Salesforce Object Relationships Considerations and Salesforce Roll-Up Summary Fields.

QUESTION NO: 4

Cloud Kicks is migrating historical Cases from a legacy service application into Salesforce. The migration must preserve the original creation date and the legacy user who created each Case. Some legacy users will not be active Salesforce users after the migration.

Which two actions should an architect take? Choose 2 answers

A. Enable Set Audit Fields upon Record Creation.

B. Assign the Set Audit Fields upon Record Creation permission to the migration user.

C. Use a before insert trigger to update CreatedDate after each Case is inserted.

D. Update CreatedById after the migration has completed.

ANSWER: A B

Explanation:

Enabling Set Audit Fields upon Record Creation allows an authorized migration user to populate audit fields such as CreatedDate and CreatedById during record insertion. This preserves the original historical creation information rather than recording the date and user associated with the migration job.

Assigning the Set Audit Fields upon Record Creation permission to the migration user is also required. If records must be inserted with inactive owners or historical users, the migration design may additionally require the Update Records with Inactive Owners permission, depending on the fields and users involved. Access should be granted only for the migration and removed afterward.

Salesforce documents this capability in Set Audit Fields Upon Record Creation.

QUESTION NO: 5

A company has 12 million records, and a nightly integration queries these records.

Which two areas should a Data Architect investigate during troubleshooting if queries are timing out? (Choose two.)

A. Make sure the query doesn't contain NULL in any filter criteria.

B. Create a formula field instead of having multiple filter criteria.

C. Create custom indexes on the fields used in the filter criteria.

D. Modify the integration users' profile to have View All Data.

ANSWER: A C

Explanation:

With a data volume of 12 million records, query selectivity and index use are central to diagnosing timeouts. “Make sure the query doesn't contain NULL in any filter criteria.” is an important area to investigate because Salesforce indexes generally do not include null values. Consequently, a filter that evaluates for null can prevent the optimizer from using an otherwise useful index and can result in a large scan. The architect should review the actual SOQL predicates, data distribution, and query plan to identify whether null comparisons are producing nonselective access paths.

“Create custom indexes on the fields used in the filter criteria.” is also appropriate when the query filters on fields that lack a standard index and the filters are selective enough to benefit from indexing. Salesforce Support can evaluate and create eligible custom indexes, including certain two-column indexes, after the team has validated the query pattern and selectivity. Indexing the most meaningful, selective predicates helps the query optimizer reduce the candidate record set before returning results to the nightly integration. Salesforce’s SOQL performance guidance and Query Plan documentation support using query-plan analysis and selective indexed filters for large-data-volume queries.

QUESTION NO: 6

Universal Containers (UC) has deployed Salesforce to manage Marketing. Sales, and Support efforts in a multi -system ERP environment After reaching the limits of native reports & dashboards. UC leadership is looking to understand what options can be used to provide more analytical insights. What two approaches should an architect recommend? Choose 2 answers

A. AppExchange Apps

B. Wave Analytics

C. Weekly Snapshots

D. Setup Audit Trails

ANSWER: A B

Explanation:

AppExchange Apps and **Wave Analytics** are appropriate approaches when standard Salesforce reports and dashboards no longer provide sufficient analytical capability. AppExchange provides a marketplace of packaged, installable solutions from Salesforce partners and Salesforce that can extend reporting, visualization, data integration, and industry-specific analytics. This lets UC evaluate established products that address particular ERP, marketing, sales, or service analysis requirements without building every capability internally. See the Salesforce AppExchange for available solutions.

Wave Analytics, now generally known as CRM Analytics, is Salesforce's advanced analytics platform. It supports interactive dashboards, richer visual exploration, calculated metrics, and combining data from Salesforce with external sources such as ERP systems. This is particularly valuable for UC's multi-system environment because leadership can analyze cross-functional measures—such as pipeline, campaign performance, service outcomes, and ERP-derived operational or financial data—in a unified analytics experience. CRM Analytics can also use data preparation and semantic modeling capabilities to make complex source data usable by business users. Salesforce's introductory material on these capabilities is available in the CRM Analytics Basics Trailhead module.

QUESTION NO: 7

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 custom object and migrate the last 12 months of Invoice data into Salesforce so it can be displayed on the Account layout.

B. Write an Apex callout and populate a related list to display on the account record.

C. Create a mashup page that will present the billing system records within Salesforce.

D. Create a visual force tab with the billing system encapsulated within an iframe.

ANSWER: C

Explanation:

Create a mashup page that will present the billing system records within Salesforce. A mashup provides a unified user experience by surfacing information from the on-premises billing application in the Salesforce context where sales users work. When a salesperson opens a customer's Account, the page can use the account's identifying information to retrieve and display the relevant account status and invoice history, alongside Salesforce opportunity data, without requiring the user to leave Salesforce.

This is especially appropriate for a billing platform that produces more than one million invoices annually. The invoice system remains the system of record, while Salesforce presents the current information on demand rather than taking responsibility for storing, synchronizing, retaining, and continually reconciling a very large transactional invoice dataset. This reduces data duplication and avoids unnecessary Salesforce data-storage and integration-processing demands. The mashup should be designed with secure authentication, authorization, and an integration approach that limits the data returned to the customer context being viewed.

Salesforce's integration architecture guidance describes patterns for connecting Salesforce experiences with external systems: Salesforce Integration Patterns. Salesforce also documents approaches for embedding external web application content in Salesforce user interfaces: Visualforce Mashups.

QUESTION NO: 8

Universal Container is using Salesforce for Opportunity management and enterprise resource planning (ERP) for order management. Sales reps do not have access to the ERP and have no visibility into order status.

What solution a data architect recommend to give the sales team visibility into order status?

A. Leverage Canvas to bring the order management UI in to the Salesforce tab.

B. Build batch jobs to push order line items to salesforce.

C. Leverage Salesforce Connect to expose order line items from the ERP system in Salesforce.

D. Build real-time integration to pull order line items into Salesforce when viewing orders.

ANSWER: C

Explanation:

Leverage Salesforce Connect to expose order line items from the ERP system in Salesforce. Salesforce Connect is designed for situations in which business users need access to data that remains in an external system, such as an ERP, without requiring that data to be copied and stored in Salesforce. It represents the ERP data as external objects, which users can access through Salesforce user interfaces, related lists, and supported queries. This approach gives sales representatives current order and order-line information in the application where they manage opportunities, while the ERP remains the system of record for order management. Because the order data is retrieved from the external source when accessed, the solution avoids unnecessary replication, reduces data synchronization and storage concerns, and helps ensure that the status presented to the sales team reflects the ERP's authoritative data. Salesforce Connect supports external data sources through adapters such as OData and can relate external objects to Salesforce records, enabling order information to be associated with the relevant customer or opportunity context. See the Salesforce documentation for external objects and the Salesforce Developers Salesforce Connect overview.

QUESTION NO: 9

Universal Containers has successfully migrated 50 million records into five different objects multiple times in a full copy sandbox. The Integration Engineer wants to re-run the test again a month before it goes live into Production. What is the recommended approach to re-run the test?

A. Truncate all 5 objects quickly and re-run the data migration test.

B. Refresh the full copy sandbox and re-run the data migration test.

C. Hard delete all 5 objectsâ€™ data and re-run the data migration test.

D. Truncate all 5 objects and hard delete before running the migration test.

ANSWER: B

Explanation:

Refresh the full copy sandbox and re-run the data migration test. A Full sandbox is intended for comprehensive testing because it contains a copy of production data and metadata, providing the closest available nonproduction representation of the production environment. Refreshing it replaces the existing sandbox contents with a new copy from production, removing the artifacts of the prior migration runs and giving the integration team a known, production-aligned baseline for the final large-volume rehearsal.

The timing in this scenario is important: Full sandboxes can be refreshed every 29 days. Refreshing about a month before deployment therefore fits the platform refresh cadence and allows the team to execute a realistic end-to-end migration validation using current production configuration and data characteristics. This helps validate processing time, record relationships, automation behavior, error handling, and operational runbooks against a clean environment before the production cutover. Salesforce documents sandbox types and their refresh intervals in Sandbox Types and Templates, and describes how a refresh replaces a sandbox with a new copy of the source organization in Refresh a Sandbox.

QUESTION NO: 10

DreamHouse Realty has a Salesforce deployment that manages Sales, Support, and Marketing efforts in a multi-system ERP environment. The company recently reached the limits of native reports and dashboards and needs options for providing more analytical insights.

What are two approaches an Architect should recommend? (Choose two.)

A. Weekly Snapshots

B. Einstein Analytics

C. Setup Audit Trails

D. AppExchange Apps

ANSWER: B D

Explanation:

Einstein Analytics is an appropriate recommendation because it extends Salesforce's standard reporting capabilities with a purpose-built analytics platform, now commonly branded as CRM Analytics. It can combine Salesforce data with data from external systems such as an ERP, create reusable datasets and dataflows, and support interactive dashboards, advanced visualizations, and AI-assisted insights. This gives Sales, Support, and Marketing teams a more complete analytical view than native reports and dashboards alone can provide. Salesforce describes CRM Analytics capabilities at Salesforce CRM Analytics.

AppExchange Apps is also an appropriate approach because AppExchange provides packaged solutions from Salesforce partners that can address specialized analytics, data integration, visualization, and industry reporting requirements. An architect can evaluate these offerings to accelerate delivery where a proven managed package meets the organization's reporting and analytics needs, especially in a multi-system environment. AppExchange solutions can supplement the Salesforce platform without requiring the organization to build every analytical capability from scratch. Available solutions can be evaluated through Salesforce AppExchange.

QUESTION NO: 11

Universal Containers (UC) is in the process of selling half of its company. As part of this split, UC's main Salesforce org will be divided into two org:org A and org B, UC has delivered these requirements to its data architect

1. The data model for Org B will drastically changewith different objects, fields, and picklist values.

2. Three million records will need to be migrated from org A to org B for compliance reasons.

3. The migrate will need occur within the next two month, prior to be split.

Which migrate strategy should adata architect use to successfully migrate the date?

A. use as ETL tool to orchestrate the migration.

B. Use Data Loader for export and Data Import Wizard for import

C. Write a script to use the Bulk API

D. Use the Salesforces CLI to query, export, andimport

ANSWER: A

Explanation:

Using an ETL tool to orchestrate the migration is the appropriate strategy because this is a high-volume, cross-org migration that also requires substantial transformation. The target organization has a significantly different object model, field set, and picklist values, so the migration process must do more than extract and load records. It must map source fields to target fields, transform values, manage record relationships and external IDs, load records in dependency order, and produce

reconciliation and error-reporting outputs. An ETL platform provides these capabilities through reusable mappings, controlled workflows, bulk processing, retries, and monitoring, which reduces delivery risk within the two-month deadline.

For three million records, the ETL process can use Salesforce Bulk API operations for scalable asynchronous ingestion while retaining the orchestration layer needed for data cleansing, transformation, and validation. Salesforce documents that Bulk API is designed for loading or deleting large data sets asynchronously, making it suitable as the underlying API mechanism for a migration at this scale. A well-designed ETL job can also support trial migrations and reconciliation before the final compliance-driven cutover. See Salesforce's Bulk API 2.0 Developer Guide and Data Loader documentation.

QUESTION NO: 12

Universal container (UC) would like to build a Human resources application on Salesforce to manage employee details, payroll, and hiring efforts. To adequately and store the relevant data, the application will need to leverage 45 custom objects. In addition to this, UC expects roughly 20,00 API calls into Salesfoce from an n-premises application daily.

Which license type should a data architect recommend that best fits these requirements?

A. Service Cloud

B. Lightning platform Start

C. Lightning Platform plus

D. Lightning External Apps Starts

ANSWER: C

Explanation:

Lightning Platform plus is the appropriate license because it is intended for custom applications built on the Salesforce Platform and supports the required custom-object data model. A human-resources application that manages employee details, payroll, and recruiting commonly needs its own objects, relationships, automation, security model, and user interface rather than the sales or service functionality supplied by a CRM-focused license. The key stated requirement is 45 custom objects. Lightning Platform Plus supports up to 110 custom objects, providing sufficient capacity for this application and room for future HR-related entities, such as benefits, reviews, job requisitions, applications, and compensation records. Platform licenses also provide API access, so the on-premises application can integrate with Salesforce. API consumption must be assessed against the organization's applicable rolling 24-hour API entitlement, which is based on its edition and qualifying user licenses; the projected daily volume should therefore be validated as part of the final license and integration design. Salesforce documents API request-limit behavior and monitoring in its API limits guidance, while its Platform licensing information describes the Platform offering for custom app use cases. See Salesforce Developer Guide: API Request Limits and Allocations and Salesforce Platform pricing and licensing.

QUESTION NO: 13

Universal Containers (UC) has an Application custom object, which has tens of millions of records created in the past 5 years. UC needs the last 5 years of data to exist in Salesforce at all times for reporting and queries. UC is currently encountering performance issues when reporting and running queries on this Object using date ranges as filters. Which two options can be used to improve report performance?

A. Ask support to create a skinny table for Application with the necessary reporting fields.

B. Add custom indexes to all fields on Application without a standard index.

C. Run multiple reports to get different pieces of the data and combine them.

D. Add custom indexes to the Date fields used for filtering the report.

ANSWER: A D

Explanation:

Asking Salesforce Support to create a skinny table for Application with the necessary reporting fields can improve performance for a very large custom object. Skinny tables are maintained by Salesforce and store commonly accessed fields in a narrower physical table, reducing the amount of data read for supported queries and reports. They are particularly useful when frequently used reporting fields would otherwise require joins to the standard underlying object tables.

Adding custom indexes to the Date fields used for filtering the report can also improve performance. Date-range filtering is central to the stated reporting pattern, and an index can allow the query optimizer to locate the relevant record subset more efficiently rather than scanning a large volume of Application records. For best results, the report filters should be selective enough for Salesforce to use the index effectively. Indexing should be targeted to fields that are consistently used in selective filters, rather than applied indiscriminately.

Salesforce documents skinny tables as a Support-managed performance feature and provides guidance on index selectivity and query optimization for large data volumes. See Salesforce Developer Documentation: Skinny Tables and SOQL Selectivity and Performance.

QUESTION NO: 14

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 MDM strategy defines Salesforce as the system of record, so Salesforce Opportunity values prevail in all conflicts.

B. A policy should be adopted so that the system whose record was most recently updated should prevail in conflicts.

C. The Opportunity engagement system should become the system of record for Opportunity records.

D. Stakeholders should be brought together to discuss the appropriate data strategy moving forward.

ANSWER: D

Explanation:

Stakeholders should be brought together to discuss the appropriate data strategy moving forward. A system-of-record designation is an important starting point, but it does not by itself define how every field-level conflict should be resolved when a newly integrated application holds business-relevant data. The organization needs data governance stakeholders—such as sales operations, data owners, business users, integration architects, and security or compliance representatives—to assess the data's meaning, quality, timeliness, and business process ownership.

That discussion should establish an authoritative source for each relevant Opportunity attribute, rather than treating the entire record as having only one possible master. It should also define survivorship and conflict-resolution rules, update direction and timing, stewardship responsibilities, and any needed changes to the MDM strategy. For example, Salesforce can remain authoritative for core Opportunity lifecycle and pipeline fields while the engagement platform is authoritative for specific engagement metrics or activity-derived fields. Documented governance decisions enable the integration to preserve trusted master data while incorporating valuable information in a controlled, auditable manner. Salesforce's integration guidance emphasizes designing around clear ownership and system responsibilities; its data-management learning materials also emphasize governance and data quality practices. See Salesforce Integration Patterns and Practices and Salesforce Trailhead: Data Quality.

QUESTION NO: 15

UC has a legacy client server app that as a relational data base that needs to be migrated to salesforce.

What are the 3 key actions that should be done when data modeling in salesforce?

Choose 3 answers:

A. Identify data elements to be persisted in salesforce.

B. Map legacy data to salesforce objects.

C. Map legacy data to salesforce custom objects.

D. Work with legacy application owner to analysis legacy data model.

E. Implement legacy data model within salesforce using custom fields.

ANSWER: A B D

Explanation:

Successful Salesforce data modeling begins by identifying the data elements that Salesforce must persist. This establishes the business entities, attributes, relationships, ownership, retention requirements, and reporting needs that the target model must support. It also prevents bringing over unnecessary legacy data simply because it exists in the source database.

Working with the legacy application owner to analyze the legacy data model is equally important. The owner can clarify the meaning, quality, lifecycle, and dependencies of source fields and relationships. That knowledge is essential for resolving ambiguous values, recognizing source-system keys, and defining an appropriate migration scope before transformation and loading activities begin.

Mapping legacy data to Salesforce objects translates the validated source entities and fields into the Salesforce target model. The mapping should evaluate standard objects first and use custom objects only where the business requirement is not met by the standard data model. It should also document field transformations, external IDs, relationship mappings, and any data-cleansing rules needed for a reliable migration. Salesforce's data modeling guidance emphasizes defining objects, fields, and relationships to represent business data, while its migration guidance stresses assessing and mapping source data before import. See Salesforce Data Modeling Guide and Salesforce Data Import and Preparation.

QUESTION NO: 16

Universal Containers has implemented Salesforce for its operations. In order for customers to be created in their MDM solution, the customer record needs to have the following attributes:

1. First Name

2. Last Name

3. Email

Which option should the data architect recommend to mandate this when customers are created in Salesforce?

A. Configure Page Layout marking attributes as required fields.

B. Create validation rules to check If the required attributes are entered.

C. Mark Fields for the attributes as required under Setup.

D. Build validation in Integration with MDM to check required attributes.

ANSWER: B

Explanation:

Create validation rules to check If the required attributes are entered. is the appropriate recommendation because a validation rule enforces data-quality requirements whenever Salesforce attempts to save a record. The architect can define a formula that identifies a missing first name, last name, or email address, such as by using `ISBLANK()` for each required field, and display a clear error message until the user supplies the required values. This makes the requirement consistent regardless of whether the customer is created through the standard Salesforce user interface, an API-based integration, Data Loader, or another supported record-creation process. Validation rules are especially suitable when the attributes are standard fields whose requiredness cannot necessarily be configured directly at the field-definition level, or when the requirement needs business logic beyond a simple field setting. The validation can be scoped to record creation if the organization specifically wants the requirement to apply only when a customer is initially created. Ensuring the data is complete before Salesforce saves the customer record protects the downstream MDM process from receiving incomplete customer identities and supports reliable matching and mastering. Salesforce documents validation rules as a mechanism

for verifying that record data meets specified standards before users can save it: Salesforce Help: Validation Rules. Formula functions such as `ISBLANK` are documented at Salesforce Help: Formula Operators and Functions.

QUESTION NO: 17

Universal Containers has defined a new Data Quality Plan for their Salesforce data and wants to know how they can enforce it throughout the organization. Which two approaches should an architect recommend to enforce this new plan?Choose 2 answers

A. Schedule a weekly dashboard displaying records that are missing information to be sent to managers for review.

B. Use Workflow, Validation Rules, and Force.com code (Apex) to enforce critical business processes.

C. Schedule reports that will automatically catch duplicates and merge or delete the records every week.

D. Store all data in an external system and set up an integration to Salesforce for view -only access.

ANSWER: A B

Explanation:

Scheduling a weekly dashboard displaying records that are missing information to be sent to managers for review is an effective governance mechanism for enforcing a data quality plan. It gives accountable business leaders regular visibility into completeness issues, establishes a repeatable remediation process, and makes data-quality performance measurable across teams. Salesforce dashboards can be refreshed and delivered to subscribed users on a schedule, helping managers act on identified exceptions consistently.

Using Workflow, Validation Rules, and Force.com code (Apex) to enforce critical business processes is also appropriate because quality controls should be applied when data is entered, changed, or processed. Validation rules can prevent records from being saved unless required values and business conditions are met. Declarative automation and Apex can apply more complex business logic, standardize values, and ensure that process-driven updates maintain the organization's quality requirements. Together, preventive controls at the point of data change and ongoing management reporting create both operational enforcement and accountability. Salesforce's guidance on validation rules is available in the Salesforce Validation Rules documentation, and dashboard scheduling and subscriptions are covered in the Salesforce Dashboard Subscriptions documentation.

QUESTION NO: 18

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 answers:

A. Assigned a default user as owner of accounts, and assign role in hierarchy.

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

C. Assign a default user as owner of account and do not assign any role to default user.

D. Assign "view all" permission on profile to give access to account.

E. Assign a default user as owner of accounts and assigned top most role in hierarchy.

ANSWER: B C E

Explanation:

Ownership skew occurs when a single user owns a very large number of records, particularly when that owner participates in the role hierarchy or in groups used by sharing rules. Salesforce may then need to calculate and maintain a large volume of

implicit or rule-based sharing access whenever those records, ownership, users, or sharing configuration change. This can adversely affect transaction performance and sharing recalculation times for a large Account migration.

“Assign a default user as owner of account and do not assign any role to default user” is a primary mitigation because an owner outside the role hierarchy does not generate role-hierarchy-based implicit sharing. “Keep users out of public groups that can be used as the source for sharing rules” avoids expanding sharing recalculations through group membership and group-based sharing. When a role is operationally required, “Assign a default user as owner of accounts and assigned top most role in hierarchy” limits the hierarchy below that owner and therefore reduces the amount of inherited access Salesforce must manage. These practices are specifically intended to reduce the sharing impact of concentrated ownership at large data volumes. See Salesforce’s ownership skew guidance and the Large Data Volumes record ownership module.

QUESTION NO: 19

An Architect needs information about who is creating, changing, or deleting certain fields within the past four months.

How can the Architect access this information?

A. Create a field history report for the fields in question.

B. After exporting the setup audit trail, find the fields in question.

C. After exporting the metadata, search it for the fields in question.

D. Remove "customize application" permissions from everyone else.

ANSWER: B

Explanation:

After exporting the setup audit trail, find the fields in question. The Setup Audit Trail records administrative configuration activity, including the creation, modification, and deletion of custom fields. Its entries identify the user who performed the setup action, the date and time of the action, the action type, and relevant details about the affected metadata. This makes it the appropriate source when the requirement concerns who changed the field definition itself rather than who changed field values on individual records.

Salesforce displays a limited set of recent entries in Setup Audit Trail online, but an administrator can download the audit-trail history as a CSV file. The downloaded history includes up to 180 days of setup activity, which covers a four-month investigation window. The Architect can export that file and search or filter it using the relevant object and field names to identify the applicable create, change, or delete events and the users responsible. Salesforce documents both the audit information captured and the available download period in its Setup Audit Trail documentation. The underlying audit entries are also represented by the SetupAuditTrail Tooling API object.

QUESTION NO: 20

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 CSV files in Einstein Analytics and sync with Marketing Cloud prior to sending marketing communications ;

B. Load the CSV files in an external database and sync with Marketing Cloud prior to sending marketing communications.

C. Load the contacts directly to Marketing Cloud and have a reconciliation process to track prospects that are converted to customers.

D. 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.

ANSWER: C

Explanation:

Load the contacts directly to Marketing Cloud and have a reconciliation process to track prospects that are converted to customers. Marketing Cloud is designed to store and activate marketing audiences independently through contact data, data extensions, and import or automation processes. UC can import each third-party CSV prospect list into a Marketing Cloud data extension and use that data extension as the audience for journeys and outbound communications. This prevents the recurring acquisition lists from being created as Lead records solely to support marketing, immediately stopping further consumption of Sales Cloud data storage.

A reconciliation process remains important because a prospect may later become an identified customer in Sales Cloud. UC should establish a durable matching strategy, such as a normalized email address or an external prospect identifier, and use it to update subscriber status, consent, suppression rules, and customer-related attributes in Marketing Cloud when conversion occurs. This supports a consistent customer experience while allowing Marketing Cloud to retain the marketing audience needed for segmentation and messaging. Salesforce describes data extensions as tables for storing subscriber and other data in Marketing Cloud, and its data-management learning material covers importing and managing this information for marketing use. See Salesforce Marketing Cloud Data Extensions documentation and Salesforce Trailhead: Create and Manage Data Extensions.

QUESTION NO: 21

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?

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

Explanation:

Change Opportunity Amount field access to Read Only for sales users field-level security. This is the appropriate data-governance solution because PPS is explicitly designated as the trusted source for Opportunity Amount. Salesforce

forecasting and reporting rely on a consistent value in the standard Amount field, so allowing both sales users and the pricing system to edit that same field creates conflicting ownership and predictable overwrites. Making the field read-only for sales users establishes PPS as the sole editor of the authoritative amount while still allowing sales users to create and manage the rest of their opportunity data. This prevents users from entering values that will later be replaced, preserves confidence in forecast totals, and maintains a clear system-of-record boundary. Salesforce field-level security can restrict users from editing a field without preventing the integration user from updating it, provided that integration user has the required field permission. Configure the restriction through the relevant permission sets or profiles for sales users, while retaining edit access for the PPS integration identity. Salesforce documents field permissions and field-level security in its Field-Level Security guidance and describes how opportunity amounts are used in Forecasts.

QUESTION NO: 22

UC is rolling out Sales App globally to bring sales teams together on one platform. UC expects millions of opportunities and accounts to be creates and is concerned about the performance of the application.

Which 3 recommendations should the data architect make to avoid the data skew? Choose 3 answers.

A. Use picklist fields rather than lookup to custom object.

B. Limit assigning one user 10000 records ownership.

C. Assign 10000 opportunities to one account.

D. Limit associating 10000 opportunities to one account.

E. Limit associating 10000 records looking up to same records.

ANSWER: B D E

Explanation:

Data skew occurs when a very large number of records concentrate around the same owner or parent record, increasing sharing-calculation work and the likelihood of record-lock contention during concurrent updates. “Limit assigning one user 10000 records ownership.” addresses ownership skew. Distributing ownership across appropriate users, queues, or other ownership models prevents a single owner’s record set from becoming a performance bottleneck, particularly where sharing rules and role hierarchy access must be evaluated.

“Limit associating 10000 opportunities to one account.” addresses account skew, a common form of parent skew for standard objects. Keeping the number of child records under an individual Account manageable reduces contention when processes update the Account or its related records. “Limit associating 10000 records looking up to same records.” applies the same principle to custom lookup relationships. A heavily referenced lookup parent can cause locking and degraded throughput when many related records are inserted or updated concurrently.

The 10,000-record figure is an important Salesforce design guideline for identifying potentially skewed ownership and parent-child distributions; architects should model and test the expected access, automation, and transaction patterns at scale. See Salesforce’s Data Architecture Guide and record locking documentation.

QUESTION NO: 23

To address different compliance requirements, such as general data protection regulation (GDPR), personally identifiable information (PII), of health insurance Portability and Accountability Act (HIPPA) and others, a SF customer decided to categorize each data element in SF with the following:

Data owner

Security Level, such as confidential

Compliance types such as GDPR, PII, HIPPA

A compliance audit would require SF admins to generate reports to manage compliance.

What should a data architect recommend to address this requirement?

A. Use metadata API, to extract field attribute information and use the extract to classify and build reports

B. Use field metadata attributes for compliance categorization, data owner, and data sensitivity level.

C. Create a custom object and field to capture necessary compliance information and build custom reports.

D. Build reports for field information, then export the information to classify and report for Audits.

ANSWER: B

Explanation:

Use field metadata attributes for compliance categorization, data owner, and data sensitivity level. Salesforce Data Classification provides standard attributes on custom fields that allow an organization to document and consistently classify the information represented by each field. The relevant attributes include Data Owner, Data Sensitivity Level, and Compliance Categorization. These map directly to the stated audit needs: identifying the accountable business owner, recording a sensitivity designation such as Confidential, and associating applicable regulatory or organizational classifications such as GDPR, PII, or HIPAA.

Because these values are maintained as field metadata, the classification remains associated with the data element itself rather than being maintained separately in spreadsheets or disconnected custom records. Administrators can use Salesforce's field and metadata capabilities to review classifications and support governance processes as fields are created or changed. This creates a repeatable, centrally governed data-classification approach that supports compliance inventories and audit preparation across the organization. Salesforce documents Data Classification as the mechanism for classifying the sensitivity and compliance relevance of fields, including the Data Owner, Data Sensitivity Level, and Compliance Categorization attributes. See Salesforce Help: Classify Sensitive Data and Salesforce Metadata API CustomField documentation.

QUESTION NO: 24

Which three characteristics of a Skinny table help improve report and query performance?

A. Skinny tables can contain frequently used fields and thereby help avoid joins.

B. Skinny tables can be used to create custom indexes on multi-select picklist fields.

C. Skinny tables provide a view across multiple objects for easy access to combined data.

D. Skinny tables are kept in sync with changes to data in the source tables.

E. Skinny tables do not include records that are available in the recycle bin.

ANSWER: A D E

Explanation:

Skinny tables can contain frequently used fields and thereby help avoid joins. Salesforce creates these tables as a denormalized, read-only physical representation containing selected fields, allowing queries to retrieve commonly needed data without performing as many joins against the underlying object storage. Reducing joins is particularly valuable for reports and selective queries that repeatedly access the same fields.

Skinny tables are kept in sync with changes to data in the source tables. This synchronization means the performance benefit does not require an application-managed copy of the data or a separate extract-and-load process. Salesforce maintains the skinny-table data as source records are created or updated, so eligible queries can use the optimized structure while returning current data.

Skinny tables do not include records that are available in the recycle bin. Excluding soft-deleted records reduces the rows that must be considered during query processing and contributes to the table's efficiency. This behavior is also important when designing data-retention and reporting processes, because recycle-bin records are not represented in the skinny-table structure. See Salesforce's Skinny Tables documentation and the Large Data Volumes guidance for performance-design context.

QUESTION NO: 25

To avoid creating duplicate Contacts, a customer frequently uses Data Loader to upsert Contact records into Salesforce. What common error should the data architect be aware of when using upsert?

A. Errors with duplicate external Id values within the same CSV file.

B. Errors with records being updated and inserted in the same CSV file.

C. Errors when a duplicate Contact name is found cause upsert to fail.

D. Errors with using thewrong external Id will cause the load to fail.

ANSWER: A

Explanation:

Errors with duplicate external Id values within the same CSV file. is correct because an upsert uses a record identifier to determine whether each incoming row should update an existing Salesforce record or create a new one. When an external ID field is selected as that identifier, each source row must provide an unambiguous external-ID value. Repeating the same external ID in the upload file can cause Data Loader to encounter the same target record more than once within a single operation, producing a duplicate-ID error such as `DUPLICATE_ID_SPECIFIED` for affected rows. This is especially important in integration and migration processes, where source extracts can contain repeated entities due to joins, multiple source systems, or uncleaned data.

A data architect should ensure the chosen Contact external ID is configured and populated consistently, then deduplicate the source file on that value before running the job. Reviewing Data Loader success and error files after each load also helps identify rejected rows and correct the upstream data process. Salesforce describes upsert as an operation that creates records when no matching ID exists and updates records when a matching Salesforce ID or external ID is found. See Salesforce's Upsert documentation and the Data Loader upsert guide.

QUESTION NO: 26

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:

Data-quality standards should define measurable characteristics that indicate whether data is fit for its intended business use. "Measure data completeness and accuracy" is essential because required business attributes must be populated, and populated values must correctly represent the real-world entity or transaction. These measures let NTO establish thresholds, identify quality gaps, and monitor progress over time.

"Measure data timeliness and consistency" is also fundamental. Timeliness assesses whether data is available and updated when processes need it, while consistency ensures the same fact is represented uniformly across records, objects, integrations, and reporting contexts. This is particularly important in a mature org with multiple processes and data sources.

“Define data duplication standards and rules” provides the governance needed to identify and prevent multiple records for the same customer, account, or other entity. Standards can specify matching criteria, survivorship expectations, prevention controls, and acceptable duplicate rates. Salesforce supports duplicate management through matching rules and duplicate rules, which operationalize these standards during record creation and editing. Together, these dimensions establish objective quality controls that can be monitored and improved. See Salesforce Data Quality Fundamentals and Salesforce Duplicate Management.

QUESTION NO: 27

Universal Containers (UC) is a business that works directly with individual consumers (B2C). They are moving from a current home-grown CRM system to Salesforce. UC has about one million consumer records. What should the architect recommend for optimal use of Salesforce functionality and also to avoid data loading issues?

A. Create a Custom Object Individual Consumer c to load all individual consumers.

B. Load all individual consumers as Account records and avoid using the Contact object.

C. Load one Account record and one Contact record for each individual consumer.

D. Create one Account and load individual consumers as Contacts linked to that one Account.

E. Enable Person Accounts and load each individual consumer as a Person Account.

ANSWER: E

Explanation:

Enable Person Accounts and load each consumer as a Person Account. Person Accounts are Salesforce’s standard data model for business-to-consumer relationships where a customer is an individual rather than a company. They combine the account and contact concepts into a single customer-facing record, while retaining the account and contact fields and capabilities Salesforce provides for these records. This lets UC represent each of its approximately one million consumers naturally, use standard functionality such as activities, cases, campaigns, and reporting, and avoid building a custom consumer model that would require additional configuration and integration work.

For a high-volume migration, this model also avoids concentrating all consumer contacts beneath a shared parent account. Salesforce documents that ownership and lookup skew can affect performance when very large numbers of records are associated with a single record. Creating a distinct Person Account for each consumer provides an appropriately distributed record structure and supports scalable loading, sharing, and ongoing maintenance. Person Accounts must be enabled by Salesforce before use, so UC should confirm the feature and complete data mapping, deduplication, and load testing as part of the migration plan. See Salesforce Help: Person Accounts and Salesforce Developer Guide: Record Ownership and Skew.

QUESTION NO: 28

UC recently migrated 1 Billion customer related records from a legacy data store to Heroku Postgres. A subset of the data need to be synchronized with salesforce so that service agents are able to support customers directly within the service console. The remaining non- synchronized set of data will need to be accessed by salesforce at any point in time, but UC management is concerned about storage limitations.

What should a data architect recommend to meet these requirements with minimal effort?

A. Virtualize the remaining set of data with salesforce connect and external objects.

B. Use Heroku connect to bi-directional, sync all data between systems.

C. As needed, make call outs into Heroku postgres and persist the data in salesforce.

D. Migrate the data to big objects and leverage async SOQL with custom objects.

ANSWER: A

Explanation:

Virtualize the remaining set of data with salesforce connect and external objects is the appropriate recommendation because it keeps the large, nonsynchronized data set in Heroku Postgres while making it available to users in Salesforce when needed. Salesforce Connect represents externally stored records as external objects, allowing users and supported Salesforce features to view and interact with external data without copying every record into Salesforce data storage. This directly addresses the storage concern for a data volume measured in billions of records.

The smaller subset required for day-to-day service support can be synchronized into Salesforce so it is locally available in the Service Console, while the broader customer data set remains external and is accessed on demand. This creates a practical hybrid data architecture: operationally important records are stored and synchronized in Salesforce, and infrequently needed or high-volume records are virtualized. It avoids the administration, storage consumption, and ongoing replication overhead of bringing the entire Heroku Postgres database into Salesforce. Salesforce documents Salesforce Connect as a way to access data stored outside an org through external objects, rather than storing that data locally. See Salesforce Connect documentation and Salesforce Connect Developer Guide.

QUESTION NO: 29

Universal Containers (UC) needs to move millions of records from an external enterprise resource planning (ERP) system into Salesforce.

What should a data architect recommend to be done while using the Bulk API in serial mode instead of parallel mode?

A. Placing 20 batches on the queue for upset jobs.

B. Inserting 1 million orders distributed across a variety of accounts with potential lock exceptions.

C. Leveraging a controlled feed load with 10 batches per job.

D. Inserting 1 million orders distributed across a variety of accounts with lock exceptions eliminated and managed.

ANSWER: B

Explanation:

Inserting 1 million orders distributed across a variety of accounts with potential lock exceptions is the appropriate situation for Bulk API serial mode. During high-volume inserts, Salesforce may need to obtain locks on related records, such as parent Account records or other records affected by automation and relationship processing. If multiple batches run concurrently and happen to access records that require overlapping locks, the load can encounter lock-contention errors. Serial mode processes batches sequentially rather than allowing multiple batches to execute at the same time. That controlled execution reduces the chance that concurrent transactions will compete for the same record locks, making it a sound architectural choice when avoiding lock exceptions is more important than achieving the highest possible throughput. This is especially relevant for a large ERP migration, where the data load can be planned and monitored as a dedicated operation. Salesforce documents that serial mode processes one batch at a time and can be used when parallel processing causes locking issues. See the Salesforce Bulk API serial mode documentation and the Bulk API parallel processing documentation.

QUESTION NO: 30

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: A C

Explanation:

“Replicate ongoing changes in the legacy CRM to Salesforce to facilitate a smooth transition when the legacy CRM is eventually retired.” is appropriate because users are actively working in both CRM platforms during the transition. A planned, ongoing synchronization process keeps the Salesforce data needed by migrated sales users current while preserving continuity for users who must remain on the legacy platform. The integration should be designed for reliable incremental change processing, error handling, reconciliation, and an orderly migration path as remaining functionality is delivered.

“Work with stakeholders to establish a Master Data Management plan for the system of record for specific objects, records, and fields.” is equally essential for sustainable interoperability across Salesforce, the legacy CRM, and the ERP. Master-data governance defines authoritative ownership at the appropriate level of granularity, identifies which system may create or update each data element, and establishes synchronization and conflict-resolution rules. This prevents duplicate, conflicting customer and transactional data while allowing ownership to evolve as the legacy CRM is retired. Salesforce’s integration guidance emphasizes selecting patterns based on data ownership, synchronization needs, and consistency requirements; its data-management architecture guidance likewise stresses governance and clearly defined sources of truth. See Salesforce Enterprise Integration Patterns and Salesforce Data Management Fundamentals.

QUESTION NO: 31

UC has one SF org (Org A) and recently acquired a secondary company with its own Salesforce org (Org B). UC has decided to keep the orgs running separately but would like to bidirectionally share opportunities between the orgs in near-real time.

Which 3 options should a data architect recommend to share data between Org A and Org B?

Choose 3 answers.

A. Leverage Heroku Connect and Heroku Postgres to bidirectionally sync Opportunities.

B. Install a 3rd party AppExchange tool to handle the data sharing

C. Develop an Apex class that pushes opportunity data between orgs daily via the Apex schedule.

D. Leverage middleware tools to bidirectionally send Opportunity data across orgs.

E. Use Salesforce Connect and thecross-org adapter to visualize Opportunities into external objects

ANSWER: A D E

Explanation:

“Leverage Heroku Connect and Heroku Postgres to bidirectionally sync Opportunities.” is appropriate because Heroku Connect can synchronize mapped Salesforce objects with a Heroku Postgres database. With each organization connected to the shared integration datastore and mappings designed for ownership, field transformations, and conflict handling, the database can serve as an integration layer for exchanging Opportunity data with low latency. Salesforce documents that Heroku Connect supports both Salesforce-to-database and database-to-Salesforce synchronization.

“Leverage middleware tools to bidirectionally send Opportunity data across orgs.” is also appropriate. An integration platform can subscribe to change events or process API-driven updates, transform records, maintain cross-org identifiers, and invoke the target organization’s APIs. This supports near-real-time propagation while providing monitoring, retries, and error handling appropriate for a durable enterprise integration.

“Use Salesforce Connect and the cross-org adapter to visualize Opportunities into external objects” provides a near-real-time data-virtualization approach. The cross-org adapter exposes data from a remote Salesforce organization as external objects, allowing users to access current remote Opportunity information without first replicating every record locally. This is useful where visibility and access to the remote organization’s data are needed while the organizations remain separate. See Heroku Connect documentation and Salesforce Connect cross-org adapter documentation.

QUESTION NO: 32

Universal Containers (UC) is implementing a Salesforce project with large volumes of data and daily transactions. The solution includes both real-time web service integrations and Visualforce mash -ups with back -end systems. The Salesforce Full sandbox used by the project integrates with full-scale back -end testing systems. What two types of performance testing are appropriate for this project? Choose 2 answers

A. Pre -go -live automated page -load testing against the Salesforce Full sandbox.

B. Post go -live automated page -load testing against the Salesforce Production org.

C. Pre -go -live unit testing in the Salesforce Full sandbox.

D. Stress testing against the web services hosted by the integration middleware.

ANSWER: A D

Explanation:

Pre -go -live automated page -load testing against the Salesforce Full sandbox. is appropriate because a Full sandbox provides a realistic, isolated environment for validating the response times of Visualforce mash-ups and page rendering before deployment. Since it is integrated with full-scale back-end test systems, the test can exercise the end-to-end dependencies that affect a user's perceived page-load performance. Salesforce guidance emphasizes testing in a sandbox and assessing performance under realistic data volumes and usage patterns before release.

Stress testing against the web services hosted by the integration middleware. is also appropriate because the middleware is a major component of the real-time integration architecture. Stress testing those services helps establish their throughput, response-time behavior, capacity limits, and resilience when transaction volumes increase. This testing should be designed so that Salesforce API limits and acceptable-use requirements are respected, while the middleware and back-end test environment are evaluated at the expected production scale. Together, these approaches validate both the interactive Visualforce experience and the integration tier that supports daily transaction processing. See Salesforce's governor limits documentation and the Salesforce performance testing guidance.

QUESTION NO: 33

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?

A. Use Salesforce Connect to access external data sources in Salesforce to build a customer 360 view.

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

Explanation:

Use Salesforce Connect to access external data sources and build a customer 360 view. This strategy lets service agents see relevant customer activity held in external systems without first copying all of that activity into Salesforce. Salesforce Connect represents external-system data as external objects, allowing users to access it through Salesforce interfaces and, when supported by the external system and connection, retrieve current data on demand. This is particularly appropriate for a casino scenario because point-of-sale purchases, mobile bookings and behavioral events, and marketing interactions can be large, fast-changing datasets that remain owned by their operational source systems. A federated approach avoids unnecessary data duplication while giving agents a consolidated view alongside Salesforce-native sales and service records. The architect should identify the required external objects, define relationships to Salesforce customer records, configure secure authenticated connections, and expose only the fields and related lists agents need for support. Salesforce Connect supports integration with external data using adapters such as OData and cross-org adapters; the selected integration pattern must meet the source systems' latency, availability, query, and security requirements. See Salesforce Connect Overview and Salesforce External Objects documentation.

QUESTION NO: 34

Get Cloudy Consulting needs to evaluate the completeness and consistency of contact information in Salesforce. Their sales reps often have incomplete information about their accounts and contacts. Additionally, they are not able to interpret the information in a consistent manner. Get Cloudy Consulting has identified certain ""key"" fields which are important to their sales reps.

What are two actions Get Cloudy Consulting can take to review their data for completeness and consistency? (Choose two.)

A. Run a report which shows the last time the key fields were updated.

B. Run one report per key field, grouped by that field, to understand its data variability.

C. Run a report that shows the percentage of blanks for the important fields.

D. Run a process that can fill in default values for blank fields.

ANSWER: B C

Explanation:

Completeness is measured by determining how frequently required business information is absent. “Run a report that shows the percentage of blanks for the important fields” directly quantifies missing values in each identified key field, allowing the organization to establish a baseline and prioritize remediation for fields with the greatest completeness issues. Salesforce reports can filter, summarize, and display record data for this type of data-quality review.

Consistency concerns whether users represent the same business concept in a standardized, interpretable way. “Run one report per key field, grouped by that field, to understand its data variability” exposes the distinct values currently used for each key field. Reviewing those grouped values helps identify inconsistent entries, such as multiple formats, abbreviations, or spellings representing the same value. This evidence can then inform standardization rules, controlled picklists, validation rules, and data-cleanup efforts. Together, these reports evaluate the two stated dimensions directly: blank-value rates for completeness and value variation for consistency. Salesforce’s reporting documentation describes grouping report data and using summary reports to organize values for analysis; Salesforce’s data-quality guidance also emphasizes measuring, monitoring, and improving data quality over time. See Salesforce: Group Report Data and Salesforce Architects: Data Quality.