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QUESTION 1

Universal Containers (UC) wants to ensure their data on 100,000 Accounts pertaining mostly to US- based companies is enriched and cleansed on an ongoing basis. UC is looking for a solution that allows easy monitoring of key data quality metrics. What should be the recommended solution to meet this requirement?

- A. Use a declarative approach by installing and configuring Data.com Clean to monitor Account data quality.
- B. Implement Batch Apex that calls out a third-party data quality API in order to monitor Account data quality.
- C. Use declarative approach by installing and configuring Data.com Prospector to monitor Account data quality.
- D. Implement an Apex Trigger on Account that queries a third-party data quality API to monitor Account data quality.

Correct Answer: A

QUESTION 2

A company uses Salesforce, a cloud-based ERP system, and an on-premise Order Management System (OMS). This company requires a solution that uses Salesforce as the system of record for Leads and the OMS as the system of record for Account and Contacts.

Additionally, the company wants Accounts and Contacts to be able to maintain their names in each system (i.e., "Jane Doe"; in the OMS and "Jannie Doe" in Salesforce), but wants to have a consolidated data store which links referenced records across the systems.

Which suggestion should the Architect provide to the company to meet this goal?

- A. Have Salesforce poll the OMS nightly and bring in the desired Accounts and Contacts.
- B. Use an integration tool to send OMS Accounts and Contacts to Salesforce.
- C. Utilize the Streaming API to send Account and Contact data from Salesforce to the OMS.
- D. Use a Master Data Management strategy to reconcile Leads, Accounts, and Contacts.

Correct Answer: D

QUESTION 3

Universal Containers has millions of cases and are running out storage. Some user groups need to have access to historical cases for up to seven years.

Which two solutions should a data architect recommend in order to minimize performance and storage issues? (Choose two.)

- A. Export data out of salesforce and store in Flat files on external system.
- B. Create a custom object to store case history and run reports on it.

- C. Leverage on premise data archival and build integration to view archived data.
- D. Leverage big object to archive case data and lightning components to show archived data.

Correct Answer: BD

QUESTION 4

Universal Containers (UC) has implemented Sales Cloud and it has been noticed that Sales reps are not entering enough data to run insightful reports and dashboards. UC executives would like to monitor and measure data quality metrics.

What solution addresses this requirement?

- A. Use third-party AppExchange tools to monitor and measure data quality.
- B. Generate reports to view the quality of sample data.
- C. Use custom objects and fields to calculate data quality.
- D. Export the data to an enterprise data warehouse and use BI tools for data quality.

Correct Answer: A

QUESTION 5

Universal Containers (UC) wants to store product data in Salesforce, but the standard Product object does not support the more complex hierarchical structure which is currently being used in the product master system. How can UC modify the standard Product object model to support a hierarchical data structure in order to synchronize product data from the source system to Salesforce?

- A. Create a custom lookup field on the standard Product to reference the child record in the hierarchy.
- B. Create a custom lookup field on the standard Product to reference the parent record in the hierarchy.
- C. Create a custom master-detail field on the standard Product to reference the child record in the hierarchy.
- D. Create an Apex trigger to synchronize the Product Family standard picklist field on the Product object.

Correct Answer: B

QUESTION 6

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 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.

Correct Answer: A

Reference: https://help.salesforce.com/articleView?id=duplicate_prevention.htm&type=5

QUESTION 7

United Containers (UC) has released a new disaster recovery (DR) policy that states that cloud solutions need a business continuity plan in place separate from the cloud provider's built-in data recovery solution.

Which solution should a data architect use to comply with the DR policy?

- A. Leverage a 3rd party tool that extract salesforce data/metadata and stores the information in an external protected system.
- B. Leverage salesforce weekly exports, and store data in Flat files on a protected system.
- C. Utilize an ETL tool to migrate data to an on-premise archive solution.
- D. Write a custom batch job to extract data changes nightly, and store in an external protected system.

Correct Answer: D

QUESTION 8

A business that works directly with individual consumers (B2C) currently has a home-grown CRM system, but they are moving to Salesforce. The business has 1.2 million consumer records and wants assistance with achieving optimal use of Salesforce functionality while also avoiding data loading issues.

What should an Architect recommend?

- 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.

Correct Answer: C

QUESTION 9

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.

Correct Answer: D

QUESTION 10

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.

Correct Answer: A

QUESTION 11

An architect has been asked by a client to develop a solution that will integrate data and resolve duplicates and discrepancies between Salesforce and one or more external systems. What two factors should the architect take into

consideration when deciding whether or not to use a Master Data Management system to achieve this solution? Choose 2 answers

- A. Whether the systems are cloud -based or on -premise.
- B. Whether or not Salesforce replaced a legacy CRM.
- C. Whether the system of record changes for different tables.
- D. The number of systems that are integrating with each other.

Correct Answer: CD

QUESTION 12

Universal Containers wants to automatically archive all inactive Account data that is older than 3 years. The information does not need to remain accessible within the application.

Which two methods should be recommended to meet this requirement? Choose 2 answers

- A. Use the Force.com Workbench to export the data.
- B. Schedule a weekly export file from the Salesforce UI.
- C. Schedule jobs to export and delete using an ETL tool.
- D. Schedule jobs to export and delete using the Data Loader.

Correct Answer: CD

QUESTION 13

Ursa Major Solar provides home installment services to its customers. To track these home installments, the company uses Opportunities. At any given time, the status of the home installments can be one of the 10 values. Currently, Ursa Major Solar has 189,000 Opportunity records.

An Architect needs to create a new field to track home installment status opportunity while also improving data quality and avoiding data skew.

What should the Architect do?

- A. Create a picklist field, values sorted alphabetically.
- B. Create a Master-Detail to custom object InstallmentStatus_c.
- C. Create a text field and make it an external ID.
- D. Create a Lookup to custom object InstallmentStatus_c.

Correct Answer: A

QUESTION 14

Two million Opportunities need to be loaded in different batches into Salesforce using the Bulk API in parallel mode.

What should an Architect consider when loading the Opportunity records?

- A. Use the Name field values to sort batches.
- B. Order batches by Auto-number field.
- C. Create indexes on Opportunity object text fields.
- D. Group batches by the AccountId field.

Correct Answer: D

QUESTION 15

Every year, Ursa Major Solar has more than 1 million orders. Each order contains an average of 10 line items. The Chief Executive Officer (CEO) needs the Sales Reps to see how much money each customer generates year-over-year. However, data storage is running low in Salesforce. Which approach for data archiving is appropriate for this scenario?

- A. 1. Annually export and delete order line items.
2. Store them in a zip file in case the data is needed later.
- B. 1. Annually aggregate order amount data to store in a custom object.
2. Delete t
- C. 1. Annually export and delete orders and order line items.
2. Store them in a zip file in case the data is needed later.
- D. 1. Annually delete orders and order line items.
2. Ensure the customer has order information in another system.

Correct Answer: B

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