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QUESTION 1

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

Which governance measure should a data architect recommend to solve this issue?

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

Correct Answer: B

Explanation: To solve the issue of lack of governance in making changes to Salesforce, a data architect should recommend creating and managing a data dictionary and setting up a governance process for changes made to common objects. A data dictionary is a document that defines the metadata, structure, and relationship of each object and field in Salesforce. A governance process is a set of rules and procedures that govern how changes are proposed, reviewed, approved, and deployed in Salesforce. These measures will help NTO to maintain consistency, quality, and clarity of their data model and avoid confusion and errors among users. Option A is incorrect because adding description fields to explain why the field is used, and marking the field as required will not prevent unauthorized or unnecessary changes to Salesforce. Option C is incorrect because creating reports to identify which users are leaving blank, and using external data sources to augment the missing data will not address the root cause of the issue, which is the lack of governance in making changes to Salesforce. Option D is incorrect because creating validation rules with error messages to explain why the fields are used will not stop users from seeing new fields on their page that they are unsure of.

QUESTION 2

The data architect for UC has written a SOQL query that will return all records from the Task object that do not have a value in the WhatID field:

Select id, description, Subject from Task where WhatId!= NULL

When the data architect usages the query to select values for a process a time out error occurs.

What does the data architect need to change to make this query more performant?

- A. Remove description from the requested field set.
- B. Change query to SOSL.
- C. Add limit 100 to the query.
- D. Change the where clause to filter by a deterministic defined value.

Correct Answer: D



Explanation: According to the Salesforce documentation, SOQL is a query language that allows querying data from Salesforce objects and fields. SOQL queries have various clauses and operators that can be used to filter and sort the results. However, some clauses and operators can affect the performance of SOQL queries by increasing the cost or complexity of executing them. To make this query more performant, a data architect should change the where clause to filter by a deterministic defined value (option D). This means using a filter condition that specifies a concrete value or range of values for a field, such as `WhatId = '001xx000003DGg3\'` or `WhatId IN ('001xx000003DGg3\','001xx000003DGg4\')`. This can improve the performance of the query by reducing the number of records that need to be scanned and returned. A deterministic defined value can also leverage an index on the field, which can speed up the query execution. Removing description from the requested field set (option A) is not a good solution, as it can affect the functionality or usability of the query. The description field may contain important or relevant information that is needed for the process. Changing the query to SOSL (option B) is also not a good solution, as SOSL is a different query language that allows searching text fields across multiple objects. SOSL queries have different syntax and limitations than SOQL queries, and may not return the same results or performance. Adding limit 100 to the query (option C) is also not a good solution, as it can affect the completeness or accuracy of the query. The limit clause specifies the maximum number of records that can be returned by the query, which may not include all the records that match the filter condition.

QUESTION 3

NTO has multiple systems across its enterprise landscape including salesforce, with disparate version the customer records.

In salesforce, the customer is represented by the contact object.

NTO utilizes an MDM solution with these attributes:

- 1.The MDM solution keeps track of customer master with a master key.
- 2.The master key is a map to the record ID's from each external system that customer data is stored within.
- 3.The MDM solution provides de-duplication features, so it acts as the single source of truth.

How should a data architect implement the storage of master key within salesforce?

- A. Store the master key in Heroku postgres and use Heroku connect for synchronization.
- B. Create a custom object to store the master key with a lookup field to contact.
- C. Create an external object to store the master key with a lookup field to contact.
- D. Store the master key on the contact object as an external ID (Field for referential imports)

Correct Answer: D

Explanation: The best way to implement the storage of master key within Salesforce is to store it on the contact object as an external ID field for referential imports. This way, the data architect can use the master key as a unique identifier to match records from different systems and avoid duplicates. The other options are not feasible because they either require additional storage or do not support referential imports.

QUESTION 4

NTO processes orders from its website via an order management system (OMS). The OMS stores over 2 million historical records and is currently not integrated with SF. The Sales team at NTO using Sales cloud and would like



visibility into related customer orders yet they do not want to persist millions of records directly in Salesforce. NTO has asked the data architect to evaluate SF connect and the concept of data verification. Which 3 considerations are needed prior to a SF Connect implementation?

Choose 3 answers:

- A. Create a 2nd system Admin user for authentication to the external source.
- B. Develop an object relationship strategy.
- C. Identify the external tables to sync into external objects
- D. Assess whether the external data source is reachable via an ODATA endpoint.
- E. Configure a middleware tool to poll external table data

Correct Answer: BCD

Explanation: The three considerations needed prior to a SF Connect implementation are to develop an object relationship strategy, identify the external tables to sync into external objects, and assess whether the external data source is reachable via an ODATA endpoint. SF Connect is a feature that allows integrating external data sources with Salesforce using external objects. External objects are similar to custom objects, but they store metadata only and not data. They enable on-demand access to external data via standard Salesforce APIs and user interfaces. To implement SF Connect, a data architect needs to consider how the external objects will relate to other objects in Salesforce, which external tables will be exposed as external objects, and whether the external data source supports ODATA protocol for data access.

QUESTION 5

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

Explanation: Whether the system of record changes for different tables and the number of systems that are integrating with each other are two factors that the architect should take into consideration when deciding whether or not to use a Master Data Management system to achieve the solution of integrating data and resolving duplicates and discrepancies between Salesforce and one or more external systems. The system of record is the authoritative source of truth for a given entity or field in a given context. If different systems have different systems of record for different tables, then a Master Data Management system can help to manage and synchronize the data across systems and ensure data quality and consistency. The number of systems that are integrating with each other is another factor that affects the complexity and scalability of the integration solution. If there are many systems that need to integrate with each other, then a Master Data Management system can provide a centralized and standardized way of integrating data and resolving duplicates and discrepancies across systems. The other factors are not relevant or important for deciding



whether or not to use a Master Data Management system, as they do not affect the data quality or integration challenges that a Master Data Management system can address.

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