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### QUESTION 1

Universal Containers (UC) owns multiple Salesforce orgs that are distributed across regional branches. Each branch stores local customer data inside of its org's Account and Contact objects. This creates a scenario where UC is unable to view customers across all orgs.

UC has an initiative to create a 360-degree view of the customer, as UC would like to see Account and Contact data from all of its orgs in one place.

What should a data architect suggest to achieve this 360-degree view of the customer?

- A. Consolidate the data from each org into a centralized datastore
- B. Use Salesforce Connect's cross-org adapter.
- C. Build a bidirectional integration between all orgs.
- D. Use an ETL tool to migrate gap Accounts and Contacts into each org.

Correct Answer: B

Reference: [https://help.salesforce.com/articleView?id=xorg\\_adapter\\_about.htm&type=5](https://help.salesforce.com/articleView?id=xorg_adapter_about.htm&type=5)

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### QUESTION 2

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

Which three recommendations should the data architect make to avoid data skew? (Choose three.)

- A. Limit associating 10,000 records looking up to same records
- B. Assign 10,000 opportunities to one account
- C. Limit assigning one user 10,000 records ownership
- D. Use pick list fields rather than lookup to custom object
- E. Limit associating 10,000 Opportunities to one account

Correct Answer: ACE

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### QUESTION 3

Universal Containers (UC) is a major supplier of office supplies. Some products are produced by UC and some by other manufacturers. Recently, a number of customers have complained that product descriptions on the invoices do not match the descriptions in the online catalog and on some of the order confirmations (e.g., "ballpoint pen" in the catalog and "pen" on the invoice, and item color labels are inconsistent: "what vs. "White" or "blk" vs. "Black"). All product data is consolidated in the company data warehouse and pushed to Salesforce to generate quotes and invoices. The online catalog and webshop is a Salesforce Customer Community solution. What is a correct technique UC should use to solve the data inconsistency?



- A. Change integration to let product master systems update product data directly in Salesforce via the Salesforce API.
- B. Add custom fields to the Product standard object in Salesforce to store data from the different source systems.
- C. Define a data taxonomy for product data and apply the taxonomy to the product data in the data warehouse.
- D. Build Apex Triggers in Salesforce that ensure products have the correct names and labels after data is loaded into salesforce.

Correct Answer: C

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#### QUESTION 4

Northern Trail Outfitters (NTO) has a loyalty program to reward repeat customers. The following conditions exist:

1.

Reward levels are earned based on the amount spent during the previous 12 months.

2.

The program will track every item a customer has bought and grant them points for discounts.

3.

The program generates 100 million records each month.

NTO Customer Support would like to see a summary of a customer's recent transactions and the reward level(s) they have attained.

Which solution should the data architect use to provide the information within Salesforce for the customer support agents?

- A. Capture the reward program data in an external data store, and present the 12-month trailing summary in Salesforce using Salesforce Connect and an external object.
- B. Create a custom Big Object to capture the reward program data, and display it on the contact record and update nightly from the point-of-sale system.
- C. Provide a button so that the agent can quickly open the point-of-sale system displaying the customer's history.
- D. Create a custom object in Salesforce to capture and store all reward program, populate nightly from the point-of-sale system, and present on the Customer record.

Correct Answer: D

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#### QUESTION 5

Universal Containers (UC) is implementing Salesforce and will be using Salesforce to track customer complaints, provide white papers on products, and provide subscription (fee)-based support.

Which license type will UC users need to fulfill UC's requirements?



- A. Salesforce License
- B. Lightning Platform Starter License
- C. Service Cloud License
- D. Sales Cloud License

Correct Answer: C

Reference: <https://www.salesforce.com/products/service-cloud/pricing/>

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