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## QUESTION NO: 1

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)

**ANSWER: D**

## QUESTION NO: 2

(NTO) has multiple salesforce orgs based on geographical reports (AMER, EMEA, APAC). NTO products are in the AMER org and need to be created in the EMEA and APAC after the products are approved.

Which two features should a data architect recommend to share records between salesforce orgs? Choose 2.

- A. Change data capture (CDC)
- B. Salesforce connect.
- C. Federation search
- D. Salesforce 2 Salesforce

**ANSWER: A D**

## QUESTION NO: 3

Universal Containers (UC) needs to run monthly and yearly reports on opportunities and orders for sales reporting. There are 5 million opportunities and 10 million orders. Sales users are complaining that the report will regularly timeout.

What is the fastest and most effective way for a data architect to solve the time-out issue?

- A.** Create custom fields on opportunity, and copy data from order into those custom fields and run all reports on Opportunity object.
- B.** Extract opportunity and order data from Salesforce, and use a third-party reporting tool to run reports outside of Salesforce.
- C.** Create a skinny table in Salesforce, and copy order and opportunity fields into the skinny table and create the required reports on it.
- D.** Create an aggregate custom object that summarizes the monthly and yearly values into the required format for the required reports.

**ANSWER: D**

## QUESTION NO: 4

NTO has decided to franchise its brand. Upon implementation, 1000 franchisees will be able to access BTO's product information and track large customer sales and opportunities through a portal. The Franchisees will also be able to run monthly and quarterly sales reports and projections as well as view the reports in dashboards.

Which licenses does NTO need to provide these features to the Franchisees?

- A.** Salesforce Sales Cloud license
- B.** Lightning Platform license
- C.** Customer Community license
- D.** Partner Community license

**ANSWER: D**

## QUESTION NO: 5

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**

## QUESTION NO: 6

Universal Containers (UC) has a Salesforce org with multiple automated processes defined for group membership processing, UC also has multiple admins on staff that perform manual adjustments to the role hierarchy. The automated tasks and manual tasks overlap daily, and UC is experiencing "lock errors" consistently.

What should a data architect recommend to mitigate these errors?

- A. Enable granular locking.
- B. Remove SOQL statements from Apex Loops.
- C. Enable sharing recalculations.
- D. Ask Salesforce support for additional CPU power.

**ANSWER: B**

## QUESTION NO: 7

A customer is operating in a highly reputed industry and is planning to implement SF. The customer information maintained in SF, includes the following:

- ☞ Personally, identifiable information (PII)
- ☞ IP restrictions on profiles organized by Geographic location
- ☞ Financial records that need to be private and accessible only by the assigned Sales associate.
- ☞ User should not be allowed to export information from Salesforce. Enterprise security has mandate access to be restricted to users within a specific geography and detail monitoring of user activity. Which 3 Salesforce shield capabilities should a data architect recommend? Choose 3 answers:

- A. Event monitoring to monitor all user activities
- B. Restrict access to SF from users outside specific geography
- C. Prevent Sales users access to customer PII information
- D. Transaction security policies to prevent export of SF Data.

E. Encrypt Sensitive Customer information maintained in SF.

**ANSWER: B D E**

## QUESTION NO: 8

NTO has 1 million customer records spanning 25 years. As part of its new SF project, NTO would like to create a master data management strategy to help preserve the history and relevance of its customer data.

Which 3 activities will be required to identify a successful master data management strategy? Choose 3 answers:

- A. Identify data to be replicated
- B. Create a data archive strategy
- C. Define the systems of record for critical data
- D. Install a data warehouse
- E. Choose a Business Intelligence tool.

**ANSWER: A B C**

## QUESTION NO: 9

UC has been using SF for 10 years. Lately, users have noticed, that the pages load slowly when viewing Customer and Account list view.

To mitigate, UC will implement a data archive strategy to reduce the amount of data actively loaded.

Which 2 tasks are required to define the strategy? Choose 2 answers:

- A. Identify the recovery point objective.
- B. Identify how the archive data will be accessed and used.
- C. Identify the recovery time objective.
- D. Identify the data retention requirements

**ANSWER: B D**

## QUESTION NO: 10

UC needs to load a large volume of leads into salesforce on a weekly basis. During this process the validation rules are disabled.

What should a data architect recommend to ensure data quality is maintained in salesforce.

- A. Activate validation rules once the leads are loaded into salesforce to maintain quality.
- B. Allow validation rules to be activated during the load of leads into salesforce.
- C. Develop custom APEX batch process to improve quality once the load is completed.
- D. Ensure the lead data is preprocessed for quality before loading into salesforce.

**ANSWER: C**

## QUESTION NO: 11

Which two aspects of data does an Enterprise data governance program aim to improve?

- A. Data integrity
- B. Data distribution
- C. Data usability
- D. Data modeling

**ANSWER: A C**

## QUESTION NO: 12

Universal Containers (UC) management has identified a total of ten text fields on the Contact object as important to capture any changes made to these fields, such as who made the change, when they made the change, what is the old value, and what is the new value. UC needs to be able to report on these field data changes within Salesforce for the past 3 months. What are two approaches that will meet this requirement? Choose 2 answers

- A. Create a workflow to evaluate the rule when a record is created and use field update actions to store previous values for these ten fields in ten new fields.
- B. Write an Apex trigger on Contact after insert event and after update events and store the old values in another custom object.
- C. Turn on field Contact object history tracking for these ten fields, then create reports on contact history.
- D. Create a Contact report including these ten fields and Salesforce Id, then schedule the report to run once a day and send email to the admin.

**ANSWER: B C**

## QUESTION NO: 13

NTO has been using salesforce for sales and service for 10 years. For the past 2 years, the marketing group has noticed a raise from 0 to 35 % in returned mail when sending mail using the contact information stored in salesforce.

Which solution should the data architect use to reduce the amount of returned mails?

- A. Use a 3rd party data source to update contact information in salesforce.
- B. Email all customer and asked them to verify their information and to call NTO if their address is incorrect.
- C. Delete contacts when the mail is returned to save postal cost to NTO.
- D. Have the sales team to call all existing customers and ask to verify the contact details.

**ANSWER: A**

## QUESTION NO: 14

Universal Containers is setting up an external Business Intelligence (BI) system and wants to extract 1,000,000 Contact records. What should be recommended to avoid timeouts during the export process?

- A. Use the SOAP API to export data.
- B. Utilize the Bulk API to export the data.
- C. Use GZIP compression to export the data.
- D. Schedule a Batch Apex job to export the data.

**ANSWER: C**

## QUESTION NO: 15

North Trail Outfitters (NTD) is in the process of evaluating big objects to store large amounts of asset data from an external system. NTO will need to report on this asset data weekly.

Which two native tools should a data architect recommend to achieve this reporting requirement?

- A. Standard reports and dashboards
- B. Async SOQL with a custom object
- C. Standard SOQL queries

D. Einstein Analytics

**ANSWER: B D**