Vendor: Salesforce

Exam Code: Plat-Arch-201

Exam Name: Salesforce Certified Platform Data Architect

Version: DEMO

QUESTION 1
How can an architect find information about who is creating, changing, or deleting certain fields within the past two months?

A. Remove "customize application" permissions from everyone else.
B. Export the metadata and search it for the fields in question.
C. Create a field history report for the fields in question.
D. Export the setup audit trail and find the fields in question.

Answer: D
Explanation:
The setup audit trail tracks changes made in your org's setup area for the past 180 days. You can export the setup audit trail and find the fields in question by filtering by action type, user, or date.

QUESTION 2
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 answer

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.

Answer: CD
Explanation:
Both C and D are valid methods to automatically archive and delete inactive Account data that is older than 3 years. You can use an ETL tool or the Data Loader to schedule jobs to export and delete data based on certain criteria.

QUESTION 3
Cloud Kicks needs to purge detailed transactional records from Salesforce. The data should be aggregated at a summary level and available in Salesforce. What are two automated approaches to fulfill this goal? (Choose two.)

A. Third-party Integration Tool (ETL)
B. Schedulable Batch Apex
C. Third-party Business Intelligence system
D. Apex Triggers

Answer: AB
Explanation:
Both A and B are automated approaches to purge detailed transactional records from Salesforce and aggregate them at a summary level. You can use a third-party integration tool (ETL) or schedulable batch Apex to perform these tasks.

QUESTION 4
Universal Containers (UC) is concerned that data is being corrupted daily either through negligence or maliciousness. They want to implement a backup strategy to help recover any corrupted data or data mistakenly changed or even deleted. What should the data architect consider when designing a field -level audit and recovery plan?

A. Reduce data storage by purging old data.
B. Implement an AppExchange package.
C. Review projected data storage needs.
D. Schedule a weekly export file.

Answer: C
Explanation:
Option C is the best answer because reviewing projected data storage needs is an important step in designing a field-level audit and recovery plan. You need to estimate how much data storage you will need in the future and plan accordingly.

QUESTION 5
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 those orders and order line items.
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.

Answer: B
Explanation:
Option B is the most appropriate approach for data archiving in this scenario. By aggregating order amount data at a summary level and storing it in a custom object, you can reduce data storage and still provide visibility to the Sales Reps on how much money each customer generates year-over-year.

QUESTION 6
Get Cloudy Consulting monitors 15,000 servers, and these servers automatically record their status every 10 minutes. Because of company policy, these status reports must be maintained for 5 years. Managers at Get Cloudy Consulting need access to up to one week's worth of these status reports with all of their details. An Architect is recommending what data should be integrated into Salesforce and for how long it should be stored in Salesforce. Which two limits should the Architect be aware of? (Choose two.)

A. Data storage limits
B. Workflow rule limits
C. API Request limits
D. Webservice callout limits

Answer: AC
Explanation:
Data storage limits and API request limits are two important factors that affect the data integration and storage in Salesforce. Data storage limits determine how much data can be stored in Salesforce, and API request limits determine how many API calls can be made to Salesforce in a

24-hour period. Both of these limits depend on the edition and license type of the Salesforce org. Workflow rule limits and webservice callout limits are not directly related to data integration and storage, but rather to business logic and external services.

QUESTION 7
A Salesforce customer has plenty of data storage. Sales Reps are complaining that searches are bringing back old records that aren't relevant any longer. Sales Managers need the data for their historical reporting. What strategy should a data architect use to ensure a better user experience for the Sales Reps?

A. Create a Permission Set to hide old data from Sales Reps.
B. Use Batch Apex to archive old data on a rolling nightly basis.
C. Archive and purge old data from Salesforce on a monthly basis.
D. Set data access to Private to hide old data from Sales Reps.

Answer: C
Explanation:
Archiving and purging old data from Salesforce on a monthly basis is a good strategy to improve the user experience for the Sales Reps, as it will reduce the clutter and improve the search performance. Creating a permission set or setting data access to private are not effective ways to hide old data from Sales Reps, as they will still consume data storage and affect search results. Using Batch Apex to archive old data on a rolling nightly basis is also not a good option, as it will consume API requests and processing time, and may not comply with the data retention policy.

QUESTION 8
Universal Containers (UC) is implementing a formal, cross -business -unit data governance program As part of the program, UC will implement a team to make decisions on enterprise -wide data governance. Which two roles are appropriate as members of this team? Choose 2 answer

A. Analytics/BI Owners
B. Data Domain Stewards
C. Salesforce Administrators
D. Operational Data Users

Answer: AB
Explanation:
Analytics/BI Owners and Data Domain Stewards are appropriate roles as members of a team that makes decisions on enterprise-wide data governance. Analytics/BI Owners are responsible for defining the business requirements and metrics for data analysis and reporting, and Data Domain Stewards are responsible for defining and enforcing the data quality standards and rules for specific data domains. Salesforce Administrators and Operational Data Users are not suitable roles for this team, as they are more focused on the operational aspects of data management, such as configuration, maintenance, and usage.

QUESTION 9
Universal Containers (UC) has a complex system landscape and is implementing a data governance program for the first time Which two first steps would be appropriate for UC to initiate an assessment of data architecture? Choose 2 answer

A. Engage with IT program managers to assess current velocity of projects in the pipeline.
B. Engage with database administrators to assess current database performance metrics.

C. Engage with executive sponsorship to assess enterprise data strategy and goals.
D. Engage with business units and IT to assess current operational systems and data models.

Answer: CD
Explanation:
Engaging with executive sponsorship to assess enterprise data strategy and goals, and engaging with business units and IT to assess current operational systems and data models are two first steps that would be appropriate for UC to initiate an assessment of data architecture. These steps will help to understand the current state of data management, the business needs and expectations, and the gaps and opportunities for improvement. Engaging with IT program managers to assess current velocity of projects in the pipeline, and engaging with database administrators to assess current database performance metrics are not relevant steps for assessing data architecture, as they are more related to project management and technical performance.

QUESTION 10
A data architect has been tasked with optimizing a data stewardship engagement for a Salesforce instance Which three areas of Salesforce should the architect review before proposing any design recommendation? Choose 3 answer

A. Review the metadata xml files for redundant fields to consolidate.
B. Determine if any integration points create records in Salesforce.
C. Run key reports to determine what fields should be required.
D. Export the setup audit trail to review what fields are being used.
E. Review the sharing model to determine impact on duplicate records.

Answer: BCE
Explanation:
Determining if any integration points create records in Salesforce, running key reports to determine what fields should be required, and reviewing the sharing model to determine impact on duplicate records are three areas of Salesforce that the architect should review before proposing any design recommendation. These areas will help to identify the sources and quality of data, the business rules and validations for data entry, and the access and visibility of data across users and roles. Reviewing the metadata xml files for redundant fields to consolidate, and exporting the setup audit trail to review what fields are being used are not necessary steps for optimizing a data stewardship engagement, as they are more related to metadata management and audit tracking.

QUESTION 11
A health care provider wishes to use salesforce to track patient care. The following actions are in Salesforce

1. Payment Providers: Orgas who pay for the care 2 patients.
2. Doctors: They provide care plan for patients and need to support multiple patients, they are provided access to patient information.
3. Patients: They are individuals who need care.

A data architect needs to map the actor to Sf objects. What should be the optimal selection by the data architect?

A. Patients as Contacts, Payment providers as Accounts, & Doctors as Accounts
B. Patients as Person Accounts, Payment providers as Accounts, & Doctors as Contacts

C. Patients as Person Accounts, Payment providers as Accounts, & Doctors as Person Account
D. Patients as Accounts, Payment providers as Accounts, & Doctors as Person Accounts

Answer: C
Explanation:
Patients as Person Accounts, Payment providers as Accounts, & Doctors as Person Accounts is the optimal selection by the data architect to map the actor to Salesforce objects. This is because Person Accounts are a special type of accounts that can store both business and personal information for individual customers. Payment providers are organizations that pay for the care of patients, so they can be modeled as Accounts. Doctors are also individuals who provide care plans for patients and need access to patient information, so they can also be modeled as Person Accounts.

QUESTION 12
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 Answer

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: ACE
Explanation:
Defining data duplication standards and rules, measuring data timeliness and consistency, and measuring data completeness and accuracy are three key factors that a data architect should consider while defining data quality standards. Defining data duplication standards and rules can help prevent or reduce duplicate records in the org by specifying criteria and actions for identifying and merging duplicates. Measuring data timeliness and consistency can help ensure that the data is up-to-date, reliable, and synchronized across different sources. Measuring data completeness and accuracy can help ensure that the data is sufficient, relevant, and correct for the intended purposes.

QUESTION 13
Universal Containers (UC) requires 2 years of customer related cases to be available on SF for operational reporting. Any cases older than 2 years and upto 7 years need to be available on demand to the Service agents. UC creates 5 million cases per yr. Which 2 data archiving strategies should a data architect recommend? Choose 2 option

A. Use custom objects for cases older than 2 years and use nightly batch to move them.
B. Sync cases older than 2 years to an external database, and provide access to Service agents to the database
C. Use Big objects for cases older than 2 years, and use nightly batch to move them.
D. Use Heroku and external objects to display cases older than 2 years and bulk API to hard delete from Salesforce.

Answer: CD
Explanation:

The best data archiving strategies for UC are to use Big objects and Heroku with external objects. Big objects allow storing large amounts of data on the Salesforce platform without affecting performance or storage limits. They also support point-and-click tools, triggers, and Apex code. Heroku is a cloud platform that can host external databases and integrate with Salesforce using external objects. External objects enable on-demand access to external data sources via standard Salesforce APIs and user interfaces. Using bulk API to hard delete cases from Salesforce will free up storage space and improve performance.

QUESTION 14
NTO would like to retrieve their SF orgs meta data programmatically for backup within a various external. Which API is the best fit for accomplishing this task?

A. Metadata API
B. Tooling API
C. Bulk API in serial mode
D. SOAP API

Answer: A
Explanation:
The best API for retrieving Salesforce org metadata programmatically is the Metadata API. The Metadata API provides access to the metadata that defines the structure and configuration of an org, such as custom objects, fields, workflows, security settings, etc. It also supports deploying, retrieving, creating, updating, and deleting metadata components. The Metadata API can be used with various tools, such as Ant, Workbench, or IDEs.

QUESTION 15
A customer is operating in a highly reputated industry and is planning to implement SF. The customer information maintained in SF, includes the following:

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- 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.
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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 answer

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: BDE
Explanation:
The best Salesforce Shield capabilities for the customer are to restrict access to SF from users outside specific geography, implement transaction security policies to prevent export of SF data, and encrypt sensitive customer information maintained in SF. Salesforce Shield is a set of security features that help protect enterprise data on the Salesforce platform. It includes three components: Event Monitoring, Platform Encryption, and Field Audit Trail. Restricting access to

SF from users outside specific geography can be done using network-based security features, such as IP whitelisting or VPN. Transaction security policies can be used to define actions or notifications based on user behavior patterns, such as exporting data or logging in from an unknown device. Platform Encryption can be used to encrypt data at rest using a tenant secret key that is controlled by the customer.

QUESTION 16
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 answer

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

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.

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