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QUESTION 1

As part of addressing general data protection regulation (GDPR) requirements, UC plans to implement a data classification policy for all its internal systems that stores customer information including salesforce.

What should a data architect recommend so that UC can easily classify consumer information maintained in salesforce under both standard and custom objects?

A. Use App Exchange products to classify fields based on policy.

B. Use data classification metadata fields available in field definition.

C. Create a custom picklist field to capture classification of information on customer.

D. Build reports for customer information and validate.

Correct Answer: B

Explanation: The correct answer is B, use data classification metadata fields available in field definition. Data classification metadata fields are standard fields that allow you to classify the sensitivity level of your data based on your organization\\\'s policies. You can use these fields to indicate whether a field contains confidential, restricted, or general data. These fields are available for both standard and custom objects in Salesforce. Using app exchange products, creating a custom picklist field, or building reports would not be as effective or consistent as using data classification metadata fields.

QUESTION 2

A casino is implementing salesforce and is planning to build a customer 360 view for a customer who visits its resorts. The casino currently maintained the following systems that records customer activity:

1.Point of sales system: All purchases for a customer.

2.Salesforce: All customer service activity and sales activity for a customer.

3.Mobile app: All bookings, preferences and browser activity for a customer.

4.Marketing: All email, SMS and social campaigns for a customer.

Customer service agents using salesforce would like to view the activities from all system to provide supports to customers. The information has to be current and real time.

What strategy should the data architect implement to satisfy this requirement?

A. Explore external data sources in salesforce to build 360 view of customer.

B. Use a customer data mart to view the 360 view of customer.

C. Migrate customer activities from all 4 systems into salesforce.

D. Periodically upload summary information in salesforce to build 360 view.

Correct Answer: A

Explanation: Exploring external data sources in Salesforce to build 360 view of customer is the best strategy to satisfy the requirement, as it allows real-time access to data from other systems without storing it in Salesforce3. Using a customer data mart may not provide real-time information or may require additional integration efforts. Migrating customer activities from all 4 systems into Salesforce may exceed the storage limits or cause data quality issues. Periodically uploading summary information in Salesforce may not provide current or detailed information.

QUESTION 3

Universal Containers is establishing a call center that will use Salesforce. UC receives 10 million calls and creates 100 million cases every month. Cases are linked to a custom call object using lookup relationship. UC would like to run reports and dashboard to better understand different case types being created on calls to better serve customers. What solution should a data architect recommend to meet the business requirement?

A. Archive records to a data warehouse and run analytics on the data warehouse.

B. Leverage big objects to archive records and Einstein Analytics to run reports.

C. Leverage custom objects to store aggregate data and run analytics.

D. Leverage out-of-the-box reports and dashboard on case and interactive voice response (IVR) custom object.

Correct Answer: B

Explanation: According to this article, big objects can store and manage massive amounts of data on the Salesforce platform. This can help UC to archive records from other objects or bring massive datasets from outside systems into a big object. According to this article, Einstein Analytics can be used to create dashboards and lenses to analyze big object data and get insights from advanced AI-driven analytics.

QUESTION 4

DreamHouse Realty has a Salesforce deployment that manages Sales, Support, and Marketing efforts in a multi-system ERP environment. The company recently reached the limits of native reports and dashboards and needs options for providing more analytical insights.

What are two approaches an Architect should recommend? (Choose two.)

A. Weekly Snapshots

B. Einstein Analytics

C. Setup Audit Trails

D. AppExchange Apps

Correct Answer: BD

Explanation: Einstein Analytics can provide more analytical insights than native reports and dashboards by allowing users to explore data from multiple sources, create interactive visualizations, and apply AI-powered features5. AppExchange Apps can also provide more analytical insights by offering pre-built solutions or integrations with external tools that can enhance the reporting and analytics capabilities of Salesforce6.

QUESTION 5

Universal containers is implementing Salesforce lead management. UC Procure lead data from multiple sources and would like to make sure lead data as company profile and location information. Which solution should a data architect recommend to make sure lead data has both profile and location information?

A. Ask sales people to search for populating company profile and location data

B. Run reports to identify records which does not have company profile and location data

C. Leverage external data providers populate company profile and location data

D. Export data out of Salesforce and send to another team to populate company profile and location data

Correct Answer: C

Explanation: The best solution to make sure lead data has both profile and location information is to leverage external data providers to populate company profile and location data. This is because external data providers can enrich lead data with additional information from third-party sources, such as Dun and Bradstreet, ZoomInfo, or Clearbit. This can help improve lead quality, segmentation, and conversion. Salesforce supports integrating with external data providers using Data.com Clean or other AppExchange solutions2. Asking sales people to search for populating company profile and location data is inefficient and prone to errors. Running reports to identify records which do not have company profile and location data is useful, but does not solve the problem of how to populate the missing data. Exporting data out of Salesforce and sending to another team to populate company profile and location data is cumbersome and time-consuming.

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