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QUESTION 1

Universal Containers is creating a new B2C service offering for consumers to ship goods across continents. This is in addition to their well-established B2B offering. Their current Salesforce org uses the standard Account object to track B2B customers. They are expecting to have over 50,000,000 consumers over the next five years across their 50 business regions. B2C customers will be individuals. Household data is not required to be stored. What is the recommended data model for consumer account data to be stored in Salesforce?

- A. Use the Account object with Person Accounts and a new B2C page layout.
- B. Use the Account object with a newly created Record Type for B2C customers.
- C. Create a new picklist value for B2C customers on the Account Type field.
- D. Use 50 umbrella Accounts for each region, with customers as associated Contacts.

Correct Answer: A

QUESTION 2

Cloud Kicks is launching a Partner Community, which will allow users to register shipment requests that are then processed by Cloud Kicks employees. Shipment requests contain header information, and then a list of no more than 5 items being shipped. First, Cloud Kicks will introduce its community to 6,000 customers in North America, and then to 24,000 customers worldwide within the next two years. Cloud Kicks expects 12 shipment requests per week per customer, on average, and wants customers to be able to view up to three years of shipment requests and use Salesforce reports.

What is the recommended solution for the Cloud Kicks Data Architect to address the requirements?

- A. Create an external custom object to track shipment requests and a child external object to track shipment items. External objects are stored off-platform in Heroku's Postgres database.
- B. Create an external custom object to track shipment requests with five lookup custom fields for each item being shipped. External objects are stored off-platform in Heroku's Postgres database.
- C. Create a custom object to track shipment requests and a child custom object to track shipment items. Implement an archiving process that moves data off-platform after three years.
- D. Create a custom object to track shipment requests with five lookup custom fields for each item being shipped. Implement an archiving process that moves data off-platform after three years.

Correct Answer: C

QUESTION 3

Universal Containers (UC) wants to store product data in Salesforce, but the standard Product object does not support the more complex hierarchical structure which is currently being used in the product master system. How can UC modify the standard Product object model to support a hierarchical data structure in order to synchronize product data from the source system to Salesforce?

- A. Create a custom lookup field on the standard Product to reference the child record in the hierarchy.



- B. Create a custom lookup field on the standard Product to reference the parent record in the hierarchy.
- C. Create a custom master-detail field on the standard Product to reference the child record in the hierarchy.
- D. Create an Apex trigger to synchronize the Product Family standard picklist field on the Product object.

Correct Answer: B

QUESTION 4

Universal Containers (UC) uses the following Salesforce products:

1.
Sales Cloud for customer management.
2.
Marketing Cloud for marketing.
3.
Einstein Analytics for business reporting.

UC occasionally gets a list of prospects from third-party source as comma-separated values (CSV) files for marketing purposes. Historically, UC would load contact Lead object in Salesforce and sync to Marketing Cloud to send marketing communications. The number of records in the Lead object has grown over time and has been consuming large amounts of storage in Sales Cloud, UC is looking for recommendations to reduce the storage and advice on how to optimize the marketing Cloud to send marketing communications. The number of records in the Lead object has grown over time and has been consuming large amounts of storage in Sales Cloud, UC is looking for recommendations to reduce the storage and advice on how to optimize the marketing process.

What should a data architect recommend to UC in order to immediately avoid storage issues in the future?

- A. Load the CSV files in Einstein Analytics and sync with Marketing Cloud prior to sending marketing communications ;
- B. Load the CSV files in an external database and sync with Marketing Cloud prior to sending marketing communications.
- C. Load the contacts directly to Marketing Cloud and have a reconciliation process to track prospects that are converted to customers.
- D. Continue to use the existing process to use Lead object to sync with Marketing Cloud and delete Lead records from Sales after the sync is complete.

Correct Answer: A

QUESTION 5

UC has a legacy client server app that as a relational data base that needs to be migrated to salesforce.



What are the 3 key actions that should be done when data modeling in salesforce? Choose 3 answers:

- A. Identify data elements to be persisted in salesforce.
- B. Map legacy data to salesforce objects.
- C. Map legacy data to salesforce custom objects.
- D. Work with legacy application owner to analysis legacy data model.
- E. Implement legacy data model within salesforce using custom fields.

Correct Answer: ABE

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