

DATA-ARCHITECTURE-AND- MANAGEMENT-DESIGNER^{Q&As}

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QUESTION 1

A large automobile company has implemented Salesforce for its sales associates. Leads flow from its website to Salesforce using a batch integration in Salesforce. The batch job converts the leads to Accounts in Salesforce. Customers visiting their retail stores are also created in Salesforce as Accounts.

The company has noticed a large number of duplicate Accounts in Salesforce. On analysis, it was found that certain customers could interact with its website and also visit the store. The sales associates use Global Search to search for customers in Salesforce before they create the customers.

Which scalable option should a data architect choose to implement to avoid duplicates?

- A. Create duplicate rules in SF to validate duplicates during the account creation process
- B. Implement a MDM solution to validate the customer information before creating Accounts in SF.
- C. Build Custom search based on fields on Accounts which can be matched with customer when they visit the store
- D. Customize Account creation process to search if customer exists before creating an Account.

Correct Answer: A

Reference: https://help.salesforce.com/articleView?id=duplicate_prevention.htm&type=5

QUESTION 2

Universal Containers has been using Salesforce for 10 years. Lately, users have noticed that the pages load slowly when viewing customer and account list views.

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

Which two tasks are required to define the strategy? (Choose two.) 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

Correct Answer: BD

QUESTION 3

Universal Containers (UC) uses the following Salesforce products: Sales Cloud for customer management. Marketing

Cloud for marketing. 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 4

Cloud Kicks needs to optimize data stewardship engagement for a Salesforce instance.

Before proposing design recommendations, the Data Architect is first assessing relevant areas of Salesforce.

Which three areas are appropriate to assess? (Choose three.)

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

Correct Answer: ADE

QUESTION 5

What makes Skinny tables fast? Choose three answers.

- A. They do not include soft-deleted records
- B. They avoid resource intensive joins

- C. Their tables are kept in sync with their source tables when the source tables are modified
- D. They can contain fields from other objects
- E. They support up to a max of 100 of columns

Correct Answer: ABC

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