



Certification Exam Guide

# SALESFORCE CERTIFIED DATA ARCHITECTURE AND MANAGEMENT DESIGNER

Winter '19

# CONTENTS

About the Salesforce Certified Data Architecture and Management Designer Credential .....	1
Section 1. Purpose of this Exam Guide.....	2
Section 2. Audience Description: Salesforce Certified Data Architecture and Management Designer .....	3
Section 3. About the Exam.....	5
Section 4. Recommended Training and References .....	6
Section 5. Exam Outline .....	7
Section 6. Sample Exam Questions .....	10
Section 7. Answers to Sample Exam Questions .....	12
Section 8. Maintaining a Certification.....	13

## **ABOUT THE SALESFORCE CERTIFIED DATA ARCHITECTURE AND MANAGEMENT DESIGNER CREDENTIAL**

The Salesforce Certified Data Architecture and Management Designer credential is intended for the designer who assesses the architecture environment and requirements and designs sound, scalable, and performant solutions on the Lightning Platform. This credential will also assess the designer's ability to meet the requirements of large-data-volume enterprises, as well as understands enterprise data management and stewardship concerns and considerations in relation to projects. The credential is relevant to designers who have experience communicating solutions and design trade-offs to business stakeholders.

## SECTION 1. PURPOSE OF THIS EXAM GUIDE

This exam guide is designed to help you evaluate your readiness to successfully complete the Salesforce Certified Data Architecture and Management Designer certification exam. This guide provides information about the target audience for the certification exam, recommended training and documentation, and a complete list of exam objectives—all with the intent of helping you achieve a passing score. Salesforce highly recommends a combination of on-the-job experience, and self-study to maximize your chances of passing the exam.

## SECTION 2. AUDIENCE DESCRIPTION: SALESFORCE CERTIFIED DATA ARCHITECTURE AND MANAGEMENT DESIGNER

A Salesforce Certified Data Architecture and Management Designer assesses the architecture environment and requirements and designs sound, scalable, and perform solutions on the Lightning Platform as it pertains to enterprise data management. The candidate is knowledgeable about information architecture frameworks covering major building blocks, such as data sourcing, integration/movement, persistence, master data management, metadata management and semantic reconciliation, data governance, security, and delivery. The candidate also has experience assessing customers' requirements in regards to data quality needs and creating solutions to ensure high quality data (e.g., no duplicates, correct data) and can also recommend organizational changes to ensure proper data stewardship. The candidate has experience communicating solutions and design trade-offs to business stakeholders.

The Salesforce Certified Data Architecture and Management Designer has the following background:

- One to two years in Salesforce technology
- Five to eight years of experience supporting or implementing data-centric initiatives

Typical job roles may include:

- Data Architect
- Technical Architect
- Solution Architect

The Salesforce Certified Data Architecture and Management Designer candidate has the experience, skills, and knowledge of:

- Data modeling/Database Design
  - Custom fields, master detail, lookup relationships
  - Client requirements and mapping to database requirements
- Standard object structure for sales and service cloud
  - Making best use of Salesforce standard and big objects
- Association between standard objects and Salesforce license types
- Large Data Volume considerations
  - Indexing, LDV migrations, performance
- Salesforce Platform declarative and programming concepts

## SALESFORCE CERTIFIED DATA ARCHITECTURE AND MANAGEMENT DESIGNER

- Scripting using those tools (Data loader, ETL platforms)
- Data Stewardship
- Data Quality Skills (concerned with clean data)

A candidate for this exam is not expected to know:

- Non-Salesforce Technology/Database Concepts
- Configuration of Integration tools
- Experience with MDM Tools (Master Data Management)
- Lightning Development Experience/Expertise
- Programming Language(s)

## SECTION 3. ABOUT THE EXAM

The Salesforce Certified Data Architecture and Management Designer exam has the following characteristics:

- Content: 60 multiple-choice/multiple-select questions
- Time allotted to complete the exam: 105 minutes (time allows for unscored questions)
- Passing Score: 67%
- Registration fee: USD 400, plus applicable taxes as required per local law
- Retake fee: USD 200, plus applicable taxes as required per local law
- Delivery options: Proctored exam delivered onsite at a testing center or in an online proctored environment. Click [here](#) for information on scheduling an exam.
- References: No hard-copy or online materials may be referenced during the exam.
- Prerequisite: None

## SECTION 4. RECOMMENDED TRAINING AND REFERENCES

As preparation for this exam, Salesforce recommends a combination of: hands-on experience, training course completion, Trailhead trails, and self-study in the areas listed in the Exam Outline section of this exam guide.

To enroll in instructor-led courses and launch online training from your Salesforce application, click the **Help & Training** link in the upper right corner of the screen (requires login) and search for the desired courses. Non-Salesforce customers can register for instructor-led courses [here](#).

To review online Documentation, Tip Sheets, and User Guides – search for the topics listed in the Exam Outline section of the exam guide and study the information related to those topics. Documentation, Tip Sheets, and User Guides can also be accessed through **Help & Training**.

### TRAILHEAD TRAILMIX

Check out the official [Certification Trailmix](#) for this credential. We have included essential Trailhead learning specifically with you in mind.

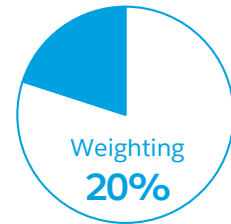


## SECTION 5. EXAM OUTLINE

The Salesforce Certified Data Architecture and Management Designer exam measures a candidate's knowledge and skills related to the following objectives.

### DATA MODELING

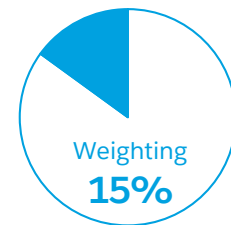
- Compare and contrast various techniques and considerations for designing Lightning Platform data model (e.g., objects, fields & relationships, object features).
- Given a customer scenario, design a data model that is scalable, supports all business processes with appropriate level of customizations (click vs. code), while considering performance for large data volumes.



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### CONCEPTUAL DESIGN

- Given a customer scenario, identify the issues impacting data quality along key dimensions (such as data duplication, completeness, accuracy, integrity, etc.).
- Given a customer scenario, recommend approaches for improving data quality along key dimensions (e.g., data duplication, completeness, accuracy, integrity etc.) using various techniques (e.g., data assessment/profiling, cleansing, standardization/normalization, matching & merging, declarative components) in Salesforce (e.g., validation rules, visual indicators, dependent pick lists, etc.).
- Given a customer scenario, recommend appropriate techniques and tools to monitor data quality on an ongoing basis (e.g., KPIs, data quality reports, dashboards, metrics, third-party solutions).
- Given a customer scenario, recommend appropriate techniques and methods for ensuring high data quality at the point of entry, such as client/server side validation rules, workflows, approvals, data.com clean, duplicate prevention.



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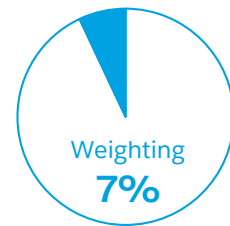
### MASTER DATA MANAGEMENT

- Compare and contrast the various techniques, approaches and considerations for implementing Master Data Management Solutions (e.g., MDM implementation styles, harmonizing and consolidating data from multiple sources, establishing data survivorship rules, thresholds & weights, leveraging external reference data for enrichment, Canonical modeling techniques, hierarchy management).
- Given a customer scenario, recommend and use techniques for establishing a "golden source of truth" / "system of record" for the customer domain.
- Given a customer scenario, recommend approaches and techniques for consolidating data attributes from multiple sources. Discuss criteria and methodology for picking the winning attributes (data survivorship rules).



## METADATA MANAGEMENT

- Compare and contrast various techniques, approaches and considerations for capturing and managing business and technical metadata (e.g., business dictionary, data lineage, taxonomy, data classification).
- Given a customer scenario, recommend appropriate approaches and techniques to capture and maintain customer metadata to preserve traceability and establish a common context for business rules (e.g., applying weights to attributes used in matching process by their importance, data classification, global/local attributes, field audit trails, etc.).



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## DATA ARCHIVING

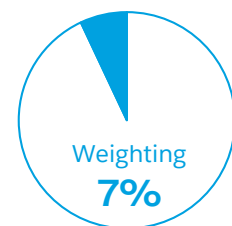
- Compare and contrast various approaches and considerations for arriving at a data archiving and purging plan. Discuss export mechanisms, restore mechanisms, and merits of various options for archiving on Salesforce platform vs. off-platform (e.g., Bulk API call with hard delete option, triggers to copy aggregated data into a custom object, storing summarized data using analytic snapshots, and/or when to move data to an external system and how to make it available to core CRM).
- Given a customer scenario, recommend a data archiving and purging plan that is optimal for customer's data storage management needs (e.g., large data volumes, data storage governor limits, data archiving, restore options, linking archived data to core CRM, on-platform vs off-platform options, AppExchange enablers).



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## DATA GOVERNANCE

- Compare and contrast various approaches and considerations for designing and implementing an enterprise data governance program while taking into account framework for defining roles and responsibilities (e.g., stewardship, data custodian, etc.), policies and standards, ownership and accountability, data rules and definitions, monitoring, and measurement.
- Given a customer scenario, recommend a data governance model in terms of roles and responsibilities, processes for establishing data standards, metrics and KPIs, classification of attributes by usage, identifying and prioritizing attributes to be used in match and merge, setting attribute scores and weights.
- Given a customer scenario, recommend an approach for optimizing data stewardship engagement for mitigating duplicates in matching and merging of records. Discuss attribute selection in match and merge, criteria for auto merge, manual merge and re-parenting considerations. Identify options for auto merge enablers available on AppExchange.



## BUSINESS INTELLIGENCE, REPORTING & ANALYTICS

- Compare and contrast approaches and techniques for creating analytical reports and dashboards, discuss Salesforce offerings such as Wave, options available on AppExchange for exposing data quality metrics, adoption metrics, etc.
- Given a customer scenario, recommend approaches for leveraging Salesforce (and partner) analytics offerings to enhance/optimize customer's enterprise analytics capabilities as well as recommending techniques to maintain the desired performance level (SOQL queries, reports) given customer's large data volumes.



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## DATA MIGRATION

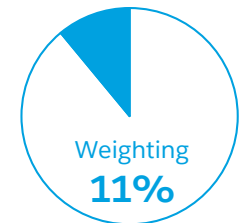
- Compare and contrast various techniques and considerations for importing data into and exporting data out of Salesforce (e.g., serial load, parallel load, deferred sharing, managing locks, handling hierarchical relationships, Bulk load API limits).
- Given a customer scenario, recommend an optimal data migration plan taking into account parallelism, managing locks, and handling sharing rules.



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## PERFORMANCE TUNING

- Compare and contrast various techniques for improving performance when migrating large data volumes into Salesforce, generating reports and dashboards, and querying large data sets in Salesforce.



## SECTION 6. SAMPLE EXAM QUESTIONS

The following questions are representative of those on the Salesforce Certified Data Architecture and Management Designer exam. These questions are *not* designed to test your readiness to successfully complete the certification exam, but should be used to become familiar with the types of questions on the exam. The actual exam questions may be more or less difficult than this set of questions.

1. What are three recommended methods for downloading data for a backup or archive?

*Choose three answers*

- A. Schedule a weekly export from the system.
- B. Use the Dataloader to download the data.
- C. Schedule a report to email the Admin.
- D. Configure outbound messages for all objects.
- E. Use an Extract Transform Load (ETL) tool.

2. In the context of a formal data governance program, which two activities are the responsibility of the Data Architect?

*Choose two answers*

- A. Create and maintain database backups.
- B. Translate business requirements into data models.
- C. Maintain data architecture metadata repository.
- D. Manage the data governance program.

3. Universal Containers would like to import over 1 million Lead records into Salesforce.

What API should be used for optimal performance during the data load?

*Choose one answer*

- A. Soap API
- B. Bulk API in serial mode
- C. Streaming API
- D. Bulk API in parallel mode

4. Universal Containers (UC) has a set of integrations that execute sequentially. Salesforce is the final downstream system for the integrations. Management is complaining that data is taking too long to appear in Salesforce.

Which two approaches should the data architect use to diagnose the issue?

*Choose two answers*

- A. Document the data flow within each system and through each integration.
- B. Add CPU and memory to the integration platform hardware.
- C. Confirm that network bandwidth and latency are within expected parameters.
- D. Increase the number of parallel integration processes that are running.

5. Universal Containers (UC) has two existing Salesforce orgs used for Sales and Service. UC plans to merge one of the Salesforce orgs (the source) into the other org (the target).

Which two tasks should be completed first to document the target data architecture?

*Choose two answers*

- A. Analyze the source and target Salesforce orgs to identify data model conflicts and gaps.
- B. Gather and analyze the system audit logs from each org to reconcile the metadata change history.
- C. Gather and analyze the new business requirements for the combined Salesforce orgs.
- D. Deploy all customizations and data as-is from the source org to the target org to identify conflicts.

## SECTION 7. ANSWERS TO SAMPLE EXAM QUESTIONS

1. A, B, E
2. B, C
3. D
4. A, C
5. A, C

## SECTION 8. MAINTAINING A CERTIFICATION

One of the benefits of holding a Salesforce credential is always being up to date on new product releases. Our release exams are designed to ensure you have the latest information you need to be a successful Salesforce Certified expert.

Bookmark these useful resources for maintaining your credentials:

- [Maintenance Exam Due Dates](#)
- [Verify Your Certification Status](#)
- [Overall Maintenance Requirements](#)

**Don't let your hard-earned credential expire!** Once you earn the credential, if you do not complete all maintenance requirements by the due date, your credential will expire, or in some cases, become suspended. For more information, click [here](#).

### ABOUT TRAILHEAD

Trailhead is your path into the Salesforce economy. It's the fun way to learn the skills you need to transform your company, earn credentials that grow your career, and connect with a global movement of Trailblazers to continue learning together.

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