



Salesforce Certified Technical Architect

Section Scenario
Pollard Financial Services

Sample A

CONFIDENTIAL



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Hypothetical Scenario Instructions

For the hypothetical scenario described below, the candidate will have **45 minutes** to read, evaluate, and document a high-level architectural solution. The solution should:

- Describe the security and the rationale for the solution.
- Identify any potential key risk areas.

The candidate should target the presentation to a technical Information Technology (IT) architecture audience. In cases where requirements are not explicitly stated for the scenario, the candidate should use his or her best judgment and make appropriate assumptions based on the information provided. The candidate should indicate to the review board any assumptions that were made when designing the proposed solution. The candidate will not have an opportunity to ask clarifying questions related to the hypothetical scenario.

The candidate will be evaluated on his or her ability to assess the scenario requirements, design a solution, communicate the proposed architecture, and justify the design decisions. The candidate will not be evaluated on the tools used for the presentation.

Project Overview

Pollard Financial Services (PFS) specializes in individual investment strategies with over 25 field offices within the United States, serving over 20 million clients. PFS serves 5 million individual clients directly and 15 million clients who are employees of businesses that have chosen to use PFS. PFS serves 300,000 businesses. PFS is planning a Salesforce implementation to support their sales process.

PFS will have approximately 4,000 Salesforce users as described below:

- 800 client sales representatives, who are associated with a specific field office, and are responsible for managing both individual and business clients.
- 100 business sales representatives who span field offices and are responsible for managing the relationships with business accounts.
- 2,700 sales support assistants, who are assigned to specific sales representatives. Generally, there are three support assistants assigned to each sales representative.

As part of the Salesforce implementation, PFS would like to include a portal that allows clients to review specific account details and upload documents for their assigned client sales representative.



Data Model Requirements

For each client account, PFS needs to track:

- Basic client information, such as name, address, email, and tax identification number.
- Information regarding the type of client, which can be individual clients or clients associated with a business account. If the client is associated with a business, PFS needs the ability to access the related business account information.
- Investment plans, which are created yearly and may be updated more frequently. Investment plans describe how the client is investing across a variety of funds. The investment plans need to be retained for regulatory purposes.
- Fund reports that describe the performance history of a given fund. These are associated with any investment plan that includes the fund. Therefore, a given report may be associated with different clients.
- Investment plan performance reports that describe the current performance of the client's investment plan. They are provided monthly and need to be retained for regulatory purposes.

For each business account, PFS needs to track:

- Basic business information, such as name, address, email, and tax identification number.
- Investment plan options.
- Associated employees.
- Negotiated contract details.

Accessibility Requirements

PFS has a very competitive sales environment, and therefore has strict data visibility requirements for its sales users:

- Basic client information, including associated documents, should only be visible to their assigned client sales representative, their sales support assistants, and their direct line management.
- Client sales representatives can choose to share client information with other client sales representatives, but should not be able to share client information with sales support assistants who are not assigned to them.
- Specific information about a client or a business account, such as tax identification number, should only be visible to the assigned sales representative.
- General business account information should be accessible to client sales representatives who work with employees of the business, but all other business information should be available only to the assigned business sales representative.
- Business account sales representatives should not have access to the related employee accounts.
- The investment plan and investment plan performance reports specific to a client and should have the same security requirements as the basic client information.
- Fund reports should be visible to all internal users.



For PFS clients, the data visibility requirements are:

- Clients must be able to see their investment plan, their investment plan performance reports, and their associated fund reports.
- A fund report must only be available to clients who have invested in the fund.
- Clients must be able to view and edit basic personal information, such as address and phone number
- Clients must also be able to upload documents to share with their assigned client sales representative.