

Exam Questions B2B-Solution-Architect

Salesforce Certified B2B Solution Architect Exam

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NEW QUESTION 1

SharpField is a fast-growing company that provides SaaS for commercial service providers. SharpField has been acquiring other similar companies and plans to continue to do so for the near future.

After a recent acquisition of a company that also has a Salesforce org, the CIO wants to know the correct path forward on deciding whether to integrate the acquired companies into SharpField's existing landscape.

What should a Solution Architect recommend to the CIO to ensure the correct org strategy for SharpField going forward?

- A. Recommend a single-org strategy and development of strict processes for all acquired companies to follow.
- B. Prioritize migrating the newly acquired company to SharpField's Salesforce org first, then perform an org strategy analysis to assess the Business, Technology, Governance, and Operations requirements for any future acquisitions.
- C. Prioritize completing an in-depth org strategy analysis, focused on the Business, Technology, Governance, and Operations requirements at SharpField.
- D. Recommend a multi-org strategy and development of required integration layers to move the required shared data between instances of any and all acquired Salesforce instances.

Answer: D

NEW QUESTION 2

What should a Solution Architect do to ensure that all requirements for a multi-cloud implementation are captured during discovery sessions so that project stakeholders are aligned with the project team on deliverables?

- A. Develop and present the business case to all project stakeholders before beginning the solution design and development phase.
- B. Develop and present the project scope itemized within the requirements document to all project stakeholders before beginning the solution design and development phase.
- C. Define and document the user journey map with project stakeholders to capture the customer interactions at all touchpoints.
- D. Define and document the business value map with project stakeholders to capture the value provided by the implementation.

Answer: B

NEW QUESTION 3

Universal Containers (UC) has acquired four companies and is looking to manage revenue across all mergers' territories seamlessly. UC wants to drive major business decision and selling strategies based on an efficient, complete, real-time view of team forecasts across territories from Salesforce. A sales user can be part of multiple territories and is usually working on multiple opportunities at a time.

Which technical consideration should a Solution Architect make when designing collaborative forecasting?

- A. Archiving a territory model does not impact forecasts, quotas, and adjustments for all territories in the model.
- B. If the sales user has many territories assigned to them, it can impact the performance of the forecast.
- C. Important details should be tracked at the opportunity line level.
- D. Forecast category names can be customized by submitting a Salesforce Support case.

Answer: B

NEW QUESTION 4

Universal Containers (UC) is using Sales Cloud and Service Cloud. UC wants a solution that can send scheduled emails on a daily, weekly, or monthly basis to existing customers and prospects. UC also wants to track if customers have opened the emails. There can be as little as 1,000 emails in a week or as many as 100,000 emails in a month, depending on the season.

Based on that criteria, which solution should the Solution Architect recommend to UC?

- A. Set up scheduled flows to handle email sending and tracking.
- B. Recommend Marketing Cloud Account Engagement.
- C. Develop a custom solution using scheduled Apex to send emails.
- D. Recommend Marketing Cloud Personalization.

Answer: D

NEW QUESTION 5

Universal Containers (UC) is about to implement Sales Cloud, Service Cloud, and Revenue Cloud within its newly created Salesforce environment. But before UC begins, the CIO would like to understand the options for creating and migrating changes within Salesforce. UC is about to use a sandbox for the initial build and will deploy customisation up to the production environment. UC has decided to build packages of metadata to silo the functionality between the three clouds it is implementing for.

What are two key considerations a Solution Architect should keep in mind when recommending packaging? Choose 2 answers

- A. Design the package as modular, loosely coupled units of metadata rather than large chunks of an org.
- B. Only utilize one functional automation tool (Flow, Workflow Rules, Process Builder) per object.
- C. It is impossible to track source control with package development; either the org owns the source or a source control does, but never both.
- D. Clouds like Revenue Cloud have their own packages so it is easy to work with them because their automation is limited.

Answer: AD

NEW QUESTION 6

Northern Trail Outfitters (NTO) is in the middle of the buildout of Marketing Cloud Account Engagement and Sales Cloud. NTO has multiple business units, and each business unit has different access to lead and contact records. NTO wants to see how marketing data Sharing Rules are working across different business units to ensure that different business units can only see lead or contact records for their business unit.

What should a Solution Architect demo to the Marketing team to show that the different business units are connected correctly?

- A. Create a report in 626 Marketing Analytics to show the different business units and the total leads and contacts in each business unit.

- B. Send test emails from Marketing Cloud Account Engagement to the same list of leads and contacts to show each lead or contact receiving emails from the various business units.
- C. It's not possible to have sandboxes with Marketing Cloud Account Engagement, and the Solution Architect will need to demo this with a Salesforce Sandbox fixed to a live Marketing Cloud Account Engagement environment.
- D. Create a dynamic list in multiple business units with the same rules, and show the total leads and contacts in the list per business unit.

Answer: A

NEW QUESTION 7

During a go-live planning session, the business sponsor expressed some concerns related to achieving high adoption of the solution. Which two recommendations should a Solution Architect provide that can achieve higher adoption rates for a Salesforce multi-cloud implementation? Choose 2 answers

- A. Create recurring office hours for end users to call in to speak directly with the Solution Architect.
- B. Create a feedback loop to give end users the ability to share ideas on how to improve the solution and report bugs.
- C. Suggest that the executive team tie performance metrics to Salesforce usage.
- D. Suggest continuous training methods such as Trailhead, in-app guidance, or embedded videos so end users feel supported using the solution.

Answer: AC

NEW QUESTION 8

Towards the end of the discovery phase, the sales manager and subject matter experts raise a request to get hands-on experience with the solution as soon as possible. They want to ensure the requirements they provided are correctly built out in Salesforce. The project sponsor is unsure how that request may affect the schedule.

Which method should a Solution Architect consider in this scenario to validate the requirements during the build sprint without impacting the project timelines?

- A. Ensure the project sponsor reviews and signs off on the Functional Specification Document as an acknowledgment that what was built aligns with the original requirements.
- B. Run a User Acceptance Testing discovery session, based on the Functional Specification Document, to ensure the testing script meets the end users' needs.
- C. Give every end user the Functional Specification Document as their training materials and test them on the contents.
- D. Give the end users access to a sandbox environment and a testing script for each of the user stories.
- E. Ask UAT testers to perform their tasks and collect feedback from them in the testing script.

Answer: A

NEW QUESTION 9

A Solution Architect is working with a complex enterprise architecture that supports multiple business processes. Many previous transformation projects have struggled because of the interdependencies between the Salesforce production environment and other systems, as well as a lack of documentation.

In which two ways can a Solution Architect gain a better understanding of the current state of the Salesforce production environment?

Choose 2 answers

- A. Speak to the business stakeholders to gather their suggestions for improvement.
- B. Identify which system integrator did the previous implementation and ask them to document their work.
- C. Examine the details of the current configuration to see how it is set up.
- D. Work with the system administrator to identify who has the most knowledge of the current configuration.

Answer: BC

NEW QUESTION 10

Northern Trail Outfitters (NTO) currently use Sales Cloud to track deals and now wants to use channel sales to distribute and sell products through resellers (partners). As part of the channel strategy, NTO will be implementing a Partner Community for resellers to register deals or generate quotes. NTO needs to establish metrics to measure each reseller's performance based on the reseller's activities within the Partner Community. NTO wants to focus on leading metrics as opposed to lagging metrics to get early feedback on how the portal is being used by partners.

Which three leading metrics should a Solution Architect recommend to help NTO measure each reseller's goals through the Partner Community?

Choose 3 answers

- A. Product types sold
- B. Opportunities generated
- C. Number of quotes generated
- D. Logins into Partner Community
- E. Opportunity win rates

Answer: BCD

NEW QUESTION 10

Universal Containers (UC) is implementing a Salesforce B2B multi-cloud project with large volumes of data and daily transactions from multiple third-party systems via multiple integrations. UC is looking at transactions of more than 1 million records a week and, in higher seasons, 10 million records a week. UC has made the decision to get a full copy sandbox to use to test all of its third-party integrations across its multiple clouds. UC has also invested in MuleSoft and the Anypoint Platform as the single enterprise service bus for all of the third-party data going into Salesforce.

Which type of performance testing should a Solution Architect recommend for testing data at scale on this project?

- A. Perform API load test against the full copy sandbox before go live.
- B. Perform unit testing against the full copy sandbox codebase before go live in production.
- C. Perform page load testing against production after go live.
- D. Perform API load test against the partial copy sandbox before go live.

Answer: A

NEW QUESTION 14

Northern Trail Outfitters (NTO) is running a multi-cloud Salesforce implementation with lots of process integration between the clouds and other systems. During the project, NTO faces many challenges including a lack of agility and business value alignment, as well as silo-thinking. After trying different approaches, NTO begins to use Agile and is successful. The project manager now wonders what the recommended operating model would look like. What should be a Solution Architect's first recommendation?

- A. NTO should set up an Operations team within IT to ensure proper management of the integrations going forward.
- B. NTO should set up a model of continuous backlog with teams aligned to the different clouds to drive efficiency and team collaboration.
- C. NTO should set up a model of continuous backlog with teams aligned to the different products (capabilities) to improve efficiency.
- D. NTO should establish a Scaled Agile Center of Excellence to continuously improve agility and time to market.

Answer: D

NEW QUESTION 15

Universal Containers (UC) is a global organisation that wants to establish a 628 Commerce site to meet changing customer expectations and expand into new markets. These expectations include being able to self-serve 24x7 and get automated updates on orders. There are existing sales channels used at UC. Including a standard Sales team as well as a partner sales channel.

The sales leader met with a Solution Architect and shared that they want to grow their digital capabilities over the next 2 years. Time is of the essence and the sales leader needs to have the ecommerce solution in place as soon as possible to capture market share in new geographies before other competitors move in. The executive team has promised prompt access to key stakeholders as needed.

What is the appropriate next step for the Solution Architect?

- A. Propose the introduction of B2B Commerce and CPQ to address the key areas of need such as global commerce, complex pricing, quoting and discounting needs; highlight the key features and the alignment of the features to the needs outlined.
- B. Propose a set of high-level design options with architecture diagrams depicting the potential elements of a solution that would meet the needs of the enterprise, including pros and cons to help the stakeholders make final decisions.
- C. Recommend an iterative rollout strategy for one of the new geographies where B2B Commerce is first rolled out to secure first mover status, while the Solution Architect gathers more requirements around other capabilities and requirements, and then roll those out over subsequent phases.
- D. Recommend discovery meetings with additional stakeholders to gather information on the functional and technical requirements across the sales and other functional areas, then provide a recommendation based on information gathered to deliver an MVP.

Answer: C

NEW QUESTION 16

A Solution Architect is presenting a design for the Phase 1 rollout of a B2B multi-cloud solution that includes CPQ and B2B Commerce using the CPQ B2B Commerce Connector. During the presentation, business stakeholders push back on some of the key design aspects. The business is keen to have the product images and SCO data pushed back to CPQ from 828 Commerce, which is not incorporated in the current design. Further, the business wants the Solution Architect to find a way to map discounts and promotions in 828 Commerce to CPQ pricing and add that to the Phase 1 deliverables.

Which two responses should a Solution Architect present to the stakeholders? Choose 2 answers

- A. There are significant differences in the discounting models and options between B2B Commerce and CPQ, and for that reason, it is better to handle them separately
- B. without syncing to CPQ.
- C. Product Images and SCO data are B2B Commerce specific metadata
- D. It is recommended to keep them only in 828 Commerce, and not push to CPQ.
- E. Map the product images from B2B Commerce to CPQ, by passing the URL of the image File from CC Product to Product2 object
- F. SEO data sync will require additional customization and it is recommended for Phase 2.
- G. Map the discounts and promotions to Additional Discounts field on the quote In
- H. However, we would need to ensure that the price rules do not run for quotes originated from B2B Commerce unless there is a specific business need.

Answer: AB

NEW QUESTION 20

A shipping and logistics company uses Sales Cloud, Service Cloud, and Marketing Cloud. It relies on Salesforce standard reports for its current KPIs. However, the company wants to see report trends and complex analytics. It also wants the reports to be visible to Salesforce users as well as non-Salesforce users. Which recommendation should a solution Architect make to meet the company's needs?

- A. Sales Cloud Einstein
- B. Reporting snapshots
- C. CRM Analytics
- D. Standard Dashboards

Answer: C

NEW QUESTION 21

A Solution Architect was asked by AC Computers to provide solution recommendations for a rebate enrollment and management solution on Salesforce. The primary goal and requirement is to easily launch rebate programs for partners that an administrator can implement and manage in Salesforce. AC Computers currently uses Sales Cloud, Salesforce CPQ, and Experience Cloud to expose opportunity and quote information to partners.

Based on the business requirements, which solution should the Solution Architect recommend?

- A. Implement a custom solution to track rebates, accruals, and actuals and expose the data in the Experience Cloud site.
- B. Implement Salesforce Service Contracts with line items to track rebate accruals and expose the data in the Experience Cloud site.
- C. Implement Salesforce Rebate Management Module and expose the data in the Experience Cloud site.
- D. Implement B2B Commerce on Lightning Experience to track rebates and expose the data in the Experience Cloud site.

Answer: A

NEW QUESTION 24

Universal Containers (UC) needs to support its customers via email, phone, and chat. Service agents are only scheduled to support one communication channel for each shift. UC has implemented a service-focused community but only wants customers to inquire about service in the community through chat. Which three options should a Solution Architect recommend to meet the requirements defined above? Choose 3 answers

- A. CTI adaptor with Omni-Channel integration
- B. Customer Community with ability to create a new support Case
- C. Experience Cloud, web-to-case, and a CTI integration
- D. Omni-Channel with defined presence, routing configurations, and Service Channels
- E. Customer Community with Live Agent

Answer: ABE

NEW QUESTION 25

Universal Containers uses the Salesforce Platform to track customer payments and any late payments. This is accomplished with an architecture that includes Marketing Cloud, Service Cloud, and an integration to the back-office billing system via MuleSoft. Invoices and payments are mastered in the billing system and exposed to Salesforce via MuleSoft. Notifications about customer payments are orchestrated out of Salesforce and emails are sent via Marketing Cloud. The late payment invoice data is required for service representatives to be able to reference within Salesforce.

What should the Solution Architect recommend when determining the role of each system for a use case of sending payment reminders?

- A. Integrate the billing system directly with Marketing Cloud via MuleSoft to trigger based on events from the billing system.
- B. Create cases within Salesforce from the billing system based on payment statuses with MuleSoft event orchestration and send payment notifications via Marketing Cloud.
- C. Recommend a trigger from the billing system into Marketing Cloud, which sends customer formatted emails.
- D. Load the payment and invoicing data within Salesforce from the billing system with MuleSoft, and drive payment notifications via Marketing Cloud.

Answer: A

NEW QUESTION 27

Universal Containers (UC) is undergoing a multi-year digital transformation across its Sales, Marketing, Fulfillment, and Accounting channels. Based on UC's initial success using MuleSoft's API-led approach as its integration strategy, UC chose Salesforce for its transformation. The Solution Architect assigned to the project has just begun pre-planning for the first phase with UC's Implementation team.

Which document should the Solution Architect ask for to get an overview of the customer's current infrastructure so they can begin the first phase of the digital transformation?

- A. A Salesforce ERD Document complete with field definitions
- B. A MuleSoft Application Document complete with integration patterns
- C. A Reference Architecture Diagram complete with system of record notation
- D. A future state roadmap detailing all of the implementation phases

Answer: B

NEW QUESTION 29

Universal Containers (UC) is starting to go through an inventory of capabilities in regard to its many data warehouses. UC's data warehouses are currently being provided with data from OMS, ERP, Accounting, and other inventory management systems. Data warehouses are utilized by those systems for storage or analytics purposes.

UC plans to utilize the Systems of Engagement framework to classify its systems based on how they will be utilized within the enterprise architecture. UC would like to understand which systems it should directly integrate with versus utilizing the data warehouses where that data may also be stored.

How should a Solution Architect classify the data warehouses as systems within the enterprise architecture of this scenario?

- A. System of Reference
- B. System of Engagement
- C. System of Intelligence
- D. System of Record

Answer: D

NEW QUESTION 32

Universal Containers (UC) is about to undergo its first release of its digital transformation initiative across clouds like Sales Cloud, B2B Commerce, Marketing Cloud Account Engagement, Experience Cloud, and MuleSoft. UC recently developed its Center of Excellence (CoE) model and is working on how to make sure its developers and administrators can go through a continuous release cycle. The product owner would like to make sure no work is overridden in sandboxes or production.

What is the first thing a Solution Architect should recommend within UC's DevOps setup?

- A. Make sure the developers all have access to the CLI so that they can package and push their changes to the next environment.
- B. Appoint a release manager who will keep track of all changes made and which changes have been deployed to the QA, SIT, and UAT environments as part of the sprint.
- C. Appoint a release manager who will set up the required environments and automated deployments in tandem with a source control based development process.
- D. Set up a source control based development process that's understood and followed by administrators and developers.

Answer: D

NEW QUESTION 33

Universal Containers (UC) wants to enhance the online purchase experience for its customers. The product and pricing information is managed in a separate ERP, while customer purchases are primarily triggered online through self-service. UC often offers promotions and discounts through various online seasonal events. UC wants the ability to provide customized quotes based on its relationship with the customer, as well as proactively process and monitor renewal and upgrade opportunities.

A Solution Architect has identified Sales Cloud, CPQ, Billing, and B2B Commerce as part of a potential multi-cloud solution.

Based on the above considerations, which option identifies the optimal data flow for this solution?

- A. Pricing and Product data should be pushed from ERP to B2B Commerce via the CPQ B2B Commerce Connector to CP
- B. Promotions should be handled in B2B Commerce
- C. Invoice and Billing should be maintained in Billing and surfaced on B2B Commerce via a Lightning component.
- D. Pricing and Product data should be pushed from ERP to CPQ and from there to B2B Commerce via the CPQ B2B Commerce Connector
- E. Promotions should be managed in CPQ as CPQ is the pricing master
- F. Invoice and Billing should be managed in B2B Commerce and pushed to Billing.
- G. Pricing and Product data should be pushed from ERP to both CPQ and B2B Commerce, keeping single source of truth
- H. Promotions should be handled in B2B Commerce
- I. Invoice and Billing should be maintained in Billing and pushed to B2B Commerce.
- J. Pricing and Product data should be pushed from ERP to CPQ and from there to B2B Commerce via the CPQ B2B Commerce Connector
- K. Promotions should be handled in B2B Commerce
- L. Invoice and Billing should be maintained in Billing and presented on B2B Commerce via a Lightning component.

Answer: A

NEW QUESTION 38

Universal Containers uses an ERP as system of record (SOR) for its product data, and Sales Cloud and Revenue Cloud for its sales data. The Product data must be synced with Salesforce so that sales representatives can add the products to their Opportunities and Quotes. As Products are deactivated within the ERP, they should no longer be available. Since Sales Cloud is the SOR for Opportunities and Revenue Cloud is the SOR for Quotes, the Solution Architect has been asked to come up with an archiving strategy that preserves Opportunity and Quote data related to these deactivated products in Salesforce for historical reference. What should a Solution Architect recommend to manage the deactivation of the Products and archiving of the Sales data?

- A. Delete the Product in Salesforce once it is deactivated in the ER
- B. Archive the Opportunity and Quote data in a third-party system and bring back into Salesforce as External Objects.
- C. Remove the Product from active Opportunities and Quote
- D. Archive the Opportunity and Quote data in a third-party system and bring back into Salesforce as External Objects.
- E. Deactivate the Product in Salesforce once it is deactivated in the ER
- F. Archive the Opportunity and Quote data in a third-party system and bring back into Salesforce as External Objects.
- G. Deactivate the Product in Salesforce once it is deactivated in the ER
- H. Mark the Opportunity and Quote data in Salesforce as inactive so they do not show up in reporting.

Answer: C

NEW QUESTION 41

A software solutions company has created several SaaS applications that it sells to its customers. The company would like an easier way to allow customers to renew their subscriptions each period. Today, the company has to run reports across multiple disparate systems to find out which products each customer has purchased, their usage levels, and when each customer needs to renew. Tracking and identifying when to contact customers is a very manual process and involves sales people sending emails with invoices attached. Customers often mail paper checks to the company, leading to disconnected invoicing and payment processing.

Which two products should a Solution Architect consider to resolve the subscription, invoicing, and payment issues the company is currently experiencing? Choose 2 answers

- A. Salesforce Billing
- B. Salesforce Order Management
- C. B2B Commerce
- D. Salesforce CPQ

Answer: AB

NEW QUESTION 42

Universal Containers (UC) recently completed its migration to Lightning Experience, with sales users automatically moving to Lightning. This initiative was a massive undertaking by UC, as it had a tremendous amount of legacy functionality migrated over to Lightning from Classic. The CIO would like to make sure that UC is able to track adoption of the migrated functionality over from Classic to Lightning and what specifically was migrated.

Which two proposals should a Solution Architect recommend? Choose 2 answers

- A. Provide the CIO the ability to roll back all changes once they feel Lightning is not adequate for their needs.
- B. Track Adoption Rates within the Lightning Usage, and monitor a change in metrics within existing reports and dashboards.
- C. Provide the CIO a list of the User Stories around the new functionality and the Gap Analysis done between Classic and Lightning.
- D. Align with the CIO around the fact that while the functionality has been migrated, the data created between Classic and Lightning will remain exactly the same.

Answer: BC

NEW QUESTION 43

Universal Containers (UC) has a global support model and would like to open up a text message channel to support maintenance supervisors in countries around the world. UC also wants to leverage messaging to market to its business partners, and be able to track open and click-through rates just like it does with email campaigns.

What should a Solution Architect recommend to UC?

- A. Utilize Service Cloud and LiveMessage.
- B. Utilize Service Cloud Email to Text Message.
- C. Embed third-party messenger tools.
- D. Utilize Marketing Cloud and MobileConnect.

Answer: D

NEW QUESTION 47

A corporate bank has decided to use a multi-cloud solution to reduce time to market, showcase a 360-degree view of the bank's business customers, and improve CSAT rating by increasing channels for customer service. The CIO has asked to run a discovery workshop with one goal: understanding existing technical dependencies within the organisation.

What should a Solution Architect recommend as the top priority to start this journey?

- A. Plot the map or the future system landscape by making assumptions about the changes needed to improve customer satisfaction.
- B. Plot the map of the current system landscape and identify key areas where the 626 multi-cloud solution will fit in.
- C. Plot the process map using Universal Process Notation (UPN) through workshops involving a diverse set of stakeholders.
- D. Plot what the customer is thinking, doing, and feeling at the varying stages of their experience, and connect them to interactions with the bank.

Answer: C

NEW QUESTION 48

Universal Containers (UC) needs to provide a portal for its customers to order spare parts for the equipment that has been sold to them. Spare parts orders are fulfilled in uC's ERP system and need to be integrated with the solution. Order status would need to be reflected in the solution. Additionally, in the future, UC wants this order integration scaled to additional applications. UC also needs customers to be able to schedule appointments for service for their equipment. Which products should a Solution Architect recommend implementing to meet these requirements?

- A. B2B Commerce
- B. Salesforce Field Service, Experience Cloud, and MuleSoft
- C. B2B Commerce, Salesforce Field Service, Experience Cloud, and Sales Cloud
- D. B2B Commerce, Service Cloud, Experience Cloud, and Salesforce Connect
- E. B2B Commerce
- F. Salesforce Field Service, Experience Cloud, and MuleSoft

Answer: D

NEW QUESTION 49

UC Foods, a global manufacturing organisation, builds and sells a variety of food processing equipment on its B2B Commerce site. Customers often tailor their equipment by selecting from several product variants. Depending on the options selected, an order will sometimes require manual intervention by a sales person to determine the price for the customized piece of equipment.

Once the machines have been purchased, each machine comes with a 1-year warranty, which entitles the customer to quarterly visits to inspect and perform maintenance on the machines to keep them in proper working order.

How can a Solution Architect use a multi-cloud solution to address the needs of the organization to efficiently support the selling of equipment and planning of quarterly visits for the machines?

- A. Use a third-party plugin configurator to support the selection of the product options, then create a CPQ quote when manual intervention is required
- B. For the quarterly visits, use Field Service Maintenance Plans.
- C. Use the B2B Commerce aggregated product or dynamic kits to drive the selection of the product options, then create a CPQ quote when manual intervention is required
- D. For the quarterly visits, use Field Service Maintenance Plans.
- E. Use the B2B Commerce aggregated product or dynamic kits to drive the selection of the product options, then automatically create a case when manual intervention is required
- F. For the quarterly visits, use Service Contracts and Entitlements.
- G. Use the B2B Commerce aggregated product or dynamic kits to drive the selection of the product options, then create a CPQ quote when manual intervention is required
- H. For the quarterly visits, use Service Contracts and Entitlements.

Answer: B

NEW QUESTION 50

Universal Containers (UC) manufactures automobile engine components. UC wants to set up an ecommerce website to deliver a seamless customer purchasing experience, both through self-service and field sales. UC also wants to showcase its extensive product offerings, operate regional promotions and discounts, and managed routing and contracting. UC is looking for guidance on a Salesforce multi-cloud solution to be implemented across phases.

What should a Solution Architect recommend to meet UC's business requirements?

- A. Phase 1: Sales Cloud -- Phase 2: Service Cloud -- Phase 3: B2B Commerce
- B. Phase 1: Sales Cloud -- Phase 2: B2B Commerce -- Phase 3: Salesforce Field Service
- C. Phase 1: Service Cloud -- Phase 2: CPQ -- Phase 3: B2B Commerce
- D. Phase 1: Sales Cloud -- Phase 2: CPQ -- Phase 3: B2B Commerce

Answer: D

NEW QUESTION 53

Recently, Universal Containers (UC) successfully launched a multi-cloud B2B implementation with Sales Cloud, Service Cloud, Experience Cloud, and B2B Commerce. As the Sales and Service Cloud development was performed by separate teams, UC created Process Builder automation for the Account object in separate Process Builder processes. As customers go through the sales process within Sales Cloud, the data on their customer account record is updated. As those same customers make purchases within B2B Commerce, the data on their customer account record is updated as well.

What are two reasons why a Solution Architect should recommend uniting these into a single Process Builder process?

Choose 2 answers

- A. Moving them into a single Process Builder process helps to reduce the number of queries and avoid hitting limits on the Account object.
- B. Moving them into a single Process Builder process provides control over the order of the updates and actions triggered on the Account object.
- C. Moving them into a single Process Builder is the only way to ensure a naming convention is followed on the Account object.
- D. Moving one of the Process Builders into a flow will remove all automation conflicts on the Account object.

Answer: AB

NEW QUESTION 58

Universal Containers is in the process of implementing a CPQ and B2B Commerce solution. The Technology team has completed the development for the current sprint and is demonstrating the functionalities to the business stakeholders during their sprint demo. While demonstrating products and pricing, and Sync between B2B and CPQ when requesting a quote, the stakeholders make a new request to include tiered pricing and map it to discount schedules on CPQ. Which approach should a Solution Architect recommend while addressing the feedback from the stakeholders?

- A. Convey that this can be potentially picked up in the next sprint since the technical changes needed for this new user story are low effort.
- B. Include it as a user story and accommodate it in the same sprint, since this is a feasible requirement and the CPQ B2B Commerce Connector is already set up.
- C. Convey that it is not recommended to include it in the initial MVP, since an extension is needed on the CPQ B2B Commerce Connector for the new requirement.
- D. Add the request as a new user story to the product backlog, and further schedule a meeting for prioritization and grooming.

Answer: D

NEW QUESTION 60

Universal Containers (UC) currently has Sales Cloud for its direct Sales team and is about to implement Revenue Cloud for them as well. UC is also bringing in Experience Cloud for its indirect Sales team which will integrate with Sales Cloud and Revenue Cloud. The CIO would like to make sure they are working from a single operating model when it comes to defining their cross-departmental process and data utilization. The CIO wants to make sure there is no duplication of any data or processes that will require data hygiene constantly because of duplicative efforts.

What are the two initial questions a Solution Architect should ask the business in order to select the right operating model for business process standardization? Choose 2 answers

- A. Can the direct Sales team use the standard functionality?
- B. How critical are the business processes?
- C. Are the processes the same for the direct Sales team and indirect Sales team?
- D. Is the data shared between the direct Sales team and indirect Sales team?

Answer: CD

NEW QUESTION 62

Universal Containers (UC) uses Marketing Cloud and recently added Sales Cloud to manage its business activities, as well as B2B Commerce to redesign its website. Today, a lead is created each time a customer leaves the site without finalizing their purchase. The number of leads created is increasing and representatives can no longer meet their callback deadlines.

With the new website, UC wants to increase the number of finalized sales and offer similar products to customers while reducing the Sales team's workload. Sales representatives should only call back customers if there is an upsell or cross-sell opportunity.

Which three recommendations should a Solution Architect make to meet these needs? Choose 3 answers

- A. Create an opportunity when a customer clicks a cross-sell or upsell email link.
- B. Send automated emails in Sales Cloud with discounted offers to customers who abandoned their cart.
- C. Set up lead nurturing with Marketing Cloud and automate emails through journeys.
- D. Stop creating leads in Sales Cloud for abandoned carts.
- E. Put all leads from the abandoned carts in a queue.

Answer: ABC

NEW QUESTION 65

Northern Trail Outfitters (NTO) has a requirement to implement an Experience Cloud solution to allow its partners to log and view cases they have submitted, as well as track their opportunities. As part of the solution, NTO wants to be able to create dashboards that its partners can view within the community. Which Experience Cloud license should the Solution Architect recommend?

- A. Sales Cloud license
- B. Service Cloud license
- C. Partner Community license
- D. Customer Community Plus license

Answer: C

NEW QUESTION 70

Universal Containers (UC) acquired two companies. As part of its transformation and consolidation program, UC needs to bring all of its disparate partner strategies together and see what can be combined across all of its indirect sales channels. Each company currently has its own Salesforce environment utilizing Sales Cloud and Experience Cloud for Partners. Each company also follows its own unique business processes for partners. However, UC has recently developed a new vision and journey focused on a single indirect channel with a single Salesforce environment aligned to its corporate strategy.

Given UC's new journey for engaging its indirect channel, what are the next two steps the Solution Architect should recommend?

Choose 2 answers

- A. Completely unify all the channel strategies under the acquiring company's brand and strategy.
- B. Tell the stakeholders to focus on having a single Partner Community across all channels with a singular branding.
- C. Create an adoption plan for the Direct Sales team to engage with the Indirect Sales team in a sell-with model within the new Partner Communities.
- D. Identify the need for multiple Partner Communities by Indirect Sales Channel with branding and content specific to each channel.

Answer: AB

NEW QUESTION 75

A client is running a project with a 626 multi-cloud setup involving Marketing Cloud, Sales Cloud, Service Cloud, Experience Cloud, and MuleSoft. Currently, MuleSoft is primarily used to integrate with third-party systems. Marketing Cloud is connected to Sales/Service using the standard connector. A recent requirement-gathering session, involving all functional streams, brought up the question of where consolidated reporting will happen. So far, reporting has only been looked at individually per stream.

There is a steering committee meeting 1 week from now. The Solution Architect was asked to provide different solutions to fix the problem. The expectation is that a high-level evaluation will be done prior the steering committee meeting so that an indication of options can be given and additional funding can be requested.

Which three critical steps should the Solution Architect take first? Choose 3 answers

- A. Ensure all data objects across the different clouds have a unique external identifier
- B. Review the established and planned dataflows to understand where the systems of record sit and where data is transported to already.
- C. Review the system landscape to identify other existing solutions for reporting and start to investigate high-level cost impacts (in licenses aspects) for the most viable.
- D. Identify key drivers and high-level data scope behind the need for a consolidated reporting.
- E. Draft a solution to show how consolidated reporting can be done using CRM Analytics.

Answer: CDE

NEW QUESTION 80

At Custom Cabinets LLC, the service appointments often span over multiple days but are 2 to 4 hours in duration per day. The company would like to optimize the service resource's day and have them see as many customers as possible. Additionally, Custom Cabinets LLC would like a customer service representative to follow up with the customer once the field work has been completed.

Which approach should the Solution Architect take to meet these requirements?

- A. Leverage declarative automata to done Service Appointments for multiple day
- B. Like declarative automation to send a follow-up email to the customer.
- C. Leverage out-of-the-box Salesforce Field Service Work Types and out-of-the-box Multiday Service Appointment
- D. Use declarative automation to create a follow-up Case for customer service.
- E. Leverage out-of-the-box Salesforce Field Service Multiday Service Appointment
- F. Use declarative automation to send a follow-up email to the customer.
- G. Leverage out-of-the-box Salesforce Field Service Work Types and declarative automation to clone Service Appointments for multiple day
- H. Use declarative automation to create a follow-up Case for customer service.

Answer: C

NEW QUESTION 83

Universal Containers (UC) is an international company with activities in Europe and the U.S. UC has two separate Salesforce orgs, one for each region. Quotes are built in different legacy systems, depending on their country. Orders are processed centrally by the back-office team with an ERP. Customer information is saved in both legacy systems and the ERP. The analyst team complains about the inconsistency of customer data between different systems and the lack of connection between a single piece of customer data across all of the systems.

Which approach would make it possible to set up this single source of truth and ensure scalability for orders?

- A. Use MuleSoft Anypoint Platform as the single point of data orchestration across the different systems and Salesforce environments.
- B. Map all of the points of data with a different ETI tool for each Salesforce environment and drive synchronization from Salesforce to the other systems.
- C. Use each Salesforce org as its own system of record (SOP.) and use Salesforce Connect to synchronise the two Salesforce orgs.
- D. Map all of the points of data within a custom data manager and drive synchronization between the different systems with a point-to-point approach.

Answer: A

NEW QUESTION 88

After a Solution Architect presents the Salesforce User Attribute Chart, the project owner has some concerns and questions regarding the Role Hierarchy choices for the executive assistant who reports to all of the VPs. There are also questions about the ideal license given to the CEO who provides executive oversight and reviews the Executive Dashboard at the end of each accounting period. There are some restrictions on budget spend for overall licenses, and the user base is forecasted to continue to grow.

Which two explanations should the Solution Architect use to address the concerns and gain final acceptance? Choose 2 answers

- A. The CEO should have a Platform Plus license given that the role is a consumer of information and should be at the top of the Role Hierarchy.
- B. The CEO should have a Sales Cloud license given that the role is a processor of information and should be at the top of the Role Hierarchy.
- C. The Role Hierarchy should mirror the organization chart
- D. Therefore, sharing settings need to be put in place for the executive assistant given the need to have access to the data of all of the VPs being supported.
- E. Given that the executive assistant will need access to the data for all of the VPs being supported, the assistant should be placed higher up in the Role Hierarchy than the VPs.

Answer: AD

NEW QUESTION 93

Universal Containers (UC) wants to ensure its field technicians are interacting with customers in a professional manner. The sales department already uses a third-party survey tool.

Which action should a Solution Architect recommend for UC to enable service managers to track customer satisfaction based on the technician and the job?

- A. Use the existing survey tool by integrating the responses to the Service Appointment and Service Resource record.
- B. Build a Salesforce Survey to send out after each service appointment and integrate that data with the third-party survey tool.
- C. Select an AppExchange app that sends a survey to each customer after a work order is completed.
- D. Use the existing survey tool by integrating the responses to Case number and User record.

Answer: A

NEW QUESTION 94

Universal Containers (UC) is undergoing a full digital transformation and has chosen Salesforce as one of the main components. UC will use Sales Cloud for online activities, CPQ for quote generation and renewals. B2B Commerce for online orders through its partnerships and vendors, an external ERP for fulfillment and invoicing, and Marketing Cloud for customer outreach. UC wants to create fluidity between the entire application landscape, and an integration between systems is required.

The application is expected to be able to generate an order based on any of the channels outlined above, and be utilized in UC's outreach to its customers.

Where should a Solution Architect recommend the system of record (SOR) be for all orders going forward?

- A. In the ERP Order Object
- B. Salesforce Custom Object
- C. Salesforce Order Object
- D. B2B Commerce Order Object

Answer: C

NEW QUESTION 99

The business model of Universal Containers (UC) puts a strong emphasis on indirect sales and service processes. UC's customers are primarily distributors, resellers, and service providers who either sell or service products independently, or collaborate with UC on joint opportunities and cases. In the past, collaboration was primarily driven through email but UC wants to bring both service and sales collaboration onto one consolidated platform.

Which solution should a Solution Architect recommend to create better collaboration and visibility for UC employees, resellers, and service partners?

- A. Grant access to resellers and partners by providing Sales Cloud licenses and Service Cloud licenses.
- B. Grant access to resellers and partners by providing Partner Community licenses.
- C. Grant access to resellers and partners by providing Customer Community licenses.
- D. Grant access to resellers and partners by providing Customer Community Plus licenses.

Answer: B

NEW QUESTION 104

P&C Hardware is a large manufacturer of computer components and already has an extensive Salesforce technology stack including MuleSoft, Sales Cloud, Service Cloud, and Field Service, as well as Shield capabilities. P&C Hardware is in the process of launching an online store based on Salesforce technology that's supposed to go live in 6 weeks. P&C Hardware needs to analyze performance to identify bottlenecks and optimize the configuration using its agile process with weekly releases. So far, P&C Hardware has covered similar requirements for other technologies using a third-party monitoring and alerting tool it deployed in the cloud.

What are two viable options a Solution Architect should explore in more detail with the client? Choose 2 answers

- A. Leverage Shield Event Monitoring and MuleSoft to provide monitoring data to the third-party monitoring and alerting solution that's already in place at P&C Hardware.
- B. Leverage Shield Event Monitoring in conjunction with the Salesforce Debug Logs, and establish a regular review process for the Operations and Administration team.
- C. Leverage the B2B Commerce built-in performance monitoring dashboard to analyze performance in near real time.
- D. Leverage Shield Event Monitoring in combination with the CRM Analytics Event Monitoring app as a simple out-of-the-box solution.

Answer: AC

NEW QUESTION 108

A Solution Architect has gathered requirements from discovery with Northern Trail Hot Tubs below:

- Northern Trail Hot Tubs sells through a B2B2C model with Dealers.
- Northern Trail Hot Tubs tracks Dealer Opportunities in Salesforce, but wishes to have more insight into the sales process from its Dealers.
- Dealers would like to be able to get custom Hot Tub pricing quickly from Northern Trail Hot Tubs without having to wait for configuration estimates to come back from Northern Trail Hot Tubs.
- Northern Trail Hot Tubs supports its Dealers and Customers directly, and Dealers would like better insight into support that their Customers receive.

Which capabilities should a Solution Architect suggest to provide to Northern Trail Hot Tub Dealers?

- A. Experience Cloud and Revenue Cloud for Dealers to get Quotes and view Cases
- B. B2B Commerce for Dealers to get pricing and Service Cloud for Cases
- C. Experience Cloud and Sales Cloud for Dealers to be able to create Opportunities and add Opportunity Products
- D. Experience Cloud and Service Cloud for Dealers to be able to request pricing through Cases and track Customer Cases

Answer: C

NEW QUESTION 112

Universal Containers (UC) is about to complete an initial planning of a complex solution involving multiple customer personas. UC wants to ensure it has a comprehensive understanding of what kinds of business outcomes the customers want to achieve before presenting them a solution.

Which method of discovery should a Solution Architect suggest to UC?

- A. Third-party research from well-known organizations
- B. Jobs To Be Done Framework
- C. Comprehensive Surveys to End Customers
- D. User Stories Creation with End Customers

Answer: C

NEW QUESTION 117

AC Computers is launching a new subscription bundle service and plans to primarily sell through direct sales and a website storefront for existing customers.

Direct Sales needs the ability to configure complex deals and manage subscription. Existing customers need the ability to initialize a request for additional products and services from the storefront and seamlessly send the request directly to Sales to finalize the quote.

Which three recommendations should a Solution Architect make to meet these business requirements? Choose 3 answers

- A. Salesforce CPQ
- B. Salesforce Order Management
- C. Salesforce Billing
- D. B2B Commerce
- E. CPQ B2B Commerce Connector

Answer: ADE

NEW QUESTION 120

Universal Export has implemented multiple Salesforce products and has made it clear that it wants to maximize its investment and avoid buying any new products. For the company's next release, its business requirements seem to be a close fit for a product that Salesforce has. It wants to develop a custom extension that replicates the functionality of that Salesforce module.

Which two actions should a Solution Architect take? Choose 2 answers

- A. Begin requirements gathering for integrations and data migration
- B. Advise the customer to use the out-of-the-box approach to avoid unnecessary technical debt.
- C. Consult with the IT department to review the extension requirements.
- D. Evaluate the business benefit of the requested functionality to see if it justifies investment in the Salesforce product.

Answer: BD

NEW QUESTION 124

Northern Trail Outfitters (NTO) has a large product catalog containing about 1 million products mastered inside an external PIM system. In its first Salesforce implementation, NTO implemented Salesforce CPQ as its main tool of ... to configure and quote, in conjunction with a nightly batch integration from its PIM to bring over all products, with pricing also being maintained inside of CPQ.

As part of its new fiscal year initiative, NTO would like to introduce a digital sales channel to its customers to allow for a traditional ecommerce self-service experience, and has decided to use its own custom-built solution as a way to accomplish this. One of the main requirements for this custom ecommerce solution is that it must integrate into CPQ in order to present the same entitlements for pre-negotiated contracts that were created in CPQ.

Which two suggestions should a Solution Architect recommend as a starting point to meet NTO's need of effectively integrating both applications together? Choose 2 answers

- A. Use MuleSoft to streamline the peering and product integration between the PIM, ecommerce, and CPQ.
- B. Recommend an ETI tool to synchronize all product data between Salesforce CPQ, PIM, and the custom ecommerce tool.
- C. Harmonise the Pricing and Product structure of the custom ecommerce tool and CPQ to enable a streamlined integration.
- D. Implement an external master Pricing database that can be queried by both ecommerce and CPQ.

Answer: AC

NEW QUESTION 125

Universal Containers (UC) delivers packaging solutions to its customers based on volume schedule, which is part of a contract that UC is closing. Customers place orders against these contracts, and the orders are maintained in an ERP system outside of Salesforce.

Employees of UC want to track invoicing payment status on a monthly basis so that they can identify early when customer orders fall short of the contractual target.

Which two solution components should a Solution Architect recommend to meet this requirement? Choose 2 answers

- A. Opportunities and Opportunity Products from Sales Cloud
- B. Product and Revenue Schedules from Sales Cloud
- C. Invoicing payment status sync between Salesforce Billing and ERP
- D. Orders and Order Products from Sales Cloud and a MuleSoft integration with the ERP

Answer: AB

NEW QUESTION 129

Universal Containers is currently utilizing B2B Commerce Cloud, Service Cloud, and Field Service for its Sales teams, call center, and Field Service teams. The Field Service team would like to have visibility of Commerce Cloud data because customers in the field will often ask about sales order details.

What should the Solution Architect recommend to give this kind of data access?

- A. Create a new permission set that grants access to the Order and Order Item object and assign it to the Field Service users.
- B. Create a new profile that grants access to the Order and Order Item object and assign it to the Field Service users.
- C. Give Commerce Cloud license to the Field Service team to view Order and Order Item data.
- D. Give Sales Cloud license to the Field Service team to view Order and Order Item data.

Answer: A

NEW QUESTION 133

Universal Containers (UC) wants to implement a Salesforce multi-cloud solution that includes CPQ, B2B Commerce, and Sales Cloud. UC wants to use as much of Salesforce's core capabilities as possible for its cart-to-quote customer journey. The order fulfillment process is managed separately in a third-party ERP.

Which two considerations should a Solution Architect keep in mind when thinking about data flows? Choose 2 answers

- A. Product and Pricing are set up with CPQ as the source of record.
- B. The source for the data feed to ERP is the CPQ Order object.
- C. All data points on products should be mapped and replicated between CPQ and B2B Commerce.
- D. Cart and Order record owners are mapped to Quote and Quote Line record owners.

Answer: AC

NEW QUESTION 135

Universal Containers (UC) sells automotive spare parts through a large network of partner retail outlets. UC's business model relies on partners (retail outlets) reaching out to UC to get access to its product catalog, selecting the product(s) they require, and then making bulk purchases. The partners occasionally reach out to UC sales representatives for advice or clarifications regarding particular SKUs on an opportunity on which they are co-sellers.

UC wants to offer discounts to partners who make large purchases. Further, UC wants to provide its partners with reports detailing their sales, including reports that summarize sales by partner, to help UC classify its partners accordingly.

Which solution should a Solution Architect recommend to meet UC's requirements?

- A. Sales Cloud, B2B Commerce, and Partner Relationship Management

- B. Sales Cloud, B2B Commerce, and Customer Community
- C. Sales Cloud, Service Cloud, and Partner Relationship Management
- D. Sales Cloud, Partner Relationship Management, and Einstein

Answer: A

NEW QUESTION 136

Universal Containers (UC) is evaluating Salesforce for a Lead to Invoice solution, as its current process for getting payments from customers «s incredibly laborious. UC knows now its current invoice process runs through its back-office ERP, and is unsure how it would work within a front-office tool going from a lead all the way to an invoice. UC is looking to purchase Revenue Cloud, Sales Cloud, Marketing Cloud Account engagement, and MuleSoft to work with its CRP. The CIO also wants to make sure UC is utilizing the data across these clouds in the most automated way possible without a lot of manual data intervention as is required today within its back- office CRP

What should the steps in the business process look like when creating a multi-cloud Lead to Invoice solution in Salesforce if UC's CRP will be the system of record for invoices?

- A. Lead, Opportunity, Quote, Order, Invoice, Payment, ERP
- B. Lead, Opportunity, Quote, Order, ERP
- C. Opportunity, Quot
- D. Invoice, Payment, CRP
- E. Lead, Quote, Opportunity, Order, Invoic
- F. ERP, Payment

Answer: A

NEW QUESTION 139

Northern Trail Outfitters (WO) is transforming its service experience. NTO has created a RACI matrix to understand the key stakeholders' responsibilities for activities and decisions during a Salesforce Field Service discovery workshop.

Which three NTO stakeholders should a Solution Architect recommend be defined as Consulted during the discovery workshop?
Choose 3 answers

- A. Field Service Manager
- B. NTO employee representing a typical customer
- C. Business Analyst
- D. Field Service Agent
- E. Project Manager

Answer: ABE

NEW QUESTION 144

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