



Salesforce

Exam Questions B2B-Solution-Architect

Salesforce Certified B2B Solution Architect Exam

NEW QUESTION 1

A Solution Architect is delivering a multi-cloud implementation to a client. A diagram is required to communicate the vision and strategy of the solution to the business executives and stakeholders at a high level without going into too much detailed technical information. Which type of architecture diagram should the Solution Architect use?

- A. Master Data Management (MDM) Diagram
- B. Reference Architecture Diagram
- C. Lightning Platform Architecture Diagram
- D. Solution Architecture Diagram

Answer: B

NEW QUESTION 2

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 3

AC Computers is getting ready to go live with automated subscription invoicing using Sales Cloud and Revenue Cloud. AC Computers' primary goal is to retire its homegrown system used for manual invoicing and migrate any outstanding bookings. The company wants to make sure there is little disruption to a customer's current invoicing schedule when it goes live with Salesforce Billing and retires the existing system.

Which three recommendations should a Solution Architect make to reduce customer impact? Choose 3 answers

- A. Migrate all historical payment methods from the homegrown system.
- B. Utilize the standard user adoption reports and dashboards to track invoice data.
- C. Provide training and enablement for end users and admins prior to go live.
- D. Compare invoices as produced in both systems to ensure customer invoices are as expected.
- E. Create a release and change management process to incorporate feedback and fix issues.

Answer: CDE

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

Universal Containers (UC) is selling containers globally via distributors and is experiencing significant double-digit growth year-over-year. UC uses a centralized ERP system that holds the financial information of the distributors. The ERP system is siloed but offers connectivity via APIs. The account managers need to reference the financial information stored in the ERP while approving an order of a distributor inside Salesforce. The financial information of a distributor may change ad-hoc during the day in the ERP system and account managers need the latest data in front of them.

What should a Solution Architect recommend while designing an integrated, scalable solution to meet UC's needs?

- A. Use Change Data Capture to update the changes on the financial information inside Salesforce in near-real time.
- B. Use the scheduled data loader to extract the financial information every night from the ERP and save it inside Salesforce.
- C. Retrieve the financial information on-demand from the ERP via API and display the information as read-only using a lightning component.
- D. Schedule a MuleSoft batch job to retrieve financial information from the ERP every night and store it inside Salesforce for quick access.

Answer: C

NEW QUESTION 7

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 8

Universal Containers (UC) is about to start a massive digital transformation project across multiple service channels. UC plans on using Service Cloud, Omni-Channel, chatbots, Knowledge, and Einstein AI throughout all the service capabilities. Before discovery can start, the key stakeholder would like to see the automated chat capabilities in action. They currently use a third-party Knowledge Base and are wondering what is the value of it over Salesforce Knowledge. They believe it will be chatbots but they are unsure.

What is one of the key benefits the Solution Architect should address within the context of the demo?

- A. Demo how the chatbot can provide a response to a customer's request by bringing together content from Knowledge articles.
- B. Demo how the chatbot can anticipate the responses of the customer before they make it, and generate Knowledge article responses based on what they have bought.
- C. Demo how the chatbot can utilize Knowledge within it to deflect customer issues before a case is created.
- D. Demo how a human being can have a real conversation with an Einstein AI-driven chatbot.

Answer: C

NEW QUESTION 9

During a B2B multi-cloud implementation, an executive sponsor from Universal Containers (UC) approaches the Solution Architect to discuss ongoing support and new functionality that will be rolled out to support UC. The current implementation supports Experience Cloud, Service Cloud, and Sales Cloud.

Which three recommendations should a Solution Architect make to ensure features are enabled without impacting user efficiency?

Choose 3 answers

- A. Give users a way to raise support tickets for new features they do not understand.
- B. Give users the ability to opt-out of any new feature they dislike.
- C. Fully document all customizations added to the system.
- D. Communicate and train users on new features.
- E. Ensure development, training, and production environments are in place.

Answer: ADE

NEW QUESTION 10

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

A Solution Architect has been hired to help design and implement a quoting solution for AC Computers on Salesforce to support omni-channel selling. During discovery with the client, the Solution Architect learns AC Computers currently uses spreadsheets to manage its pricing and product catalog, which includes thousands of SKUs with a variety of attributes that determine pricing. The current quoting process is long and tedious because it requires a sales representative to find individual products and manually input that information into Salesforce.

The Sales team complains that they are spending too much time searching for the right product and Product Management is spending too much time trying to manage SKUs. AC Computers wants to move away from manual quoting processes and toward simplifying its product catalog.

Which recommendation should the Solution Architect make given the business requirements?

- A. Work alongside client stakeholders to perform a SKU optimisation; implement Salesforce CPQ product catalog and guided selling.
- B. Work alongside client stakeholders to perform a SKU optimisation; implement Salesforce Order Management and special pricing.
- C. Create Products and Price Books in Salesforce for the current product catalog to streamline future pricing and product catalog management; implement Salesforce CPQ product catalog and guided selling.
- D. Create Products and Price Books in Salesforce for the current product catalog to streamline future pricing and product catalog management; implement

Salesforce Order Management and special pricing.

Answer: C

NEW QUESTION 15

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 16

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 19

Universal Containers (UC) uses Sales Cloud, Service Cloud, and Experience Cloud. The implementation was completed 5+ years ago, and Service Cloud users are now expressing dissatisfaction with system performance. A custom Visualforce page was developed to show relevant data to Experience Cloud users. The same page is used by the Support team but displays more information based on their profile. UC has a small internal Support team for Salesforce that periodically enables new features in production.

Which best practice should the Solution Architect recommend to avoid these types of issues in the future?

- A. Assess the level of technical debt and test new features with the Product team in a Developer sandbox.
- B. Assess the level of technical debt and test new features in a sandbox before enabling in production.
- C. Assess the level of data quality and test new features with a pilot before enabling for all users.
- D. Assess the level of data quality and test new features with a subset of users in production before enabling all users.

Answer: C

NEW QUESTION 24

Universal Containers (UC) is adding to its existing Salesforce implementation and currently uses Sales Cloud and Service Cloud. UC is looking to add Salesforce Field Service and Experience Cloud to allow its third-party contractors easier access to the data they need and to provide its customers a way to self-service.

UC has expressed interest in allowing its customers to be able to self-schedule maintenance work on their Assets. UC wants a solution to display scheduling options for the next month to its customers.

What should a Solution Architect consider as a potential solution?

- A. Lightning Web Components Calendar Module
- B. Appointment-Assistant Self Service Scheduling
- C. Salesforce Scheduler
- D. Standard Salesforce Asset Calendar

Answer: C

NEW QUESTION 25

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 29

Universal Containers (UC) is about to complete the first phase of its digital transformation with its new Lead to Invoice process that incorporates several clouds like Sales Cloud, Service Cloud, Revenue Cloud, Experience Cloud, and MuleSoft. UC is now creating a Center of Excellence and focusing on a purely Agile methodology for working on new releases. UC wants to understand some of the considerations around release planning.

What are two recommendations a Solution Architect should make to ensure UC's releases to production work within its release schedule and there are no delays in future releases?

Choose 2 answers

- A. Fix the scope of the sprint during release planning regardless of how long it takes.
- B. Create a regular sprint cadence across the different teams to demonstrate new functionality.
- C. Use the last sprint of the release to stabilize it and eliminate identified issues.
- D. Utilize the last sprint to include functionality that was missed from previous sprints.

Answer: AB

NEW QUESTION 31

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 36

A Solution Architect has been hired to consult Ace Computers with its integration solution. Ace Computers has a combination of four on-premise and cloud systems with data that need to be integrated to Salesforce. Ace Computers expects to have large data volumes and wants to minimize impact on end-user operations during business hours.

Which integration solution should the Solution Architect recommend for the company's business needs?

- A. Salesforce Data Loader
- B. MuleSoft Anypoint Platform
- C. MuleSoft Composer
- D. Platform Events

Answer: B

NEW QUESTION 40

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 43

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 48

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 51

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 52

Northern Trail Outfitters (NTO) is currently using Salesforce CPQ and would like to implement B2B Commerce Classes. NTO uses a Partner Community to allow partners to build complex bundles to provide detailed quotes to clients. NTO also wants to ensure that it does not have to maintain two databases of products. Which two considerations should a Solution Architect keep in mind about the CPQ B2B Commerce Connector when synchronizing Product and Price data? Choose 2 answers

- A. The connector lets you sync simple products with a flat price.
- B. The connector does not support syncing complex CPQ bundles.
- C. Discount schedules from CPQ will sync to discounts and promotions in B2B Commerce Classic
- D. The connector is a two-way sync for product and pricing logic.

Answer: AB

NEW QUESTION 55

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 60

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 61

AC Computers is hitting governor limits when trying to create orders and activate orders in Salesforce. Upon further investigation, it's discovered that AC

Computers is trying to process hundreds of order products on a single order. The Order object also has various automation processes to update fields and integrate with a third-party order management system.

What is one solution a Solution Architect should evaluate first to resolve this issue?

- A. Create a custom object to hold orders in queue for processing.
- B. Review to determine if moving automation to asynchronous Apex is required.
- C. Enable Advanced Order Management to process large orders.
- D. Install a third-party solution to process large orders.

Answer: D

NEW QUESTION 65

Recently, Universal Containers (UC) successfully launched a multi-cloud 62B 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 m separate Process Builder processes. As customers 90 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 69

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 72

Universal Containers (UC) has implemented a new ecommerce site for its resellers. UC is leveraging a multi-cloud architecture, B2B Commerce, for building the storefront and Service Cloud Web2Case for

offering case management functionality to its resellers. UC notices that the case volume is extremely high and a number of resellers are raising cases for trivial issues on the B2B Commerce site.

Which two recommendations should a Solution Architect make to help resellers use the site more efficiently and lower the case volume?

Choose 2 answers

- A. Offload the number of cases received via Web2Case by using Email2Case.
- B. Implement Case Deflection.
- C. Disable anonymous users on the site.
- D. Plan and conduct User Adoption Trainings for resellers on how to use the site.

Answer: AC

NEW QUESTION 75

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 80

Universal Containers (UC) recently went live with a multi-cloud implement at ton consisting of Experience Cloud, Service Cloud, and Marketing Cloud Account Engagement. The UC Marketing team wants to generate Marketing Cloud Account Engagement emails using the same dynamic content that users access in Experience Cloud. They want to trigger Marketing Cloud Account Engagement emails based on certain user actions while keeping the content dynamic and configurable via a user- friendly mechanism.

Which approach should a Solution Architect recommend m this case?

- A. Consider finding AppExchange packages that support this functionality on Experience Cloud and Marketing Cloud Account Engagement.
- B. Use Salesforce CMS on Experience Cloud and the new Marketing Cloud Account Engagement Lightning Email Experience.
- C. Change the data model to support sending Marketing Cloud Account Engagement email via the Experience cloud site.
- D. Build a custom application using Lightning Web Components to make the email content dynamic and configurable.

Answer: B

NEW QUESTION 85

Universal Containers (UC) currently has Sales Cloud, Revenue Cloud, and Marketing Cloud Account Engagement within its existing Salesforce environment and is utilizing a standard Lead to Cash solution across those clouds. UC is 2 years into its Salesforce implementation, and the CIO is getting concerned with the sheer amount of data affecting its environment's data limits.

IT is doing upkeep on older records that may no longer be relevant. They have decided to start looking at data archival strategies and what to archive correctly. Given that this solution involves Leads from Marketing Cloud Account Engagement, Opportunities from Sales Cloud, and Quotes from Revenue Cloud, they are concerned about archiving related data on active sales pipelines. They also want to keep a historical snapshot of all of their Quotes, Opportunities, and Leads for future pipeline performance purposes and are open to options.

Choose 2 answers

- A. Propose Skinny Tables to the CIO before doing anything else.
- B. Understand the organization's regulatory requirements around right to retain or delete data.
- C. Recommend AppExchange solutions that provide capabilities around data archiving to the CIO.
- D. Segment the data in terms of data needed for daily operations, data that is used occasionally at demand, and data that is used purely for historical purposes.

Answer: BD

NEW QUESTION 89

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.
- E. Identify key drivers and high-level data scope behind the need for a consolidated reporting.
- F. Draft a solution to show how consolidated reporting can be done using CRM Analytics.

Answer: CDE

NEW QUESTION 91

Northern Trail Health has clients that have more than 10,000 employees. The company's Customer Service team handles requests from its client's employees directly and tracks various rebate programs per employee. Private information should not be shared with the Sales team and they should only see contacts that are relevant to the sales process.

Assuming that Sales and Service teams share certain contacts, in which two ways should a Solution Architect ensure optimal performance?

Choose 2 answers

- A. Use profiles and/or permission sets to give View All access to Customer Service on the Contact object.
- B. Set the Contact object to Public Read Only so that the sharing rules do not bog down performance for sharing.
- C. Assign all contacts to Sales team members to ensure sharing is streamlined and hide private fields from them.
- D. For each Account, assign Sales Contacts to the Sales team and all the rest to a Customer Service representative assigned to the Account.

Answer: CD

NEW QUESTION 94

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 98

Fabulous Flowing has been using Salesforce for 10 years and is starting to notice performance issues. The company anticipates continued growth of 15% each year. It frequently refers to data that is within the past 12 months. Currently, there are 600,000 Cases. Fabulous Flooring realizes it needs to archive some of the data, however, would like it to remain in Salesforce. The leadership team meets for an in-depth strategy and planning session every 3 years and will need reporting on the archived data. The Solution Architect has recommended the use of Big Objects.

What are two considerations the Solution Architect should discuss with Fabulous Flooring? Choose 2 answers

- A. Picklist fields will need to be marked as required for indexing in the Big Object
- B. The company will need to use Async SOQL to pull the data into a subject based on specific criteria, and build reports and dashboards for the strategy and planning session.
- C. Picklist fields will need to be loaded as Text fields into the big Object.
- D. The company will need to build reports and dashboards for the strategy and planning session based on specific criteria from the dg Object.

Answer: BC

NEW QUESTION 101

3D Scanners needs to apply a discount automatically on the Quote Line for Distributors while in the Quote Line Editor. The percentage discount applied depends on attributes of the Distributor Account and that of the specific Product. Sales users can add additional discounts; however, those will need to go through an approval process that allows for resubmitting to only those that previously rejected the additional discount.

Which two options should a Solution Architect recommend to meet the requirements while keeping the user experience in mind?

Choose 2 answers

- A. CPQ license
- B. Flow
- C. Price Rules
- D. CPQ Plus license

Answer: CD

NEW QUESTION 103

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.

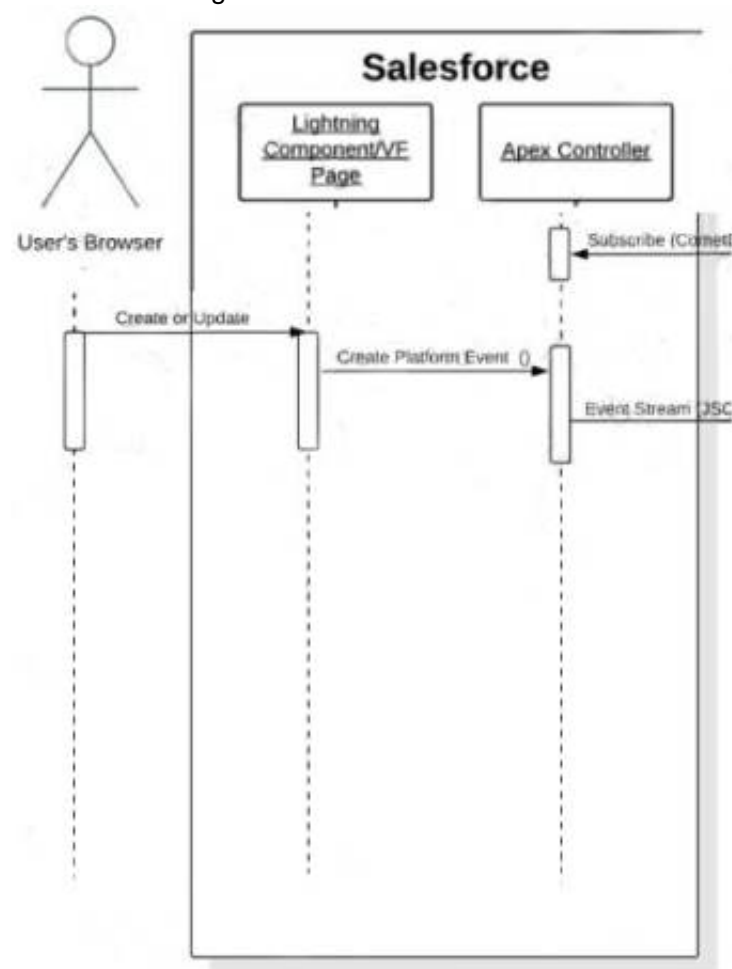
Which action should a Solution Architect recommend for UC to enable service managers to track customer satisfaction based on the technician and the job?

- 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 106

Refer to the images below:



As part of its solution to accelerate overall sales, Universal Containers (UC) has chosen to implement a CPQ solution using Salesforce CPQ. As part of the CPQ solution, there is a requirement to retain UC's ERP as the Pricing and Product master.

UC's business process results in Products and Pricing being updated sporadically once a week, and then on a much larger scale on a monthly basis, which could result in a large amount of records that need to be updated in Salesforce.

Which strategy should the Solution Architect choose to handle this scenario?

- A. Option A, utilizing a VF/Lightning component in combination with an Apex Controller to make a REST call to the external service
- B. Option B, utilizing Process Builder and Platform Events to communicate with the external services Subscriber Listener
- C. Option C, utilizing a VF/Lightning component in combination with an Apex Controller to make a call utilizing the Streaming API
- D. Option D, utilizing an external ETL tool to batch load the records into Salesforce

Answer: D

NEW QUESTION 110

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 114

Universal Containers (UC) uses Salesforce Sales Cloud to track Opportunities, Quotes, and Orders and is interested in offering self-service capability to its customers via an Experience Cloud site. Most products that UC offers are relatively simple, but some are complex and need to be configured and reviewed by a sales representative before an order can be officially placed. The CIO is concerned about the time to market and would like to see two options to address UC's need.

Which two options should a Solution Architect recommend and present to UC? Choose 2 answers

- A. Implement B2B Commerce on Experience Cloud to allow customers to purchase simple products with Add complex product configurations in a follow-up phase.
- B. Implement Salesforce CPQ internally first, then build "product configurator" functionality in a custom Experience Cloud site in a follow-up phase.
- C. Implement a templated self-service Experience Cloud site to show product information, add a "Request a Quote" component, and recommend B2B Commerce implementation in a follow-up phase.
- D. Implement a custom Experience Cloud site with "product configurator" functionality first, then add headless commerce functionality in a follow-up phase.

Answer: AD

NEW QUESTION 115

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 118

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 122

Widgets Wonderful, a manufacturing company, wants to provide a better customer experience and enable field service resources to provide a quote to customers while still on site. The company has complex products that come with warranties that include preventative maintenance work. Additionally, certain warranty repair work has specific SLAs associated with it. There are 10 Field Service team members and 20 sales representatives, all of whom need to view Salesforce Field Service objects and be able to create quotes for the customer.

Widgets Wonderful's project owner has some questions regarding the number and types of licenses needed for the users and would like to better understand how warranties will be addressed.

Which two combined options should a Solution Architect suggest? Choose 2 answers

- A. Salesforce Field Service and Service Cloud for Salesforce CPQ will need to be installed and customizations will need to be made to handle Entitlements.
- B. Purchase 30 CPQ licenses and 10 Salesforce Field Service licenses.
- C. Purchase 30 CPQ licenses and 30 Salesforce Field Service licenses.
- D. Salesforce Field Service, Salesforce CPQ, and Service Cloud for Salesforce CPQ need will need to be installed and customizations will not be needed for Entitlements.

Answer: BC

NEW QUESTION 124

Universal Containers (UC) is looking to implement a CPQ + 626 Commerce multi-cloud solution and use the CPQ 626 Commerce Connector to keep the two in sync. As part of this implementation, UC is looking to be able to have a streamlined product and pricing experience. As UC would like to sell product kits with tiered pricing through the self-service storefront, it would like to ensure this model can be supported effectively.

Which two considerations should a Solution Architect keep in mind for the implementation? Choose 2 answers

- A. for supporting kits in the B2B Commerce Storefront, they need to create equivalent bundle products on the CPQ side.
- B. For the described multi-cloud solution, it is a best practice to set the CPQ precision to two decimal points.
- C. On the CPQ 826 Commerce Connector, the default mapping of tiered pricing in 826 Commerce is to Discount Schedules in CPQ.
- D. It is important to ensure the Price Rules run for Quotes initiated via 628 Commerce Storefront to maintain consistency in business rules being applied.

Answer: AC

NEW QUESTION 125

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 held 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 130

Universal Containers (UC) has a multi-cloud environment that includes Sales Cloud, Service Cloud, and CPQ. The environment supports multiple languages via the translation workbench. As part of a roadmap, UC is implementing B2B Commerce. As part of this project, there is a requirement to translate data stored within the Name and Description fields on the Product and Product Category objects.

What should a Solution Architect recommend to achieve this?

- A. Done data records and translate.
- B. Enable Translation Workbench.
- C. Add custom field with translations
- D. Enable Data translation for 626 Commerce.

Answer: D

NEW QUESTION 133

Universal Containers (UC) has its product and primary pricing in an ERP. For data consumption to other systems, the ERP is integrated to a separate third-party data warehouse. The cart-to-quote process is supported by Salesforce's multi-cloud solution spanning Sales Cloud, CPQ, and B2B Commerce.

The sales process is structured so that the customers add products to the cart through the Storefront and request a quote from UC's sales representatives. The representatives can work on the quote in CPQ and push back the updated pricing to the Storefront. The overall pipeline is tied back to opportunities and opportunity products for forecasting.

Where does UC house the system of record for its sales process?

- A. Salesforce B2B Commerce
- B. Salesforce CPQ
- C. Salesforce Sales Cloud
- D. Third-party data warehouse

Answer: C

NEW QUESTION 134

A team at Universal Containers (UC) is currently working on an initial release of Service Cloud. However, UC's management team is very enthusiastic about new features of the platform and wants to go to market with the new Service Cloud solution as soon as possible. The current objective of their initial Service Cloud release is mostly about managing their case workload and case assignment processes. A Solution Architect is called into a management meeting and asked when UC can go live with automated chatbots, Einstein case classification, and CRM Analytics for data insights.

How should a Solution Architect respond to the management team considering their request for these new capabilities'?

- A. Agree with the management team to postpone the go-live and increase the scope to include the desired features.
- B. Explain to the management team that these features are still evolving and that it is best to wait a few releases so that they are stable before starting to use them in production.
- C. Explain the long-term vision and roadmap, and then propose a logical phasing in which the planned minimum viable product (MVP) is the first step on the journey that will eventually include the desired features.
- D. Agree that the new features are crucial to the success of the initiative and swap parts of the current scope for the most innovative feature.

Answer: D

NEW QUESTION 139

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 143

Universal Containers is at the start of a digital transformation program. Members of the executive leadership team have provided a list of internal and external stakeholders who are dedicated to formulating the vision and desired business outcomes in a 2-day workshop. The executive leadership team has made the request to understand what the customer experience will look like out of this workshop.

What should a Solution Architect do to help formulate the high-level business vision and desired business outcomes?

- A. Facilitate a workshop with the executive leadership team, applying the journey mapping process to create a vision and align customer journey to business objectives.
- B. Facilitate a strategy session with the executive leadership team to better understand their individual business units' priorities to achieve the business objectives.
- C. Ask to follow the Customer Service team for a day to gain a better understanding of how they work and identify their pain points to formulate this vision.
- D. Facilitate a business process mapping workshop with the executive leadership team to better understand the potential process improvements.

Answer: D

NEW QUESTION 147

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 150

.....

Thank You for Trying Our Product

We offer two products:

1st - We have Practice Tests Software with Actual Exam Questions

2nd - Questons and Answers in PDF Format

B2B-Solution-Architect Practice Exam Features:

- * B2B-Solution-Architect Questions and Answers Updated Frequently
- * B2B-Solution-Architect Practice Questions Verified by Expert Senior Certified Staff
- * B2B-Solution-Architect Most Realistic Questions that Guarantee you a Pass on Your FirstTry
- * B2B-Solution-Architect Practice Test Questions in Multiple Choice Formats and Updatesfor 1 Year

100% Actual & Verified — Instant Download, Please Click
[Order The B2B-Solution-Architect Practice Test Here](#)