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Salesforce Certified B2B Solution Architect Sample Questions (Q109-Q114):

NEW QUESTION # 109

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

Answer: D

Explanation:

For Universal Containers (UC), maintaining the system of record (SOR) for all orders in the ERP Order Object is the most strategic approach, especially given the ERP's role in fulfillment and invoicing. This ensures that the ERP remains the authoritative source for order data, providing a single point of truth for financial transactions and order management. Integrating Salesforce clouds with the ERP allows for seamless data flow and operational efficiency, supporting UC's digital transformation goals while leveraging the ERP's robust capabilities for order processing and financial management.

NEW QUESTION # 110

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. Tell the stakeholders to focus on having a single Partner Community across all channels with a singular branding.
- **B. Completely unify all the channel strategies under the acquiring company's brand and strategy.**
- C. Identify the need for multiple Partner Communities by Indirect Sales Channel with branding and content specific to each channel.
- **D. 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.**

Answer: B,D

Explanation:

To align the partner strategies of the acquired companies with UC's new vision for a single indirect channel, the Solution Architect should recommend:

* A. Completely unify all the channel strategies under the acquiring company's brand and strategy. This ensures a cohesive approach and aligns with the goal of a unified partner strategy.

* 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. This facilitates collaboration between direct and indirect sales channels, leveraging the strengths of both to drive sales in the unified environment.

References to these strategies can be found in Salesforce's best practices for managing partner relationships and communities, as detailed in Salesforce Partner Community documentation.

NEW QUESTION # 111

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 does not support syncing complex CPQ bundles.**
- B. The connector is a two-way sync for product and pricing logic.
- **C. The connector lets you sync simple products with a flat price.**

- D. Discount schedules from CPQ will sync to discounts and promotions in B2B Commerce Classic

Answer: A,C

Explanation:

When synchronizing product and price data between Salesforce CPQ and B2B Commerce using the CPQ B2B Commerce Connector, it's important to understand its capabilities and limitations. The connector is designed to sync simple products with straightforward pricing structures, but it does not support the synchronization of complex CPQ bundles that involve multiple components and pricing rules. This limitation requires careful planning around product catalog management and may necessitate custom solutions or workarounds for complex product offerings, aligning with Salesforce's documentation and best practices for using the CPQ B2B Commerce Connector.

NEW QUESTION # 112

Universal Containers (UC) is about to embark on a digital transformation initiative to make all of its back-office systems data visible to employees, customers, and partners via front-office capabilities like Salesforce.

The CIO has asked the team to identify their various systems, both back- and front-office, and correctly identify the proper use of those systems. The team plans to utilize the Systems of Engagement framework to classify their systems based on how they will be utilized within the enterprise architecture.

Salesforce is being utilized as the master for all sales data-like Opportunities, Quotes, and Cart data-and an ERP is the master for all invoice, order, and payment data.

How should the Solution Architect segment opportunities and order data in Salesforce*?

- A. System of Engagement for Opportunities and SOR for Orders
- B. SOR for Opportunities and System of Intelligence for Orders
- **C. System of record (SOR) for Opportunities and System of Engagement for Orders**
- D. SOR for Opportunities and SOR for Orders

Answer: C

Explanation:

In Universal Containers' architecture, Salesforce serves as the System of Record (SOR) for sales data such as Opportunities and Quotes, centralizing sales activities and data management. Orders, once confirmed, transition to the ERP system, where they are processed and fulfilled, making the ERP the SOR for order, invoice, and payment data. This delineation ensures clear data ownership and process efficiency, with Salesforce facilitating customer engagement and sales processes, and the ERP managing financial transactions and fulfillment, in line with best practices for leveraging Salesforce in a multi-system environment.

NEW QUESTION # 113

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

Answer: B,D

Explanation:

To encourage high adoption rates, the Solution Architect should recommend:

* B. Create a feedback loop to give end users the ability to share ideas on how to improve the solution and report bugs. This empowers users to contribute to the solution's success and ensures their needs and challenges are heard.

* D. Suggest continuous training methods such as Trailhead, in-app guidance, or embedded videos so end users feel supported using the solution. This provides ongoing support and learning opportunities, making it easier for users to adapt to the new system. Salesforce Trailhead and the in-app guidance feature are excellent resources for training and user adoption, as recommended by Salesforce's best practices for user engagement and adoption.

NEW QUESTION # 114

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