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Salesforce Certified B2B Solution Architect Sample Questions (Q96-Q101):

NEW QUESTION # 96

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

Answer: B

Explanation:

For Universal Containers' requirements of sending scheduled emails and tracking opens, Marketing Cloud Account Engagement (formerly Pardot) is the recommended solution. It is specifically designed for B2B marketing automation, including email campaigns, lead nurturing, and engagement tracking. Marketing Cloud Account Engagement can handle the variable volume of emails and provides detailed analytics on email interactions, ensuring UC can effectively communicate with its audience and gain insights into campaign performance, in line with Salesforce's marketing automation best practices.

NEW QUESTION # 97

Universal Containers (UC) is currently utilizing Sales Cloud and Revenue Cloud for its direct Sales team. UC would like to create an indirect Sales team with its vendors using Experience Cloud as the front end with the same kind of quoting functionality the direct Sales team uses within Revenue Cloud. However, UC wants to ensure that data from the internal direct Sales team is not visible to the external indirect Sales team in Experience Cloud.

What is the first configuration a Solution Architect should consider when implementing Experience Cloud in this scenario?

- A. Enable External Sharing Model to create external organization-wide defaults.
- B. Make internal organization-wide defaults Public Read Only to create external visibility.
- C. Add Indirect Sales Team to existing Direct Sales Team Role Hierarchy.
- D. Start creating Sharing Sets for Experience Cloud users to access Sales Cloud.

Answer: A

Explanation:

* Enable External Sharing Model to create external organization-wide defaults. This allows you to set different sharing settings for internal and external users based on profiles or roles. You can also use criteria-based sharing rules to grant access to records based on field values.

<https://architect.salesforce.com/diagrams/template-gallery/automotive-dealer-solution-architecture>

NEW QUESTION # 98

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 set up the required environments and automated deployments in tandem with a source control based development process.
- C. Set up a source control based development process that's understood and followed by administrators and developers.
- D. 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.

Answer: C

Explanation:

Salesforce DevOps is a set of practices designed to help teams build, test, and release software faster and more reliably. It stems from the need to combine the responsibilities of both software development teams ('Dev') and operations teams ('Ops').

Salesforce DevOps Center is a new feature that enables admins and developers to manage releases and collaborate on a single set of configuration and code using an elegant point-and-click interface. It also integrates with version control, automates workflows, and releases with confidence using CI tools and the Metadata API.

Therefore, a Solution Architect should recommend setting up a source control based development process that's understood and followed by administrators and developers. This way, UC can ensure that no work is overridden in sandboxes or production, as well as improve team collaboration, code quality, and deployment speed.

<https://www.salesforceben.com/salesforce-devops/>

NEW QUESTION # 99

Universal Containers (UC) is about to develop a new call center solution utilizing Salesforce products including Service Cloud, LiveMessage, Experience Cloud, and MuleSoft. UC would prefer no real customer data to be stored within Salesforce but to be made view only. These views should only be utilized by a select few individuals that may be assigned the ability to view this data temporarily and have it removed.

Which two features should a Solution Architect suggest to maintain these constraints?

- A. Third-party ETL, Profiles
- **B. Salesforce Connect, User Permission Sets**
- C. Apex Callouts, User Permissions Sets
- D. Salesforce Connect, User Profiles

Answer: B

Explanation:

Salesforce Connect allows you to integrate external data sources with Salesforce and access them in real time without storing them in Salesforce¹. User Permission Sets let you grant access to various tools and functions to users without changing their profiles². You can assign permission sets to users with different licenses and revoke them when needed³.

NEW QUESTION # 100

Universal Containers is in the process of implementing CPQ and Billing while integrating with ERP for order fulfillment. The Development team is looking to gather regular feedback from the business stakeholders through each sprint. Also, supporting an Agile methodology, they have agreed on a reasonable amount of flexibility in requirements during the course of the project. Which area should a Solution Architect look to receive feedback on at the earliest?

- A. Modifications required to ERP for integration purposes
- **B. Product and Pricing structure setup in CPQ**
- C. Pricing sync between CPQ and ERP
- D. Invoice capabilities in ERP to accommodate billing

Answer: B

Explanation:

It is important to set up the product and pricing structure in CPQ correctly and align it with the business requirements and expectations. This can affect how products are configured, quoted, priced, and ordered in CPQ and Billing, as well as how they are integrated with ERP for order fulfillment². Getting feedback on this area early can help avoid rework or errors later.

https://help.salesforce.com/s/articleView?id=blng_overview.htm&language=en_US&type=5 Getting feedback on the Product and Pricing structure setup in CPQ should be the earliest focus. This is foundational to the CPQ process and dictates how pricing sync, discounting, and ultimately invoicing will function. Early validation with business stakeholders ensures that the CPQ solution meets business requirements and can integrate seamlessly with ERP systems. Salesforce's best practices in CPQ implementation stress the importance of early stakeholder engagement, particularly around pricing strategies and product catalog setup.

NEW QUESTION # 101

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