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Arch-301 Exam

Salesforce Certified B2B Solution Architect

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Salesforce Arch-301 Exam Syllabus Topics:

Section	Objectives
Topic 1: Security and Identity	- Access Control • 1. Customer identity and authentication patterns • 2. Profiles, roles, and permission sets design

Topic 2: Solution Design and Architecture Strategy	- Scalable Solution Design • 1. Trade-offs in B2B architecture decisions • 2. Designing for scalability and performance
Topic 3: B2B Solution Architecture Foundations	- Order Lifecycle Management • 1. Order fulfillment and exception handling • 2. Order capture and orchestration - B2B Commerce Architecture • 1. Pricing, promotions, and product modeling concepts • 2. Commerce cloud data model and storefront architecture
Topic 4: Integration and Data Architecture	- Data Architecture • 1. Data synchronization and master data management • 2. Data modeling for B2B commerce scenarios - System Integration Patterns • 1. API-led connectivity and event-driven integration • 2. Middleware and external system integration strategies

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Salesforce Certified B2B Solution Architect Sample Questions (Q108-Q113):

NEW QUESTION # 108

The Northern Trail Outfitters (NTO) sales department currently uses Sales Cloud for its Sales team. The management team decided that the Sales team needs to start creating quotes based on the input from the finance department. NTO would like to implement quotes, contracted pricing, and invoicing for its customers.

Invoicing will be done based on an agreed billing cycle. The finance department would like to see a report on the invoices sent and track the details of the payments received. NTO also has a need for partners to be able to self-service their pipeline and quoting through a portal.

NTO's internal team decided to use Revenue Cloud and Experience Cloud as its solution.

What should a Solution Architect recommend as NTO begins its implementation?

- A. Advise the client that Revenue Cloud is the starting point.
- B. Select an AppExchange product focused on contract lifecycle management.
- C. Develop an architectural plan to incorporate Revenue Cloud and Experience Cloud.
- D. Advise the client to start with Experience Cloud.

Answer: C

Explanation:

Revenue Cloud is a product suite that enables businesses to streamline their revenue processes, such as quoting, contracting, billing, and invoicing. It also allows businesses to create new revenue streams and improve revenue efficiency.

Experience Cloud is a digital experience platform that allows businesses to create personalized and connected sites and portals for their customers, partners, and employees. It also enables businesses to leverage their CRM data in Salesforce and integrate with other services.

implementing Revenue Cloud and Experience Cloud can provide many benefits for businesses, such as faster and easier buying process, better visibility of revenue performance, increased customer satisfaction and loyalty, and enhanced partner collaboration. Therefore, a Solution Architect should recommend developing an architectural plan to incorporate Revenue Cloud and Experience Cloud for NTO's implementation. This way, NTO can leverage both products' capabilities to meet its needs for quotes, contracted pricing, invoicing, reporting, payments tracking, and partner self-service.

<https://www.salesforce.com/products/cpq/overview/>

<https://www.salesforce.com/news/stories/introducing-revenue-cloud/>

NEW QUESTION # 109

Universal Containers (UC) is using Service Cloud and B2B Commerce to allow resellers the ability to purchase and support farming equipment UC maintains. UC has invested in smart devices which allows that equipment to inform UC when a part becomes faulty. The data from these devices goes to a public cloud solution where every row of sensor data is received every second from every device. There are 100,000 devices on various farms being actively used. The CIO would like this data to be connected to Salesforce in some manner.

What kind of integration method should a Solution Architect suggest to accommodate this need?

- A. Embed the devices' sensor data in a view on the Assetrecord.
- B. Utilize Apex Callouts based on the devices' state change.
- C. Load the public cloud solution directly to Salesforce using MuleSoft.
- **D. Utilize Platform Events based on the devices' state change.**

Answer: D

Explanation:

Platform Events are a Salesforce-native feature that enable apps to communicate inside and outside of Salesforce using an event-driven messaging architecture. An event producer creates an event and adds it onto the event bus, which operates as a queue with a strict chronological order. An event consumer subscribes to an event and gets notified when the event is put onto the event bus.

According to 3, Platform Events can be used to define and manage custom notifications within the Salesforce platform and in external apps. They can also be used to integrate Salesforce with external systems and devices in near real-time.

Therefore, a Solution Architect should suggest utilizing Platform Events based on the devices' state change.

This way, UC can connect the data from the smart devices to Salesforce in a scalable and reliable manner, without having to poll or query for changes constantly. UC can also use Platform Events to trigger workflows or actions based on the device status, such as creating a case, sending an email, or ordering a replacement part.

https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_intro.htm

NEW QUESTION # 110

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

Answer: A

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 fulfillment. 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 # 111

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

Answer: A,D,E

Explanation:

To address the challenges of increasing leads from abandoned carts and the workload on sales representatives, the following recommendations are made:

* C. Set up lead nurturing with Marketing Cloud and automate emails through journeys. Automating lead nurturing with targeted journeys allows UC to engage potential customers effectively, providing personalized follow-ups and offers based on their interactions, which can increase conversion rates without adding to the sales team's workload.

* D. Stop creating leads in Sales Cloud for abandoned carts. By not automatically creating leads for every abandoned cart, UC can reduce the volume of leads that sales representatives need to follow up on, allowing them to focus on more qualified opportunities.

* E. Put all leads from the abandoned carts in a queue. Organizing leads from abandoned carts into a queue allows for better management and prioritization. Sales representatives can then focus on leads with higher potential, based on predefined criteria such as cart value or customer behavior.

These strategies leverage Salesforce's capabilities in Marketing Cloud and Sales Cloud to optimize lead management and sales processes, as supported by Salesforce's documentation on lead management best practices and Marketing Cloud journey automation.

NEW QUESTION # 112

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

Answer: B,D,E

Explanation:

* Experience Cloud². This way, you can create a service-focused community for your customers using Experience Cloud Sites. You can also customize the look and feel of your community and integrate it with other Salesforce products and features.

* Omni-Channel with defined presence, routing configurations, and Service Channels³. This way, you can manage your service agents' availability and workload across different communication channels such as email, phone, and chat. You can also use service channels to define which objects and records are routed to your agents using Omni-Channel.

* Customer Community with Live Agent²³. This way, you can enable chat support for your customers in the community using Live Agent. You can also configure chat buttons, invitations, pre-chat forms, and other settings for Live Agent.

NEW QUESTION # 113

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