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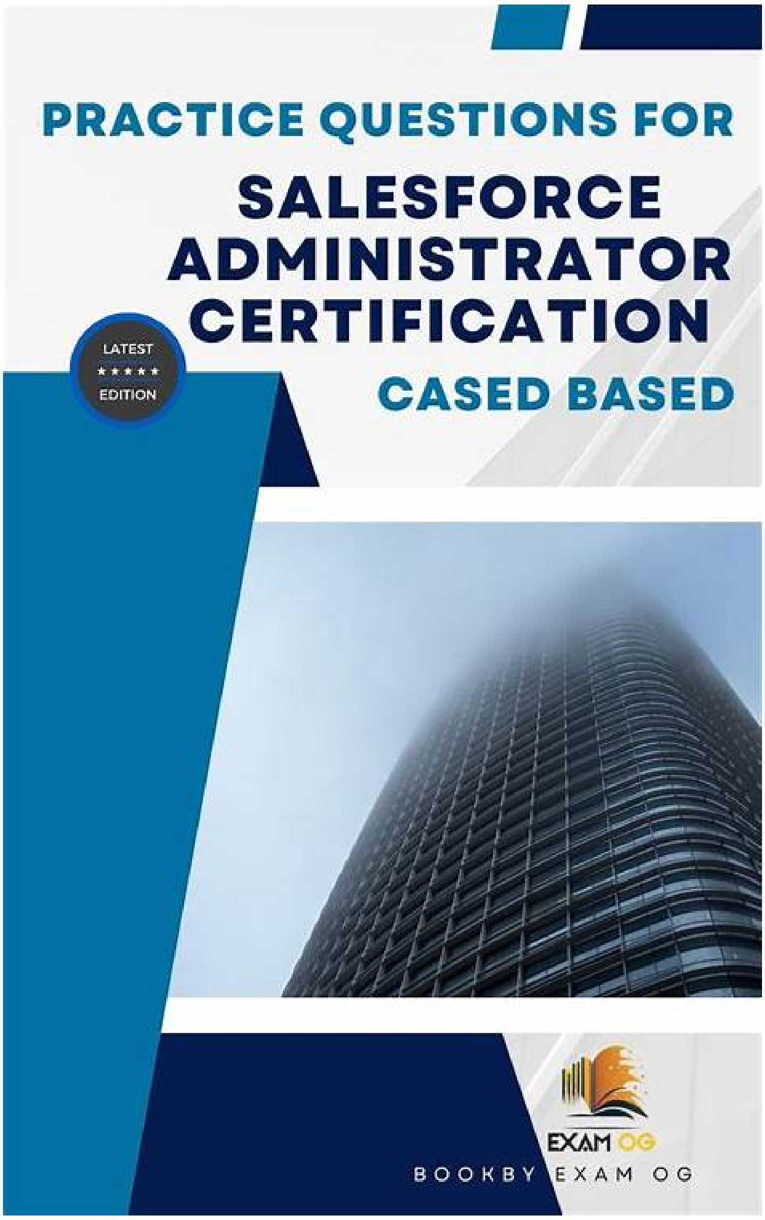

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Salesforce Certified B2B Solution Architect Sample Questions (Q16-Q21):

NEW QUESTION # 16
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 itsbusiness 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. Utilize Marketing Cloud and MobileConnect.
- D. Embed third-party messenger tools.

Answer: C

Explanation:
Marketing Cloud, with its MobileConnect application, is the recommended solution for sending text messages at scale, tracking open and click-through rates, and integrating with marketing campaigns. MobileConnect provides SMS capabilities that can support UC's global support model and marketing needs, offering features similar to those available for email campaigns. Salesforce Marketing Cloud documentation describes how MobileConnect can be used for such requirements.

NEW QUESTION # 17
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 withweekly 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 theclient?
Choose 2 answers

- A. Leverage Shield Event Monitoring in conjunction with the Salesforce Debug Logs, and establish a regular review process for the Operations and Administration team.
- B. Leverage Shield Event Monitoring incombination with the CRM Analytics Event Monitoring app as a simple out-of-the-box solution.
- C. 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.
- D. Leverage the B2B Commerce built-in performance monitoring dashboard to analyze performance in near real time.

Answer: B,C

Explanation:
* 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 Hardware2. This option can help P&C Hardware leverage their existing investment andexpertise in their cloud-based monitoring tool, while integrating it with Shield Event Monitoring and MuleSoft to capture and analyze performance data from their Salesforce technology stack.
* Leverage Shield Event Monitoring in combination with the CRM Analytics Event Monitoring app as a simple out-of-the-box solution3. This option can help P&C Hardware quickly set up a performance monitoring dashboard using pre-built reports and dashboards from the CRM Analytics Event Monitoring app, which can be installed from AppExchange. This app can provide insights into useractivity, adoption, performance issues, security risks, and more.
https://trailhead.salesforce.com/credentials/architectoverview

NEW QUESTION # 18
Universal Containers (UC) has expanded rapidly in recent yean following a number of acquisitions. The new CMO wants to use all Leads from one of the acquired Salesforce orgs to luck-start a new targeted campaign in uC's mam Salesforce org. The acquired company would like to keep its Lead data because it enriches the Lead before it comes into Salesforce via third-party marketing tool and supports its direct sales channel. Beyond the Lead use case, both Salesforce orgs will remain completely independent from one another.
Which integration approach should a Solution Architect recommend between the UC mam org (the target org) and the acquired org (the source org)?

- A. Discuss a strategy between the source org and target org Sales teams on the criteria of Leads to migrate from the source org to the target org, and migrate Leads to the target org before the enrichmentwithin the source org.
- B. Discuss long-term strategies around deprecating the source org's ability to collect and enrich Lead data, and start to direct all Leads to the target org and ignore the source org.
- C. Discuss a strategy between the source org andtarget org Sales teams on the criteria of Leads to migrate from the source org to the target org, and migrate Leads to the target org after they are enriched in the source org.
- D. Discuss a strategy that includes manually migrating all Leads from the sourceorg to the target org every day using data loader.

Answer: C

Explanation:
Option D would involve discussing a strategy between the source organd target org Sales teams on the criteria of Leads to migrate from the source org to the target org, and migrating Leads to the target org after they are enriched in the source org. This would allow both Salesforce orgs to remain independent from each other, while also enabling UC to use all Leads from one of the acquired Salesforce orgs for its new targeted campaign. This would also preserve the value of Lead enrichment that happens in the source org via third- party marketing tool.
https://trailhead.salesforce.com/credentials/b2bsolutionarchitect

NEW QUESTION # 19
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 contactrecords. 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 CloudAccount Engagement to the same Iist of leads and contacts to show each lead or contact receiving emails from the various business units.
- C. Create a dynamic list m multiple business units with the same rules, and show the total leads and contacts m the list per business unit.
- D. It's not possible to have sandboxes with Marketing Cloud Account Engagement, and the Solution Architect will need todemo this with a Salesforce Sandbox fixed to a live Marketing Cloud Account Engagement environment.

Answer: C

Explanation:
To demonstrate that different business units can only see lead or contact records for their business unit, a Solution Architect can create a dynamic list that applies the same rules to multiple business units. The dynamic list will show the total leads and contacts in the list for each business unit, demonstrating that the data sharing rules are working correctly.
To demonstrate that Marketing Cloud Account Engagement (formerly Pardot) is correctly connected with Sales Cloud across different business units, creating dynamic lists with identical criteria in each business unit and comparing the total leads and contacts can effectively showcase proper segmentation and access control.
This approach allows the Solution Architect to visually represent how marketing data and activities are appropriately partitioned and managed across the business units, ensuring that leads and contacts are only accessible by the relevant teams, in line with Salesforce's best practices for managing data in multi-business unit environments.

NEW QUESTION # 20
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 itsDealers 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 Service Cloud for Dealers to be able to request pricing through Cases and track Customer Cases
- B. B2B Commerce for Dealers to get pricing and Service Cloud for Cases
- C. Experience Cloud and Revenue Cloud for Dealers to get Quotes and view Cases
- D. Experience Cloud and Sales Cloud for Dealers to be able to create Opportunities and add Opportunity Products

Answer: C

Explanation:
Experience Cloud can provide dealers with a self-service portal to track opportunities and support cases, while Revenue Cloud (which includes Salesforce CPQ) can enable dealers to get custom pricing and generate quotes quickly. This combination meets all the outlined requirements, providing visibility into the sales process and support activities, as well as enabling efficient quoting. Salesforce's documentation on the capabilities of Experience Cloud and Revenue Cloud supports this recommendation.
* Key Requirements:
* Quick Custom Pricing: Dealers need to generate custom quotes without waiting for manual configuration.
* Insight into Customer Support: Dealers want visibility into support cases for their customers.
* Enhanced Sales Process Insights: Northern Trail Hot Tubs seeks better tracking of Dealer Opportunities.
* Analysis of Options:
* Option A (Experience Cloud + Sales Cloud):While Experience Cloud provides a portal for Dealers to create Opportunities and add Products via Sales Cloud, it does not address the need for automated, rapid quote generation, which requires CPQ (Configure, Price, Quote) functionality.
* Option C (Service Cloud + Service Cloud):Using Cases to request pricing introduces delays, conflicting with the requirement to eliminate waiting for configuration estimates.
* Option D (Commerce Cloud + Service Cloud):Commerce Cloud focuses on transactional e- commerce, not complex product configuration or quoting. CPQ (Revenue Cloud) is better suited for custom pricing.
* Option B (Experience Cloud + Revenue Cloud):
* Revenue Cloud (CPQ): Enables Dealers to self-serve by generating accurate, automated quotes without manual intervention. This directly addresses the need for quick custom pricing.
* Experience Cloud: Provides a portal where Dealers can access:
* CPQ (Revenue Cloud) for quotes.
* Service Cloud integration (implied) to view Cases related to their customers.
Salesforce's Experience Cloud seamlessly integrates with Service Cloud to expose Cases, even though Service Cloud isn't explicitly listed in the option.
* Why Option B is Correct:
* Revenue Cloud (CPQ) solves the custom pricing requirement.
* Experience Cloud acts as the unified portal for Dealers to:
* Generate quotes (via CPQ).
* View Cases (via Service Cloud integration).
* While Service Cloud powers Cases in the background, the question focuses on capabilities provided to Dealers, which are delivered through Experience Cloud and Revenue Cloud.
References:
Revenue Cloud (CPQ): Salesforce CPQ Documentation
Experience Cloud for Partner Portals: Experience Cloud Guide
Service Cloud Integration with Experience Cloud: Service Cloud in Communities This solution aligns with Salesforce best practices for B2B partner management, combining self-service quoting (CPQ) and customer support visibility (Service Cloud via Experience Cloud).

NEW QUESTION # 21
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