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Salesforce Certified B2B Solution Architect Sample Questions (Q98-Q103):

NEW QUESTION # 98

Universal Containers (UC) wants to implement a Salesforce multi-cloud solution that includes CPQ, B2B Commerce, and Sales Cloud. UC wants to use as much of Salesforce's core capabilities as possible for its cart- to-quote customer journey. The order fulfillment process is managed separately in a third-party ERP.

Which two considerations should a Solution Architect keep in mind when thinking about data flows?

Choose 2 answers

- A. Cart and Order record owners are mapped to Quote and Quote Line record owners.
- **B. The source for the data feed to ERP is the CPQ Order object.**
- **C. Product and Pricing are set up with CPQ as the source of record.**
- D. All data points on products should be mapped and replicated between CPQ and B2B Commerce.

Answer: B,C

Explanation:

When considering data flows for the integration of CPQ, B2B Commerce, and Sales Cloud with an external ERP for order fulfillment, the Solution Architect should keep in mind:

* A. Product and Pricing are set up with CPQ as the source of record. This ensures that the CPQ system manages all product and pricing data, which is essential for maintaining accurate and consistent information across platforms.

* B. The source for the data feed to ERP is the CPQ Order object. Once the quote is finalized in CPQ and an order is created, that data should flow into the ERP for fulfillment, maintaining data integrity and process continuity.

These considerations are in line with Salesforce best practices for managing data across multiple systems, ensuring that each system utilizes its strengths and maintains data consistency.

NEW QUESTION # 99

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 Personalization.
- **C. Recommend Marketing Cloud Account Engagement.**
- D. Set up scheduled flows to handle email sending and tracking.

Answer: C

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 # 100

Universal Containers (UC) has a multi-cloud implementation in place covering Service Cloud and Experience Cloud. As part of UC's support process, service agents often need to search across an external ERP that hosts the order information of its customers. They would like to see their ERP data in Salesforce but IT is weary of duplicating data across systems.

Which integration mechanism should achieve this with standard capabilities?

- **A. Salesforce Connect**
- B. Change Data Capture
- C. SOAP API
- D. Bulk Rest API

Answer: A

Explanation:

According to an online document¹, Salesforce Connect is a standard integration mechanism that allows you to view, search, and modify data that's stored outside your Salesforce org. With Salesforce Connect, you can access data from external ERP systems in real time without copying or synchronizing it.

https://www.salesforce.com/content/dam/web/en_us/www/documents/platform/External-ERP-Integration-with-Salesforce.pdf

Salesforce Connect is the optimal choice for integrating Salesforce with an external ERP system without duplicating data. Salesforce Connect allows real-time access to external data sources, presenting them within Salesforce as external objects that look and behave much like standard Salesforce objects but without storing the data in Salesforce. This approach addresses IT's concern about data duplication and enables service agents to view ERP data directly in Salesforce.

References to Salesforce Connect's capabilities and use cases are available in the Salesforce Developer Guide and Salesforce Help documentation, which detail how Salesforce Connect can be used for real-time integration with external systems.

NEW QUESTION # 101

Different teams at Universal Containers (UC) are experiencing challenges using their existing tools. The Sales team can only access their application from the office, the Marketing team has to manually import leads coming from the website into their campaign tool, and the Support team lacks a communication history repository between email, social networks, and calls. The website was developed by the IT team, and the Legal team is responsible for the Consent Management Platform used to meet GDPR requirements.

UC wants to improve its relationship with customers, so a digital redesign program is starting with the goal of moving to Salesforce solutions.

Which three steps are necessary to set up a program roadmap?

Choose 3 answers

- A. Create project plans for each of the projects that will be on the roadmap.
- B. Prioritize the transformation of activities involving the least development.
- C. Explain how the program contributes to the business's goals.
- D. Prioritize the transformation of activities related to customers' interactions.
- E. Identify the high-level workload capacity and planning of the IT and Legal teams.

Answer: C,D,E

Explanation:

https://trailhead.salesforce.com/content/learn/modules/innovation_solution/innovation_solution_build_business

When setting up a program roadmap for a digital redesign program like the one Universal Containers (UC) is initiating, it's crucial to align the program with the overall business goals, understand the capacity of key teams, and prioritize customer-facing transformations. Therefore:

* A. Identify the high-level workload capacity and planning of the IT and Legal teams. This step is essential to ensure that the IT and Legal teams can support the program, considering their current workload and the additional responsibilities that the Salesforce implementation will bring, especially in terms of integrating existing systems and ensuring GDPR compliance.

* D. Prioritize the transformation of activities related to customers' interactions. Given UC's objective to improve its relationship with customers, focusing on transforming customer-facing processes first will have the most immediate and significant impact. This approach aligns with Salesforce's emphasis on customer relationship management.

* E. Explain how the program contributes to the business's goals. Linking the digital redesign program to the broader business objectives of UC ensures that the initiative has clear strategic value and helps in securing buy-in from stakeholders across the organization.

References for these points can be found in Salesforce's own documentation on best practices for digital transformation and program management, such as the Salesforce Implementation Guide and resources available on the Salesforce Trailhead platform.

NEW QUESTION # 102

Universal Containers serves customers globally across two businesses. Each business has its own org for managing its sales and support operations. Each line of business also maintains its own reporting systems using both CRM Analytics and Salesforce reports, but the CEO is asking for a unique dashboard that includes the global opportunity pipeline with data from both orgs.

What should a Solution Architect propose?

- A. Use one org as primary and create external objects for the accounts and opportunities of the other one. Then, use standard reports.
- B. Use CRM Analytics in the primary org and create a Salesforce External Connection. Then, create a dataflow to combine data from both orgs.
- C. Use one org as primary and an ETL tool to synchronize the accounts and opportunities of the other org. Then, use standard reports.
- D. Use CRM Analytics in the primary org and then, in the dashboards, use Salesforce Connect to query the data from the other org.

Answer: B

Explanation:

CRM Analytics (formerly known as Tableau CRM) allows for the creation of powerful dashboards that can incorporate data from multiple Salesforce orgs. By using CRM Analytics with an external connection and creating a dataflow, data from both orgs can be combined into a unified dashboard, providing the global visibility the CEO is requesting. This aligns with Salesforce's guidance on multi-org reporting using CRM Analytics, which enables cross-org data integration and visualization.

NEW QUESTION # 103

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