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Salesforce Certified B2B Solution Architect Exam Sample Questions (Q35-Q40):

NEW QUESTION # 35

Universal Containers (UC) recently went live with a multi-cloud implement at ton consisting of Experience Cloud, Service Cloud, and Marketing Cloud Account Engagement. The UC Marketing team wants to generate Marketing Cloud Account Engagement emails using the same dynamic content that users access in Experience Cloud. They want to trigger Marketing Cloud Account Engagement emails based on certain user actions while keeping the content dynamic and configurable via a user- friendly mechanism. Which approach should a Solution Architect recommend in this case?

- A. Change the data model to support sending Marketing Cloud Account Engagement email via the Experiencecloud site.
- **B. Use Salesforce CMS on Experience Cloud and the new Marketing Cloud Account Engagement Lightning Email Experience.**
- C. Build a custom application using Lightning Web Components to make the email content dynamic and configurable.
- D. Consider finding AppExchange packages that support this functionality on Experience Cloud andMarketing Cloud Account Engagement.

Answer: B

Explanation:

Using Salesforce CMS and the new Marketing Cloud Account Engagement Lightning Email Experience can enable the UC Marketing team to generate Marketing Cloud Account Engagement emails with dynamic content accessed through Experience Cloud. This approach can provide a user-friendly mechanism to configure content and trigger email sends based on user actions, without changing the data model. Additionally, this approach leverages native Salesforce functionality and does not require custom development or third-party packages.

<https://www.salesforce.com/products/experience-cloud/features/customer-engagement-solutions/> Leveraging Salesforce CMS in conjunction with Marketing Cloud Account Engagement's Lightning Email Experience offers a unified and dynamic solution for content management and email marketing. Salesforce CMS enables the creation and management of content in a user-friendly manner, which can then be utilized across different Salesforce platforms, including Experience Cloud. Integrating this content with Marketing Cloud Account Engagement through the Lightning Email Experience allows for the creation of dynamic and personalized email campaigns that reflect the content users interact with on Experience Cloud. This approach ensures consistency in messaging and branding while providing a seamless and engaging user experience, aligning with Salesforce's best practices for integrating content and marketing strategies across multiple clouds.

NEW QUESTION # 36

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

Answer: B

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

NEW QUESTION # 37

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 Custom Object
- B. Salesforce Order 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 # 38

Universal Containers (UC) delivers packaging solutions to its customers based on volume schedule, which is part of a contract that UC is closing. Customers place orders against these contracts, and the orders are maintained in an ERP system outside of Salesforce.

Employees of UC want to track invoicing payment status on a monthly basis so that they can identify early when customer orders fall short of the contractual target.

Which two solution components should a Solution Architect recommend to meet this requirement?

Choose 2 answers

- A. Product and Revenue Schedules from Sales Cloud
- B. Opportunities and Opportunity Products from Sales Cloud
- C. Orders and Order Products from Sales Cloud and a MuleSoft integration with the ERP
- D. Invoicing payment status sync between Salesforce Billing and ERP

Answer: C,D

Explanation:

To track invoicing payment status and identify discrepancies in customer orders against contractual targets, integrating Salesforce Billing with the ERP system is essential. This integration allows for real-time synchronization of invoicing and payment statuses, providing UC employees with up-to-date information. Using MuleSoft for integration facilitates seamless data exchange between Salesforce and the ERP, ensuring that order information is accurately reflected in Salesforce. This setup supports efficient monitoring and management of contractual obligations and financial transactions. Salesforce Billing offers capabilities for managing invoicing and payments within the Salesforce ecosystem, while MuleSoft's Anypoint Platform enables robust API-led connectivity between systems, aligning with Salesforce's recommended practices for system integration and data management.

NEW QUESTION # 39

3D Scanners needs to apply a discount automatically on the Quote Line for Distributors while in the Quote Line Editor. The percentage discount applied depends on attributes of the Distributor Account and that of the specific Product. Sales users can add additional discounts; however, those will need to go through an approval process that allows for resubmitting to only those that previously rejected the additional discount.

Which two options should a Solution Architect recommend to meet the requirements while keeping the user experience in mind?

Choose 2 answers

- A. Flow
- B. CPQ Plus license
- C. Price Rules
- D. CPQ license

Answer: C,D

Explanation:

CPQ license2. This way, you can use Salesforce CPQ (Configure Price Quote) to automate complex quoting processes and apply discounts based on product and account attributes. You can also use CPQ approval rules to trigger approval requests for additional discounts and resubmit them to previous approvers.

Price Rules2. This way, you can use CPQ price rules to calculate discounts automatically on quote lines based on conditions and formulas. You can also use price actions to update quote line fields with discount values.

NEW QUESTION # 40

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