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Salesforce Certified B2B Solution Architect Sample Questions (Q36-Q41):

NEW QUESTION # 36

AW Computing (AWC) has just completed a multi-cloud implementation for Salesforce and is facing major user adoption challenges. Users are complaining that the system is complicated and hard to navigate.

What can the Center of Excellence (CoE) for Salesforce do to help increase user adoption?

- A. Place all training materials on the home page so users can find them easily.
- B. Ensure each team has a Salesforce champion that can provide one-on-one training.

- C. Break down training materials into quick reference guides for job-specific functions.
- D. Record hour-long pieces of training for each job role so users can review on their own time.

Answer: C

Explanation:

To increase user adoption when users find the system complicated, breaking down training materials into quick reference guides for specific job functions can be very effective. This makes the learning process more manageable and relevant to users' daily tasks. Salesforce's own training approach often includes such job-specific materials, recognizing that targeted, role-based guidance can improve user competence and confidence.

NEW QUESTION # 37

Universal Containers uses an ERP as system of record (SOR) for its product data, and Sales Cloud and Revenue Cloud for its sales data. The Product data must be synced with Salesforce so that sales representatives can add the products to their Opportunities and Quotes. As Products are deactivated within the ERP, they should no longer be available. Since Sales Cloud is the SOR for Opportunities and Revenue Cloud is the SOR for Quotes, the Solution Architect has been asked to come up with an archiving strategy that preserves Opportunity and Quote data related to these deactivated products in Salesforce for historical reference. What should a Solution Architect recommend to manage the deactivation of the Products and archiving of the Saks data?

- A. Deactivate the Product in Salesforce once it is deactivated in the ERP. Archive the Opportunity and Quote data in a third-party system and bring back into Salesforce as External Objects.
- B. Delete the Product in Salesforce once it is deactivated in the ERP. Archive the Opportunity and Quote data in a third-party system and bring back into Salesforce as External Objects.
- C. Remove the Product from active Opportunities and Quotes. Archive the Opportunity and Quote data in a third-party system and bring back into Salesforce as External Objects.
- D. Deactivate the Product in Salesforce once it is deactivated in the ERP. Mark the Opportunity and Quote data in Salesforce as inactive so they do not show up in reporting.

Answer: D

Explanation:

Deactivating products in Salesforce aligns with the ERP's status, maintaining data integrity without losing historical data. Marking related Opportunity and Quote data as inactive preserves historical records for reference without affecting active reporting, ensuring compliance with data retention policies and supporting accurate data analysis and decision-making.

NEW QUESTION # 38

Universal Containers (UC) is about to complete an initial planning of a complex solution involving multiple customer personas. UC wants to ensure it has a comprehensive understanding of what kinds of business outcomes the customers want to achieve before presenting them a solution.

Which method of discovery should a Solution Architect suggest to UC?

- A. Third-party research from well-known organizations
- B. User Stories Creation with End Customers
- C. Comprehensive Surveys to End Customers
- D. Jobs To Be Done Framework

Answer: D

Explanation:

The "Jobs To Be Done Framework" is a method that focuses on understanding customer needs in specific contexts and situations. This approach is ideal for UC to gain comprehensive insights into what kinds of business outcomes the customers want to achieve. It goes beyond mere feature requests and digs into the underlying goals and challenges customers face, which can be more enlightening for solution design than surveys or user story creation alone. The framework is recognized for its effectiveness in uncovering the real jobs customers are hiring products and services to do.

NEW QUESTION # 39

Universal Containers (UC) has expanded rapidly in recent years following a number of acquisitions. The new CMO wants to use all

Leads from one of the acquired Salesforce orgs to kick-start a new targeted campaign in UC's main 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 main org (the target org) and the acquired org (the source org)?

- A. Discuss a strategy that includes manually migrating all Leads from the source org to the target org every day using data loader.
- **B. 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 after they are enriched in the source org.**
- C. 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 enrichment within the source org.
- D. 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.

Answer: B

Explanation:

Option D would involve discussing 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 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 # 40

Universal Export has implemented multiple Salesforce products and has made it clear that it wants to maximize its investment and avoid buying any new products. For the company's next release, its business requirements seem to be a close fit for a product that Salesforce has. What it wants to develop a custom extension that replicates the functionality of that Salesforce module.

Which two actions should a Solution Architect take?

Choose 2 answers

- A. Consult with the IT department to review the extension requirements.
- **B. Advise the customer to use the out-of-the-box approach to avoid unnecessary technical debt.**
- **C. Evaluate the business benefit of the requested functionality to see if it justifies investment in the Salesforce product.**
- D. Begin requirements gathering for integrations and data migration

Answer: B,C

Explanation:

Option B would involve advising the customer to use the out-of-the-box approach to avoid unnecessary technical debt. This would mean using the existing Salesforce product that meets their business requirements instead of developing a custom extension that replicates its functionality. This would save time, money, and resources for both the customer and the Solution Architect, as well as reduce maintenance and support issues in the future.

Option D would involve evaluating the business benefit of the requested functionality to see if it justifies investment in the Salesforce product. This would mean analyzing how much value and return on investment (ROI) the customer would get from using the Salesforce product versus developing a custom extension. This would help them make an informed decision based on their business goals and budget.

NEW QUESTION # 41

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