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Salesforce Certified B2B Solution Architect Exam Sample Questions (Q90-Q95):

NEW QUESTION # 90

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

Answer: A,B,C

NEW QUESTION # 91

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, but 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. Begin requirements gathering for integrations and data migration
- 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. Consult with the IT department to review the extension requirements.

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 future².

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 budget³.

NEW QUESTION # 92

A Solution Architect has been hired to consult Ace Computers with its integration solution. Ace Computers has a combination of four on-premise and cloud systems with data that need to be integrated to Salesforce. Ace Computers expects to have large data volumes and wants to minimize impact on end-user operations during business hours.

Which integration solution should the Solution Architect recommend for the company's business needs?

- A. Platform Events
- B. Salesforce Data Loader
- C. MuleSoft Composer
- D. MuleSoft Anypoint Platform

Answer: D

NEW QUESTION # 93

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

Answer: A

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 # 94

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

Answer: C

NEW QUESTION # 95

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