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Salesforce Arch-301

Salesforce Certified B2B Solution Architect

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Salesforce Certified B2B Solution Architect Sample Questions (Q70-Q75):

NEW QUESTION # 70

A software solutions company has created several SaaS applications that it sells to its customers. The company would like an easier way to allow customers to renew their subscriptions each period. Today, the company has to run reports across multiple disparate systems to find out which products each customer has purchased, their usage levels, and when each customer needs to renew. Tracking and identifying when to contact customers is a very manual process and involves sales people sending emails with invoices attached.

Customers often mail paper checks to the company, leading to disconnected invoicing and payment processing.

Which two products should a Solution Architect consider to resolve the subscription, invoicing, and payment issues the company is currently experiencing?

Choose 2 answers

- **A. Salesforce Billing**
- B. B2B Commerce
- C. Salesforce Order Management
- **D. Salesforce CPQ**

Answer: A,D

Explanation:

Option A would involve using Salesforce Billing, which is a product that automates billing processes such as generating invoices, collecting payments, and managing revenue recognition. Salesforce Billing can also handle subscription billing scenarios such as renewals, amendments, cancellations, and prorations. Salesforce Billing can integrate with Salesforce CPQ to create seamless quote-to-cash workflows.

Option D would involve using Salesforce CPQ (Configure Price Quote), which is a product that helps sales teams create accurate and consistent quotes for complex products and services. Salesforce CPQ can also manage subscriptions by creating recurring quotes with flexible pricing models and contract terms. Salesforce CPQ can integrate with Salesforce Billing to create seamless quote-to-cash workflows.

<https://trailhead.salesforce.com/credentials/b2bsolutionarchitect>

NEW QUESTION # 71

AW Heat & Cooling is a mid-sized manufacturing company that sells special purpose heating and cooling solutions. Sales have declined significantly, and analysis shows that customers are leaving due to long turnaround times for quotes, lack of flexibility, and confused salespeople that do not understand their customers and do not collaborate with each other. The company wants to streamline and improve the customer experience from end to end, including new communication channels and digital self-service offerings.

How should the Solution Architect arrange the roadmap to implement the company's stated priorities?

- A. Start with Service Cloud and Revenue Cloud, followed by Experience Cloud and, later, Sales Cloud.
- B. Develop a comprehensive solution that includes Sales Cloud, Revenue Cloud, Service Cloud, and Experience Cloud as a basic version from the start.
- **C. Start with Sales Cloud and Revenue Cloud, followed by Service Cloud and, later, Experience Cloud.**
- D. Fast-track Service Cloud followed by Sales Cloud, Revenue Cloud, and, later, Experience Cloud.

Answer: C

Explanation:

Starting with Sales Cloud and Revenue Cloud allows AW Heat & Cooling to immediately address the core issues affecting sales performance and quote turnaround times. Sales Cloud facilitates improved sales processes and customer management, while Revenue Cloud (including CPQ) streamlines the quoting and pricing processes, directly addressing the needs for flexibility and efficiency in sales. Subsequent implementation of Service Cloud will enhance customer service capabilities, and finally, integrating Experience Cloud will enable the development of digital self-service portals and new communication channels. This phased approach

aligns with Salesforce's recommendations for prioritizing core sales and service functionalities before expanding to broader customer engagement and digital experience solutions.

NEW QUESTION # 72

AC Computers has decided to extend its existing Sales Cloud solution by implementing Service Cloud and Marketing Cloud Account Engagement. AC Computers has defined two different work streams for Service Cloud and Marketing Cloud Account Engagement and wants each workstream to work iteratively in separate sandboxes and migrate to a single sandbox for UAT and integration testing. With the multiple workstreams, AC Computers needs a more rigorous change management process and an audit process.

Which two options should AC Computers consider to support both implementation workstreams?

Choose 2 answers

- **A. Use scratch orgs and continuous deployment tools to merge the workstream builds.**
- B. Use package-based deployments and scratch orgs to merge the workstream builds.
- **C. Use a version control system and CLI-based deployment tools to merge the workstream builds.**
- D. Use multiple development sandboxes and merge the workstream builds using change sets.

Answer: A,C

Explanation:

Version control systems with CLI-based deployment tools (B) and scratch orgs with continuous deployment tools (C) offer robust mechanisms for managing multiple development streams. These methods support iterative development, ensure best practices in code integration, and facilitate a smooth transition to UAT and production environments by maintaining code integrity and reducing integration conflicts.

NEW QUESTION # 73

Mask Makers LLC has a traditional sales channel that uses an existing CPQ implementation to process orders.

Customers frequently reorder previous purchases quickly and split the order into several deliveries for different locations.

Additionally, these customers are given special pricing through Price Books in CPQ based on annual spending and other parameters. The customer currently makes their purchase by sending an email or calling their appointed sales representative, and then waits to receive a quote.

Mask Makers LLC wants to move away from this very manual and time-consuming process. The company wants to provide its customers with a personalized experience that is simplified and streamlined with existing special pricing visible and the option to self-serve. Mask Makers LLC would also like to deliver this within a short timeframe, as business must continue to grow.

Which design approach should a Solution Architect recommend to meet these requirements within the timeframe while adhering to best practices.

- A. Implement B2B Commerce and build a custom integration to CPQ. Keep CPQ as the Product and Pricing master.
- B. Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. Set B2B Commerce as the Product and Pricing master.
- C. Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. Allow bidirectional updates to Products and Pricing.
- **D. Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. Keep CPQ as the Product and Pricing master.**

Answer: D

Explanation:

* Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. This is a fast and easy way of enabling self-service ordering for customers with existing special pricing from CPQ.

* Keep CPQ as the Product and Pricing master. This is a recommended practice to avoid data duplication and inconsistency between CPQ and B2B Commerce.

For Mask Makers LLC, implementing Salesforce B2B Commerce with integration to the existing CPQ system via the CPQ B2B Commerce Connector is the optimal approach. Keeping CPQ as the Product and Pricing master ensures that the complex pricing rules and special pricing agreements already established in CPQ are maintained and leveraged within the B2B Commerce environment. This setup allows customers to benefit from a streamlined and personalized self-service experience while ensuring pricing consistency and accuracy.

The CPQ B2B Commerce Connector facilitates the seamless flow of product and pricing information from CPQ to B2B Commerce, enabling Mask Makers LLC to provide a simplified and efficient ordering process for its customers, adhering to

NEW QUESTION # 74

Universal Containers (UC) is in the process of identifying if Revenue Cloud will work for its business processes. UC has already implemented Sales Cloud, which includes complex steps and checklists that are orchestrated based on changes made to an Opportunity. Based on the current Sales Cloud implementation, UC has concerns about how Revenue Cloud will interact with its current customizations on the Opportunity object and if it will be difficult to customize the solution in the future.

Which design approach should a Solution Architect recommend to mitigate concerns about custom processes on any single object?

- A. Use an event-driven design to separate automations that could run asynchronously from the save cycle with a third-party tool like Heroku.
- B. Leave the orchestration of the automation to Process Builder, but invoke autolaunched flows from Process Builders so that the actual operations run in flows.
- C. Migrate automations from Process Builder to flows triggered by record updates, organizing operations in separate flows for the "Before Save" and "After Save" contexts.
- D. Migrate automations from Process Builder to a single flow that is triggered by record updates, using only the "After Save" context so that all operations can be organized in a single flow.

Answer: C

Explanation:

Migrate automations from Process Builder to flows triggered by record updates, organizing operations in separate flows for the "Before Save" and "After Save" contexts. This approach will allow UC to keep their current customizations on the Opportunity object, while allowing for greater control and flexibility when customizing the solution in the future. Additionally, this approach will allow UC to better orchestrate the automations and ensure that operations are being run in the right order and context.

<https://www.salesforce.com/products/cpq/overview/>

NEW QUESTION # 75

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