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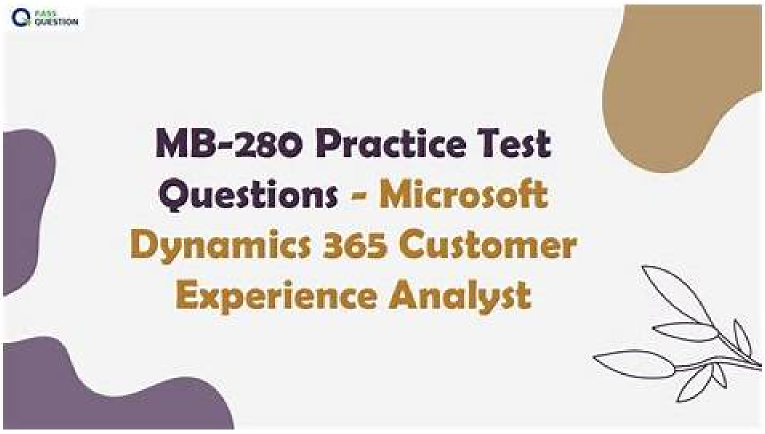

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Microsoft MB-280 Exam Syllabus Topics:

Topic	Details
Topic 1	• Configure and Customize Dataverse and Model-Driven Apps: This section covers the ability of Dynamics 365 Sales Professionals in the configuration and customization of Dataverse and model-driven apps to meet business needs.
Topic 2	• Extend and Enhance Dynamics 365 Sales Capabilities: For Dynamics 365 Sales Professionals, this section evaluates the ability to extend Dynamics 365 Sales functionality and integrate it with other applications using Power Platform tools.
Topic 3	• Implement Security and Customizations in Dynamics 365 Sales: This section addresses the implementation of security measures and customization options within Dynamics 365 Sales for Dynamics 365 Sales Professionals.

Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q98-Q103):

NEW QUESTION # 98
You are working in Dynamics 365 Sales. You turn on the visibility of the Dynamics 365 Sales records in the channel.
A user working with leads is unable to pin the view into Microsoft Teams.
You need to identify the issue.
What should you do?

- A. Disable the Turn on the linking of Dynamics 365 records to Microsoft Teams channels option.
- B. Enable the External links within Teams option.
- C. Enable the Turn on Enhanced Microsoft Teams Integration option.
- D. Add users to the correct security role.
- E. Add users to the Teams channel.

Answer: C

Explanation:
For users to pin views of Dynamics 365 Sales records in Microsoft Teams, Enhanced Microsoft Teams Integration must be enabled. This feature allows users to seamlessly work with Dynamics 365 records within Teams and ensures proper synchronization between the two platforms.

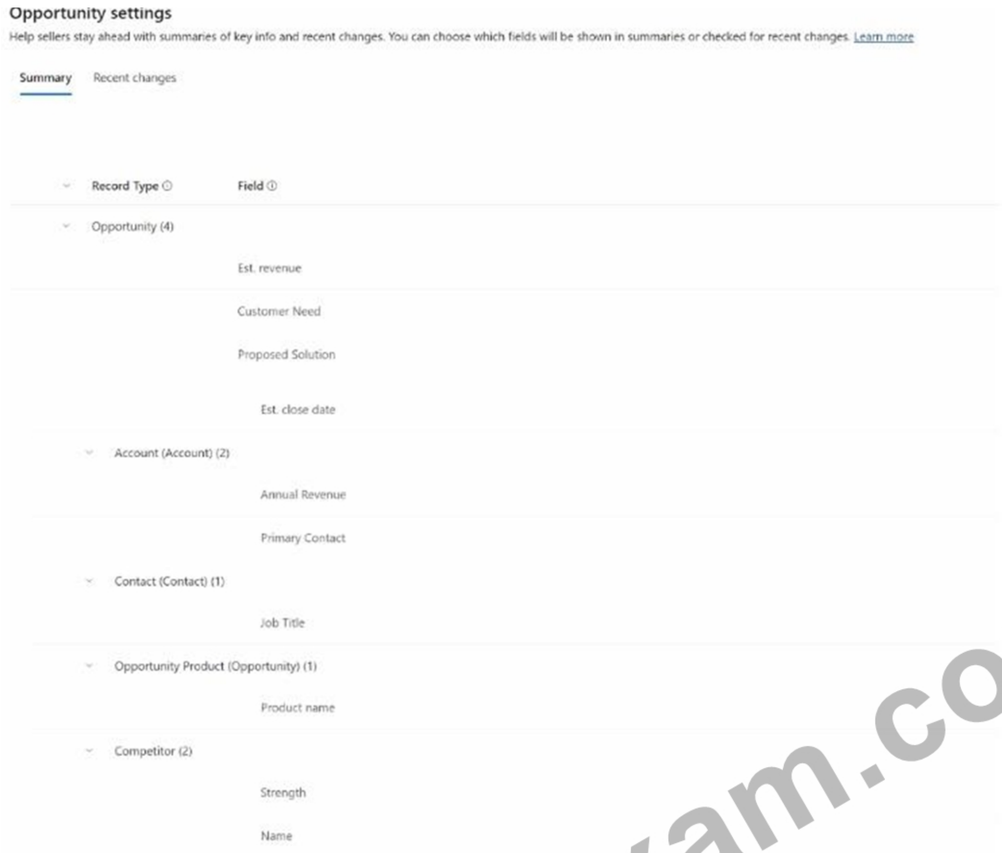
NEW QUESTION # 99
Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.
After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen, You recently implemented Dynamics 365 Sales within your organization's sales team. Based on the initial evaluation, adoption is limited as most sales users prefer to work from Microsoft Outlook.
You decide to enable the Dynamics 365 App for Outlook.
You need to perform the various actions required. Each correct action is part of the solution but does NOT solve the problem completely.
Action: You test the email configuration and enable the mailboxes for the Dynamics 365 App for Outlook designated users.
Does this meet the goal?

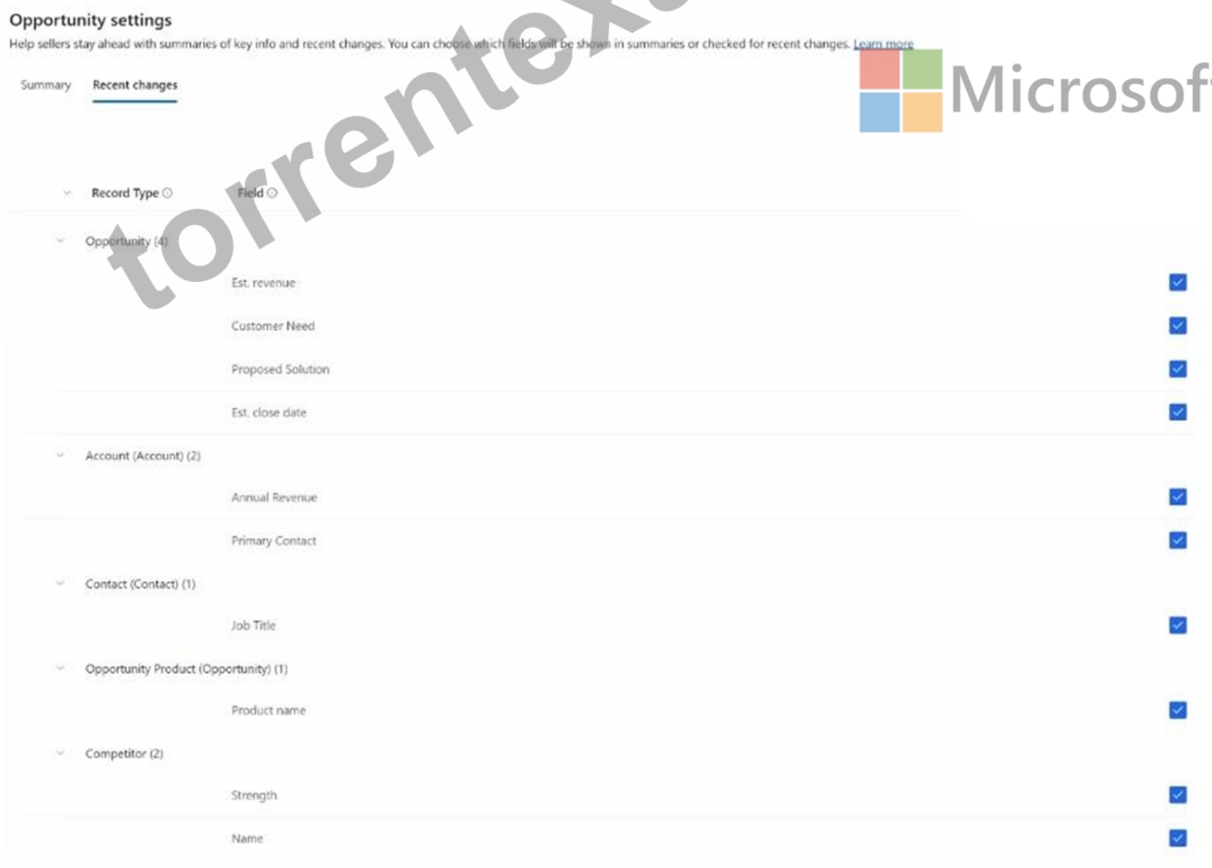
- A. No
- B. Yes

Answer: B

Explanation:
Correct:
* : From the email settings in the Advanced settings, you migrate email router data from server-side synchronization to Dynamics 365 app for Outlook. [See step 1 below. Use Server-side synchronization]
* You test the email configuration and enable the mailboxes for the Dynamics 365 App for Outlook designated users. [Yes, see step 2 below] Incorrect:
* Within the system settings and email configuration, you set Process Email Using to Dynamics 365 for Outlook. [No, set this to Server-side synchronization. See step 1 below] Note:
Deploy and install Dynamics 365 App for Outlook
Step 1: Set the default synchronization method
To use Dynamics 365 App for Outlook, you need to set server-side synchronization for your email processing.
1. From your app, go to Settings > Advanced Settings.
2. Go Settings > Administration and then select System Settings.
3. Select the Email tab, and set Process Email Using to Server-Side Synchronization.
Step 2: Test email configuration and enable mailboxes
Enable and test your user mailboxes so they can use Dynamics 365 App for Outlook.
Reference:
https://learn.microsoft.com/en-us/dynamics365/outlook-app/deploy-dynamics-365-app-for-outlook

Topic 1, Contoso Ltd.
Background information
Contoso Ltd. has started a new division that provides janitorial services to businesses.
The sales teams for this division are using a dedicated instance of Dynamics 365 Sales.
Contoso Ltd.'s sellers are becoming accustomed to Copilot in Sales and Sales Insights features. They have identified several desired enhancements.
System configuration
The base currency for all opportunities in the system is US dollars (USD). The administrator has NOT enabled installed premium Sales Insights features. All users have Premium licenses. Contoso Ltd. uses Exchange Online for email.
Only three default insights cards are turned on:
1 Close date coming soon
2. Meeting today
3. Upcoming meeting
The system administrator has set the following days before notifying me value for the Close date coming soon card to 21 days.
Contoso Ltd. has also just set up Dynamics 365 Customer Insights - Journeys for marketing automation. No segments or customer journeys have been defined yet. Dynamics 365 Sales and Customer Insights - Journeys both share the same instance of Microsoft Dataverse.
Copilot in Dynamics 365 Sales settings
The following screenshots show the configured fields for opportunity settings summaries and recent changes in Copilot.





Business development managers

Contoso Ltd. has 30 business development managers (BDMs) across its sales teams. Each BDM is responsible for selling janitorial services to new and existing clients. All BDMs are assigned the sales manager security role in Dynamics 365 Sales.

Any 8DM can own an opportunity, even if a different BDM owns the client account record. Any other BDMs assigned to work on the opportunity will be included in the opportunity record's sales team. Opportunity records owned by a BDM will never include any additional client stakeholders other than the named contact for the opportunity.

The BDMs have been told to document all client communications in Dynamics 365, but they frequently exchange emails with client contacts through Microsoft Exchange WITHOUT tracking them in Dynamics 365.

Digital sales team

Contoso Ltd. has a digital sales team that comprises 10 junior sales resources who focus on lead qualification and conversion to opportunities. Members of this team are assigned a single custom security role named Digital seller that is a copy of the standard Salesperson role. View audit history and view audit summary permissions are disabled.

The team currently receives leads from an online form on Contoso Ltd.'s website. Many online lead submissions end up being duplicates, and the team manually reconciles the duplicates by comparing last name, email address, and phone number for all submitted leads.

Clients

Contoso Ltd. has a digital sales team that comprises 10 junior sales resources who focus on lead qualification and conversion to opportunities. Members of this team are assigned a single custom security role named Digital seller that is a copy of the standard Salesperson role. View audit history and view audit summary permissions are disabled.

The team currently receives leads from an online form on Contoso Ltd.'s website. Many online lead submissions end up being duplicates, and the team manually reconciles the duplicates by comparing last name, email address, and phone number for all submitted leads.

Client tiers

Clients are grouped into tiers based on annual revenue as calculated in a system outside Dynamics 365 Sales. Clients receive different levels of ongoing service and support based on their tier assignment Annual revenue values for accounts and corresponding tier values are written to Dynamics 365 through a nightly batch process. Client tier values are only updated when they change, and tier value will always be blank for accounts with no calculated annual revenue.

The tier structure is:

* Tier A - annual revenue greater than or equal to $10,000,000 USD
* Tier B - annual revenue greater than $5,000,000 USD and less than $10,000,000 USD
* Tier C - annual revenue greater than $0 USD and less than or equal to $5,000,000 USD The tier label is stored in a custom text field named Client tier(contoso_dienttiei) that contains only a single letter or is blank.

Northwind Traders account

There are three BDMs who frequently work together on large opportunities.

* BDM1 is the account owner for Northwind Traders, a multinational client.

o BDM1 owns all Northwind Traders opportunities with estimated revenue greater than or equal to 51.000,000.

* BMD2 and BDM3 are assisting BDM1 with several opportunities for Northwind Traders in different cities.

o BDM3 owns all other Northwind Traders opportunities. BDM3 is NOT a sales team member for any of the opportunities BDM1 owns, o BDM2 is a sales team member for all Northwind Traders opportunities.

Client Contact1 is the primary contact for the Northwind Traders' account. There are two other client contacts with whom the Northwind account team regularly engages - Client Contacts and Client Contact3.

BDM1 and the Northwind Traders account

BDM1 has been on vacation for two weeks. During vacation, BDM1 did NOT log into Dynamics 365, and BDM2 made the following updates to several open Northwind Traders opportunities.

Updated field	Opportunities	When the updates were made
Estimated close date	New York City office, London office, Toronto office	Two days before BDM1's return
Forecast category	Mexico City office	Five days before BDM1's return
Proposed solution	Seattle office	Nine days before BDM1's return

BMD2 also scheduled an internal meeting with BMD1 for the day they return to discuss a request from the primary contact for the account The meeting has the "London office' opportunity as its regarding value.

Desired enhancements

The global sales lead requests the following enhancements:

1. A "Welcome' email should be sent to the primary contact (or an account when the account first enters any client tier. This email should only be sent to the primary contact once.
2. Account owners should receive immediate notifications in the assistant in Dynamics 365 Sales when accounts change tiers. The notifications should include the account name and current tier.
3. A "Getting started" email should be sent to the main contact associated with an opportunity when the opportunity status is set to "Won."

1. The email should include a link to a custom onboarding form where the contact can supply information required to start the janitorial services for a given location.
2. If the contact does NOT click any links in the email, a follow-up email should be sent

4. All emails between BDMs and client contacts should be available for relationship analytics KPIs. Emails sent by other users outside of Dynamics 365 should NOT be included in the KPIs.

The digital sales team lead requests the following enhancements:

1. The ability for team members to use Copilot to summarize changes to lead records.
2. Replace the current online form used by their team to capture new leads. The new form should automatically handle duplicates

using the rules the team currently applies manually.

NEW QUESTION # 100
You are working in a manufacturing company that is struggling to get their sales department to input all relevant information into Dynamics 365 for Sales.
You need to deploy the Dynamics 365 App for Outlook for all eligible users as efficiently as possible.
What should you do?

- A. Select the checkbox to automatically add App for Outlook to all eligible users in Settings.
- B. Notify every eligible user to enable it in their personal app Settings.
- C. Grant the Systems Admin security role to the active directory group containing all eligible users.
- D. Enable the setting to push the app to users in the general environment Settings.

Answer: A

Explanation:
To efficiently deploy the Dynamics 365 App for Outlook to all eligible users, the best approach is to enable the automatic deployment setting in Dynamics 365 Settings. This option allows automatic installation for all users whose mailboxes are configured correctly, eliminating the need for manual activation by each user.

NEW QUESTION # 101
A company has three business units. User privileges are set to ensure that users can only see records owned by their own business units.
If a contact is needed for all business units, one contact record must be created for each business unit. A contact is considered a duplicate if the First , Last Name, Email or Preferred Phone, and Business Unit columns match.
Name
You must ensure that duplicate records are NOT created for contacts.
You need to create the duplicate detection rules.
Which two filters should you configure? Each correct answer is part of the complete solution.
(Choose two.)
NOTE: Each correct selection is worth one point.

- A. First Name and Last Name and Preferred Phone
- B. First Name and Last Name and Preferred Phone and Business Unit
- C. First Name and Last Name and Owner
- D. First Name and Last Name and Email
- E. First Name and Last Name and Email and Business Unit

Answer: B,E

Explanation:
First Name, Last Name, and Business Unit must be match in both filter.
Additionally Preferred Phone in one of the filters.
Also Email in the other filter.

NEW QUESTION # 102
One of the data sources being ingested into Dynamics 365 Customer Insights - Data is Microsoft Dataverse.
During the unification process, you need to identify the primary key.
Which three data types can you use as a primary key attribute? Each correct answer presents a complete solution. (Choose three.)
NOTE: Each correct selection is worth one point.

- A. String
- B. GUID
- C. Whole Number
- D. Integer
- E. Boolean

Answer: A,B,C

Explanation:
In Dynamics 365 Customer Insights, during the unification process, the primary key must be unique for each record. The following data types can serve as a primary key:
Whole Number: Whole numbers are frequently used as primary keys, particularly when generated as sequential values.
String: Strings can be used as primary keys, especially when they represent unique values, such as codes or identification numbers.
GUID: A Globally Unique Identifier (GUID) is commonly used as a primary key in systems like Microsoft Dataverse, ensuring a unique value for each record.
Other options like Integer are not typically used independently of the Whole Number data type, and Boolean values cannot serve as primary keys since they can only have two possible values (True/False), which would not meet the uniqueness requirement for identifying records.

NEW QUESTION # 103
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