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## Salesforce Certified B2B Solution Architect Sample Questions (Q98-Q103):

### NEW QUESTION # 98

After a Solution Architect presents the Salesforce User Attribute Chart, the project owner has some concerns and questions regarding the Role Hierarchy choices for the executive assistant who reports to all of the VPs.

There are also questions about the ideal license given to the CEO who provides executive oversight and reviews the Executive Dashboard at the end of each accounting period. There are some restrictions on budget spend for overall licenses, and the user base is forecasted to continue to grow.

Which two explanations should the Solution Architect use to address the concerns and gain final acceptance?

Choose 2 answers

- A. The Role Hierarchy should mirror the organization chart. Therefore, sharing settings need to be put in place for the executive assistant given the need to have access to the data of all of the VPs being supported.
- B. Given that the executive assistant will need access to the data for all of the VPs being supported, the assistant should be placed higher up in the Role Hierarchy than the VPs.
- C. The CEO should have a Sales Cloud license given that the role is a processor of information and should be at the top of the Role Hierarchy.

- D. The CEO should have a Platform Plus license given that the role is a consumer of information and should be at the top of the Role Hierarchy.

**Answer: A,C**

Explanation:

In addressing the concerns about role hierarchy and licensing for the executive assistant and CEO, the following explanations are provided:

\* B. The CEO should have a Sales Cloud license given that the role is a processor of information and should be at the top of the Role Hierarchy. A Sales Cloud license provides the CEO with full access to the necessary data and functionalities to oversee and make informed decisions. Being at the top of the Role Hierarchy ensures access to all relevant data across the organization.

\* C. The Role Hierarchy should mirror the organization chart. Therefore, sharing settings need to be put in place for the executive assistant given the need to have access to the data of all of the VPs being supported. This approach maintains the organizational structure within Salesforce and uses sharing settings to grant the executive assistant appropriate access levels, ensuring data visibility across the VPs without disrupting the hierarchy.

Salesforce's documentation on licensing options and role hierarchy provides guidance on configuring access and visibility in a way that aligns with organizational structures and roles, ensuring efficient and secure data management.

### NEW QUESTION # 99

Universal Containers (UC) is currently using Sales Cloud, Revenue Cloud, Experience Cloud, and B2B Commerce. B2B Commerce and Experience Cloud are used for UC's end customers while the direct Sales team sells with partners through Revenue Cloud. However, partners want to work digitally versus through email.

The direct Sales team has asked the CIO how they can expose their Revenue Cloud capabilities to their partners and vendors using Salesforce. The CIO knows they are currently using B2B Commerce for customers and is wondering if they can do something similar for partners by exposing CPQ capabilities in Experience Cloud for partners.

What are two questions a Solution Architect should ask when evaluating either B2B Commerce or CPQ for partners via Experience Cloud?

Choose 2 answers

- A. Will partners be using CPQ to sell to our customers that are utilizing our B2B Commerce tool today?
- **B. Does the direct Sales team co-sell with partners or sell to partners in this new channel model?**
- C. What do we need to invest in order to build the channel and where does that investment come from?
- **D. Do partners need to do complex configurations or create their special pricing?**

**Answer: B,D**

Explanation:

When evaluating B2B Commerce or CPQ for partners via Experience Cloud, the Solution Architect should ask:

\* B. Does the direct Sales team co-sell with partners or sell to partners in this new channel model? This question helps to understand the relationship between the direct Sales team and the partners, which impacts how CPQ is set up and used.

\* C. Do partners need to do complex configurations or create their special pricing? This will determine if CPQ's advanced configuration and pricing capabilities are necessary for the partners, which may not be as effectively supported by B2B Commerce alone.

Understanding the sales process and the complexity of transactions is crucial to deciding whether CPQ or B2B Commerce is the right tool for partners, as described in Salesforce documentation for both CPQ and B2B Commerce.

### NEW QUESTION # 100

Universal Containers (UC) manufactures automobile engine components. UC wants to set up an ecommerce website to deliver a seamless customer purchasing experience, both through self-service and field sales. UC also wants to showcase its extensive product offerings, operate regional promotions and discounts, and managed routing and contracting. UC is looking for guidance on a Salesforce multi-cloud solution to be implemented across phases.

What should a Solution Architect recommend to meet UC's business requirements?

- A. Phase 1: Service Cloud -- Phase 2: CPQ -- Phase 3: B2B Commerce
- B. Phase 1: Sales Cloud -- Phase 2: Service Cloud -- Phase 3: B2B Commerce
- **C. Phase 1: Sales Cloud -- Phase 2: CPQ -- Phase 3: B2B Commerce**
- D. Phase 1: Sales Cloud -- Phase 2: B2B Commerce -- Phase 3: Salesforce Field Service

**Answer: C**

Explanation:

<https://trailheadacademy.salesforce.com/classes/arc801-Design-and-implement-b2b-multi-cloud-solutions> According to 1, this is a recommended approach to design domain-specific, multi-cloud solutions using Customer 360 to create frictionless B2B customer experiences that maximize business value. Sales Cloud can help UC manage its field sales and contracts, CPQ can help UC automate its quoting and pricing processes, and B2B Commerce can help UC deliver a seamless ecommerce experience for its customers across digital platforms.

### NEW QUESTION # 101

Universal Containers (UC) currently utilizes Sales Cloud and ExperienceCloud for its customers. For the next phase in its digital transformation, UC would like to enable its vast dealer network with the kinds of tools its direct Sales teams are currently using. UC is considering Partner Communities (PRM) on Experience Cloud.

UC's concern at the moment is making sure that its dealer network only gets access to the opportunities they themselves bring to UC or that UC submits to the dealer to close. This is a concern for the VP of direct sales who has issues with bringing PRM in at all. What is the initial suggestion a Solution Architect should provide to make Partner Communities work for UC?

- A. Utilize the same sharing model within the Partner Community that customers are currently using within the Customer Community.
- B. Create public groups of partner companies and users at dealers, and share the opportunities using sharing rules.
- C. Create two account lookups on the opportunity, one for dealer and one for partner company, and create sharing rules to share the records.
- **D. Utilize the external sharing model to differentiate the sharing models between Internal Sales users and External Communities users.**

**Answer: D**

Explanation:

For Universal Containers to ensure that its dealer network only accesses relevant opportunities, the external sharing model in Salesforce Experience Cloud offers a tailored solution. This model allows for distinct sharing settings between internal and external users, enabling granular control over data accessibility. By leveraging this model, UC can configure sharing rules and access levels specific to Partner Community users, ensuring dealers only see opportunities they are directly involved with. This approach addresses the VP of direct sales' concerns by safeguarding internal opportunity visibility while effectively enabling dealers through PRM capabilities. Salesforce's documentation on sharing models and communities best practices underscores the importance of utilizing external sharing models to maintain data security and integrity in collaborative environments like Partner Communities.

### NEW QUESTION # 102

Universal Containers (UC) has implemented a new ecommerce site for its resellers. UC is leveraging a multi- cloud architecture, B2B Commerce, for building the storefront and Service Cloud Web2Case for offering case management functionality to its resellers. UC notices that the case volume is extremely high and a number of resellers are raising cases for trivial issues on the B2B Commerce site.

Which two recommendations should a Solution Architect make to help resellers use the site more efficiently and lower the case volume?

Choose 2 answers

- A. Disable anonymous users on the site.
- B. Offload the number of cases received via Web2Case by using Email2Case.
- **C. Plan and conduct User Adoption Trainings for resellers on how to use the site.**
- **D. Implement Case Deflection.**

**Answer: C,D**

Explanation:

Option B would help resellers find answers to their questions by showing them relevant articles or discussions before they create a case. This way, they can resolve their issues without contacting support<sup>13</sup>.

Option D would help resellers learn how to use the site effectively and avoid common pitfalls. This way, they can reduce errors and confusion that might lead to unnecessary cases<sup>2</sup>.

To help resellers use the site more efficiently and lower the case volume, the Solution Architect should recommend:

\* B. Implement Case Deflection. This feature helps users find answers to their questions and resolve issues before submitting a case, thereby reducing case volume.

\* D. Plan and conduct User Adoption Trainings for resellers on how to use the site. Training ensures that resellers are comfortable

with the ecommerce site and understand how to use it effectively, which can lead to reduced case volume. Salesforce's best practices for service cloud implementation recommend these strategies to improve user efficiency and reduce case volumes, as detailed in Service Cloud documentation and training materials.

## NEW QUESTION # 103

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