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Salesforce Arch-301 Exam Syllabus Topics:

Section	Weight	Objectives
Topic 1: Field Service	5%	- Field service operations - Work order and scheduling optimization
Topic 2: Marketing Cloud	5%	- Marketing automation integration - Customer journey design
Topic 3: Service Cloud	10%	- Service process design - Case management and automation
Topic 4: Experience Cloud	5%	- Portal and community solutions - Partner and customer engagement
Topic 5: B2B Commerce	15%	- B2B Commerce solution design - Integration with other Salesforce clouds
Topic 6: Integration	5%	- MuleSoft integration patterns - API management and data integration
Topic 7: Data Management	5%	- Data modeling and architecture - Data quality and governance

Topic 8: Revenue Cloud	10%	- CPQ and billing solutions - Revenue lifecycle management
Topic 9: Analytics	5%	- Data visualization and reporting - CRM Analytics (Tableau CRM) implementation
Topic 10: Sales Cloud	10%	- Opportunity and lead management - Sales process optimization
Topic 11: Discovery and Customer Success	25%	- Customer-centric discovery techniques - Quantitative and qualitative objectives to measure project success - Discovery artefacts (e.g., Reference Architecture diagram)

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Salesforce Certified B2B Solution Architect Sample Questions (Q104-Q109):

NEW QUESTION # 104

Universal Containers (UC) is starting to go through an inventory of capabilities in regard to its many data warehouses. UC's data warehouses are currently being provided with data from OMS, ERP, Accounting, and other inventory management systems. Data warehouses are utilized by those systems for storage or analytics purposes.

UC plans to utilize the Systems of Engagement framework to classify its systems based on how they will be utilized within the enterprise architecture. UC would like to understand which systems it should directly integrate with versus utilizing the data warehouses where that data may also be stored.

How should a Solution Architect classify the data warehouses as systems within the enterprise architecture of this scenario?

- **A. System of Record**
- B. System of Reference
- C. System of Engagement
- D. System of Intelligence

Answer: A

Explanation:

In an enterprise architecture, data warehouses typically serve as a System of Record (SoR). They contain the authoritative data source for a given piece of information and are used for storage and analytics purposes. The Systems of Engagement (SoE) framework would classify the data warehouses as SoR because they maintain the official copy of the data being used by various systems. This classification aids in deciding on integration strategies and data flow within the enterprise architecture.

NEW QUESTION # 105

A Solution Architect has been hired to help design and implement a quoting solution for AC Computers on Salesforce to support omni-channel selling. During discovery with the client, the Solution Architect learns AC Computers currently uses spreadsheets to manage its pricing and product catalog, which includes thousands of SKUs with a variety of attributes that determine pricing. The current quoting process is long and tedious because it requires a sales representative to find individual products and manually input that information into Salesforce.

The Sales team complains that they are spending too much time searching for the right product and Product Management is spending too much time trying to manage SKUs. AC Computers wants to move away from manual quoting processes and toward simplifying its product catalog.

Which recommendation should the Solution Architect make given the business requirements?

- **A. Create Products and Price Books in Salesforce for the current product catalog to streamline future pricing and product**

- catalog management; implement Salesforce Order Management and special pricing.
- B. Work alongside client stakeholders to perform a SKU optimisation; implement Salesforce Order Management and special pricing.
- C. Work alongside client stakeholders to perform a SKU optimisation; implement Salesforce CPQ product catalog and guided selling.
- D. Create Products and Price Books in Salesforce for the current product catalog to streamline future pricing and product catalog management; implement Salesforce CPQ product catalog and guided selling.

Answer: C

Explanation:

This option addresses both the issues mentioned by the client, the tedious quoting process and product catalog management. A SKU optimization exercise would help simplify the product catalog, and implementing Salesforce CPQ product catalog and guided selling would enable sales representatives to quickly and accurately find the right products and generate quotes. This would also streamline product catalog management by allowing Product Management to easily add and maintain products in the Salesforce CPQ product catalog.

Option A would involve working alongside client stakeholders to perform a SKU optimisation; implementing Salesforce CPQ product catalog and guided selling. This would help AC Computers simplify its product catalog by reducing the number of SKUs and attributes, and streamlining its pricing logic. It would also help AC Computers move away from manual quoting processes by using Salesforce CPQ product catalog and guided selling features. These features allow sales representatives to easily find and select products based on predefined rules and criteria, and generate accurate quotes with dynamic pricing.

NEW QUESTION # 106

Universal Containers (UC) uses Sales Cloud, Service Cloud, and Experience Cloud. The implementation was completed 5+ years ago, and Service Cloud users are now expressing dissatisfaction with system performance. A custom Visualforce page was developed to show relevant data to Experience Cloud users.

The same page is used by the Support team but displays more information based on their profile. UC has a small internal Support team for Salesforce that periodically enables new features in production.

Which best practice should the Solution Architect recommend to avoid these types of issues in the future?

- A. Assess the level of data quality and test new features with a subset of users in production before enabling all users.
- B. Assess the level of technical debt and test new features with the Product team in a Developer sandbox.
- C. Assess the level of technical debt and test new features in a sandbox before enabling in production.
- D. Assess the level of data quality and test new features with a pilot before enabling for all users.

Answer: C

Explanation:

To avoid issues related to system performance and ensure the scalability of Salesforce solutions, it's crucial to manage technical debt and thoroughly test new features in a controlled environment. A sandbox provides a safe space for testing, allowing UC to simulate the impact of changes without affecting the production environment. This practice helps in identifying potential issues and resolving them before they can impact end-users.

Salesforce's documentation on best practices for managing technical debt and the use of sandboxes for testing provides guidance on these processes, emphasizing the importance of a proactive approach to system maintenance and feature testing.

<https://admin.salesforce.com/blog/2021/tech-debt-what-it-is-and-why-you-should-care>

NEW QUESTION # 107

Universal Containers (UC) is evaluating Salesforce for a Lead to Invoice solution, as its current process for getting payments from customers is incredibly laborious. UC knows now its current invoice process runs through its back-office ERP, and is unsure how it would work within a front-office tool going from a lead all the way to an invoice. UC is looking to purchase Revenue Cloud, Sales Cloud, Marketing Cloud Account engagement, and MuleSoft to work with its CRP. The CIO also wants to make sure UC is utilizing the data across these clouds in the most automated way possible without a lot of manual data intervention as is required today within its back-office CRP. What should the steps in the business process look like when creating a multi-cloud Lead to Invoice solution in Salesforce if UC's CRP will be the system of record for invoices?

- A. Lead, Quote, Opportunity, Order, Invoice, ERP, Payment
- B. Lead, Opportunity, Quote, Order, Invoice, Payment, ERP
- C. Opportunity, Quote, Invoice, Payment, CRP
- D. Lead, Opportunity, Quote, Order, ERP

Answer: D

Explanation:

This option would follow the lead-to-invoice process that Salesforce Billing supports², which involves creating an invoice from an order and then sending it to the ERP system for payment processing. This option would also leverage Revenue Cloud and Sales Cloud features such as CPQ and Billing to automate and streamline the quoting and invoicing process.

Since UC's CRP will be the system of record for invoices, the order information will need to be passed to the back-office ERP for invoice creation and processing. Therefore, the business process should include Lead, Opportunity, Quote, Order, and then directly into the back-office ERP system. Payment processing can be handled within the back-office system or potentially integrated back into Salesforce with appropriate consideration for data security and compliance.

NEW QUESTION # 108

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

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 # 109

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