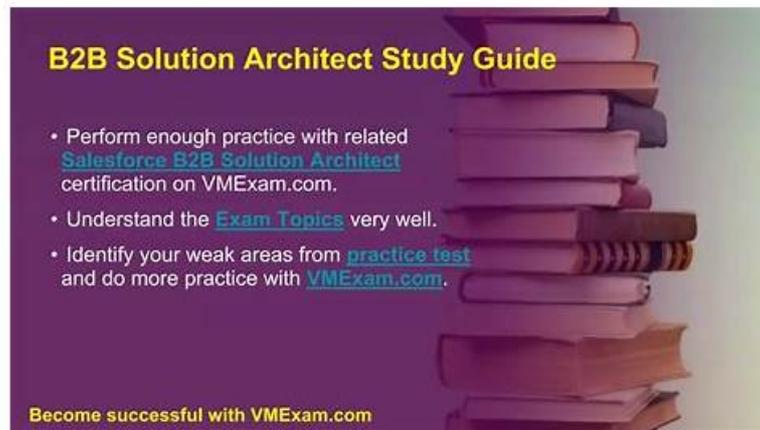


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Salesforce Certified B2B Solution Architect Exam Sample Questions (Q24-Q29):

NEW QUESTION # 24

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

Answer: C

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 # 25

Universal Containers uses the Salesforce Platform to track customer payments and any late payments. This is accomplished with an architecture that includes Marketing Cloud, Service Cloud, and an integration to the back-office billing system via MuleSoft.

Invoices and payments are mastered in the billing system and exposed to Salesforce via MuleSoft. Notifications about customer payments are orchestrated out of Salesforce and emails are sent via Marketing Cloud. The late payment invoice data is required for service representatives to be able to reference within Salesforce.

What should the Solution Architect recommend when determining the role of each system for a use case of sending payment reminders?

- A. Create cases within Salesforce from the billing system based on payment statuses with MuleSoft event orchestration and send payment notifications via Marketing Cloud.
- B. Recommend a trigger from the billing system into Marketing Cloud, which sends customer formatted emails.
- **C. Load the payment and invoicing data within Salesforce from the billing system with MuleSoft, and drive payment notifications via Marketing Cloud.**
- D. Integrate the billing system directly with Marketing Cloud via MuleSoft to trigger based on events from the billing system.

Answer: C

Explanation:

Universal Containers use Salesforce as the source of truth for customer payments and late payments, and leverage Marketing Cloud to send personalized and timely payment reminders based on customer segments and preferences. By loading the payment and invoicing data within Salesforce from the billing system with MuleSoft, Universal Containers can also enable service representatives to access and reference the late payment invoice data within Salesforce.

<https://docs.mulesoft.com/salesforce-marketing-cloud-connector/3.2/>

NEW QUESTION # 26

Universal Containers (UC) is a global organization that wants to establish a B2B Commerce site to meet changing customer expectations and expand into new markets. These expectations include being able to self-serve 24x7 and get automated updates on orders. There are existing sales channels used at UC. Including a standard Sales team as well as a partner sales channel.

The sales leader met with a Solution Architect and shared that they want to grow their digital capabilities over the next 2 years. Time is of the essence and the sales leader needs to have the e-commerce solution in place as soon as possible to capture market share in new geographies before other competitors move in. The executive team has promised prompt access to key stakeholders as needed.

What is the appropriate next step for the Solution Architect?

- **A. Recommend an iterative rollout strategy for one of the new geographies where B2B Commerce is first rolled out to secure**

first mover status, while the Solution Architect gathers more requirements around other capabilities and requirements, and then roll those out over subsequent phases.

- B. Propose a set of high-level design options with architecture diagrams depicting the potential elements of a solution that would meet the needs of the enterprise, including pros and cons to help the stakeholders make final decisions.
- C. Propose the introduction of B2B Commerce and CPQ to address the key areas of need such as global commerce, complex pricing, quoting and discounting needs; highlight the key features for the alignment of the features to the needs outlined.
- D. Recommend discovery meetings with additional stakeholders to gather information on the functional and technical requirement across the sales and other functional areas, then provide a recommendation based on information gathered to deliver an MVP.

Answer: A

NEW QUESTION # 27

Recently, Universal Containers (UC) successfully launched a multi-cloud B2B implementation with Sales Cloud, Service Cloud, Experience Cloud, and B2B Commerce. As the Sales and Service Cloud development was performed by separate teams, UC created Process Builder automation for the Account object in separate Process Builder processes. As customers go through the sales process within Sales Cloud, the data on their customer account record is updated. As those same customers make purchases within B2B Commerce, the data on their customer account record is updated as well.

What are two reasons why a Solution Architect should recommend uniting these into a single Process Builder process?

Choose 2 answers

- A. Moving them into a single Process Builder is the only way to ensure a naming convention is followed on the Account object.
- B. Moving them into a single Process Builder process helps to reduce the number of queries and avoid hitting limits on the Account object.
- C. Moving them into a single Process Builder process provides control over the order of the updates and actions triggered on the Account object.
- D. Moving one of the Process Builders into a flow will remove all automation conflicts on the Account object.

Answer: B,C

NEW QUESTION # 28

Universal Containers (UC) has acquired four companies and is looking to manage revenue across all mergers' territories seamlessly. UC wants to drive major business decision and selling strategies based on an efficient, complete, real-time view of team forecasts across territories from Salesforce. A sales user can be part of multiple territories and is usually working on multiple opportunities at a time.

Which technical consideration should a Solution Architect make when designing collaborative forecasting?

- A. Archiving a territory model does not impact forecasts, quotas, and adjustments for all territories in the model.
- B. Important details should be tracked at the opportunity line level.
- C. If the sales user has many territories assigned to them, it can impact the performance of the forecast.
- D. Forecast category names can be customized by submitting a Salesforce Support case.

Answer: D

NEW QUESTION # 29

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