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Salesforce Certified B2B Solution Architect Exam Sample Questions (Q32-Q37):

NEW QUESTION # 32

Northern Trail Outfitters (NTO) is running a multi-cloud Salesforce implementation with lots of process integration between the clouds and other systems. During the project, NTO faces many challenges including a lack of agility and business value alignment, as well as silo-thinking. After trying different approaches, NTO begins to use Agile and is successful. The project manager now wonders what the recommended operating model would look like.

What should be a Solution Architect's first recommendation?

- A. NTO should set up an Operations team within IT to ensure proper management of the integrations going forward.
- **B. NTO should establish a Scaled Agile Center of Excellence to continuously improve agility and time to market.**
- C. NTO should set up a model of continuous backlog with teams aligned to the different clouds to drive efficiency and team collaboration.
- D. NTO should set up a model of continuous backlog with teams aligned to the different products (capabilities) to improve efficiency.

Answer: B

NEW QUESTION # 33

Different teams at Universal Containers (UC) are experiencing challenges using their existing tools. The Sales team can only access their application from the office, the Marketing team has to manually import leads coming from the website into their campaign tool, and the Support team lacks a communication history repository between email, social networks, and calls. The website was developed by the IT team, and the Legal team is responsible for the Consent Management Platform used to meet GDPR requirements.

UC wants to improve its relationship with customers, so a digital redesign program is starting with the goal of moving to Salesforce solutions.

Which three steps are necessary to set up a program roadmap?

Choose 3 answers

- **A. Explain how the program contributes to the business's goals.**
- B. Create project plans for each of the projects that will be on the roadmap.
- **C. Prioritize the transformation of activities related to customers' interactions.**
- **D. Identify the high-level workload capacity and planning of the IT and Legal teams.**
- E. Prioritize the transformation of activities involving the least development.

Answer: A,C,D

Explanation:

https://trailhead.salesforce.com/content/learn/modules/innovation_solution/innovation_solution_build_business

When setting up a program roadmap for a digital redesign program like the one Universal Containers (UC) is initiating, it's crucial to align the program with the overall business goals, understand the capacity of key teams, and prioritize customer-facing transformations. Therefore:

A) Identify the high-level workload capacity and planning of the IT and Legal teams. This step is essential to ensure that the IT and Legal teams can support the program, considering their current workload and the additional responsibilities that the Salesforce implementation will bring, especially in terms of integrating existing systems and ensuring GDPR compliance.

D) Prioritize the transformation of activities related to customers' interactions. Given UC's objective to improve its relationship with customers, focusing on transforming customer-facing processes first will have the most immediate and significant impact. This approach aligns with Salesforce's emphasis on customer relationship management.

E) Explain how the program contributes to the business's goals. Linking the digital redesign program to the broader business objectives of UC ensures that the initiative has clear strategic value and helps in securing buy-in from stakeholders across the organization.

Reference for these points can be found in Salesforce's own documentation on best practices for digital transformation and program management, such as the Salesforce Implementation Guide and resources available on the Salesforce Trailhead platform.

NEW QUESTION # 34

Widgets Wonderful, a manufacturing company, wants to provide a better customer experience and enable field service resources to provide a quote to customers while still on site. The company has complex products that come with warranties that include preventative maintenance work. Additionally, certain warranty repair work has specific SLAs associated with it. There are 10 Field Service team members and 20 sales representatives, all of whom need to view Salesforce Field Service objects and be able to create quotes for the customer.

Widgets Wonderful's project owner has some questions regarding the number and types of licenses needed for the users and would like to better understand how warranties will be addressed.

Which two combined options should a Solution Architect suggest?

Choose 2 answers

- A. Purchase 30 CPQ licenses and 30 Salesforce Field Service licenses.
- **B. Salesforce Field Service, Salesforce CPQ, and Service Cloud for Salesforce CPQ need will need to be installed and customizations will not be needed for Entitlements.**

- C. Purchase 30 CPQ licenses and 10 Salesforce Field Service licenses.
- D. Salesforce Field Service and Service Cloud for Salesforce CPQ will need to be installed and customizations will need to be made to handle Entitlements.

Answer: B,C

Explanation:

CPQ licenses are required for users who need to create quotes for customers, which includes both field service team members and sales representatives. Therefore, 30 CPQ licenses are needed for 10 field service team members and 20 sales representatives. According to 23, Salesforce Field Service licenses are required for users who need to access the dispatcher console or the mobile app, which includes only field service team members. Therefore, 10 Salesforce Field Service licenses are needed for 10 field service team members.

Salesforce CPQ is a software that automates pricing and proposal generation of complex products/services, which matches the company's needs. According to 2, Salesforce Field Service is a software that enables scheduling and optimization of field service resources, which also matches the company's needs. According to 5, Service Cloud for Salesforce CPQ is an add-on that allows users to manage entitlements (warranties) and contracts (SLAs) within Salesforce CPQ without customizations.

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

<https://www.salesforce.com/editions-pricing/service-cloud/field-service/>

NEW QUESTION # 35

Universal Containers (UC) has a global support model and would like to open up a text message channel to support maintenance supervisors in countries around the world. UC also wants to leverage messaging to market to its business partners, and be able to track open and click-through rates just like it does with email campaigns.

What should a Solution Architect recommend to UC?

- A. Utilize Marketing Cloud and MobileConnect.
- B. Utilize Service Cloud and LiveMessage.
- C. Utilize Service Cloud Email to Text Message.
- D. Embed third-party messenger tools.

Answer: A

Explanation:

Marketing Cloud, with its MobileConnect application, is the recommended solution for sending text messages at scale, tracking open and click-through rates, and integrating with marketing campaigns. MobileConnect provides SMS capabilities that can support UC's global support model and marketing needs, offering features similar to those available for email campaigns. Salesforce Marketing Cloud documentation describes how MobileConnect can be used for such requirements.

NEW QUESTION # 36

Northern Trail Outfitters (NTO) has a large product catalog containing about 1 million products mastered inside an external PIH system. In its first Salesforce implementation, NTO implemented Salesforce CPQ as its main tool of... to configure and quote, in conjunction with a nightly batch integration from its PIM to bring over all products, with pricing also being maintained inside of CPQ. As part of its new fiscal year initiative, NTO would like to introduce a digital sales channel to its customers to allow for a traditional ecommerce self-service experience, and has decided to use its own custom-built solution as a way to accomplish this. One of the main requirements for this custom ecommerce solution is that it must integrate into CPQ in order to present the same entitlements for pre-negotiated contracts that were created in CPQ.

Which two suggestions should a Solution Architect recommend as a starting point to meet NTO's need of effectively integrating both applications together?

Choose 2 answers

- A. Implement an external master Pricing database that can be carted by both ecommerce and CPQ.
- B. Harmonise the Pricing and Product structure of the custom ecommerce tool and CPQ to enable a streamlined integration.
- C. Recommend an ETL tool to synchronize all product data between Salesforce CPQ, PIM, and the custom ecommerce tool.
- D. Use MuleSoft to streamline the peering and product integration between the PIM, ecommerce, and CPQ.

Answer: B,D

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