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Salesforce B2B-Solution-Architect（Salesforce 認證 B2B 解決方案架構師）考試旨在測試與 Salesforce B2B Commerce 解決方案相關的專業人士的技能和知識。這個認證非常適合那些擔任解決方案架構師或技術架構師的個人，並負責為他們的組織設計和實施 B2B Commerce 解決方案。考試涵蓋了廣泛的主題，包括商業分析、解決方案設計、整合、數據建模和安全性。

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問題 #46
Universal Containers (UC) currently has Sales Cloud for its direct Sales team and is about to implement Revenue Cloud for them as well. UC is also bringing in Experience Cloud for its indirect Sales team which will integrate with Sales Cloud and Revenue Cloud. The CIO would like to make surethey are working from a single operating model when it comes to defining their cross-departmental process and data utilization. The CIO wants to make sure there is no duplication of any data or processes that will require data hygiene constantly because ofduplicative efforts.
What are the two initial questions a Solution Architect should ask the business in order to select the right operating model for business process standardization?
Choose 2 answers

- A. Is the data shared between the direct Sales team and indirect Sales team?
- B. How critical are the business processes?

- C. Are the processes the same for the direct Sales team and indirect Sales team?
- D. Can the direct Sales team use the standard functionality?

答案：A,C

解題說明：

According to SOGAF Operating Models1, an operating model has two dimensions: business process standardization and business process integration. Business process standardization refers to how similar or different are the processes across different units of an organization, such as direct and indirect sales teams. Business process integration refers to how much data is shared across different units of an organization, such as direct and indirect sales teams.

By asking these two questions, a Solution Architect can determine which of the four types of operating models (coordination, diversification, replication, or unification) best suits Universal Containers' needs for cross-departmental process and data utilization1.

To select the right operating model, the Solution Architect should ask:

C) Are the processes the same for the direct Sales team and indirect Sales team? Understanding if the sales processes differ significantly between teams will influence the design of the operating model.

D) Is the data shared between the direct Sales team and indirect Sales team? Knowing how data is shared helps to determine the extent to which systems need to be integrated and whether data duplication can be avoided.

問題 #47

Universal Containers (UC) is currently utilizing Sales Cloud and Revenue Cloud for its direct Sales team. UC would like to create an indirect Sales team with its vendors using Experience Cloud as the front end with the same kind of quoting functionality the direct Sales team uses within Revenue Cloud. However, UC wants to ensure that data from the internal direct Sales team is not visible to the external indirect Sales team in Experience Cloud.

What is the first configuration a Solution Architect should consider when implementing Experience Cloud in this scenario?

- A. Enable External Sharing Model to create external organization-wide defaults.
- B. Start creating Sharing Sets for Experience Cloud users to access Sales Cloud.
- C. Add Indirect Sales Team to existing Direct Sales Team Role Hierarchy.
- D. Make internal organization-wide defaults Public Read Only to create external visibility.

答案：A

解題說明：

Enable External Sharing Model to create external organization-wide defaults. This allows you to set different sharing settings for internal and external users based on profiles or roles. You can also use criteria-based sharing rules to grant access to records based on field values1.

https://architect.salesforce.com/diagrams/template-gallery/automotive-dealer-solution-architecture

問題 #48

A client is running a project with a 626 multi-cloud setup involving Marketing Cloud, Sales Cloud, Service Cloud, Experience Cloud, and MuleSoft. Currently, MuleSoft is primarily used to integrate with third-party systems. Marketing Cloud is connected to Sales/Service using the standard connector. A recent requirement-gathering session, involving all functional streams, brought up the question of where consolidated reporting mil happen. So far, reporting has only been looked at individually per stream.

There is a steering committee meeting 1 week from now. The Solution Architect was asked to provide different solutions to fix the problem. The expectation is that a high-level evaluation will be done prior the steering committee meeting so that an indication of options can be given and additional funding can be requested.

Which three critical steps should the Solution Architect take first?

Choose 3 answers

- A. Identify key drivers and high-level data scope behind the need for a consolidated reporting.
- B. Ensure all data objects across the different clouds have a unique external identifier
- C. Review the system landscape to identify other existing solutions for reporting and start to investigate high-level cost impacts (inel. licenses aspects) for the most viable.
- D. Draft a solution to show how consolidated reporting can be done using CRM Analytics.
- E. Review the established and planned dataflows to understand where the systems of record sit and where data is transported to already.

答案：A,C,E

問題 #49

Big Server Company sells complex server solutions to customers through a reseller channel. Resellers will purchase complex servers as well as have warehouses to store quick need products for their customers, such as additional hard drives and cables. Big Server Company currently uses Salesforce CPQ for its Sales team. Big Server Company would like to be able to give resellers easy access to purchase warehouse type products through B2B Commerce; however, the company would also like to allow resellers to request additional discounts for large volume orders from the Sales team.

Which recommendation should a Solution Architect make to integrate B2B Commerce and Salesforce CPQ to accomplish this request.

- A. Implement the Salesforce CPQ & Billing and CPQ B2B Commerce Connector and use the Cart to Quote flow to create a quote from the Resellers Cart, allowing a sales representative to configure discounts and sync back to cart.
- B. Implement the Salesforce CPQ & Billing and CPQ B2B Commerce Connector and use the Cart to Quote flow to sync the cart to Salesforce CPQ, and have a reseller price rule adjust pricing for the reseller based on volume.
- C. Utilize an integration software, like MuleSoft, to sync carts and pricing between B2B Commerce and Salesforce CPQ.
- D. Create a request special pricing button in B2B Commerce that will create an opportunity for the sales representative and allow the sales representative to follow up.

答案：B

問題 #50

Universal Containers (UC) uses Marketing Cloud and recently added Sales Cloud to manage its business activities, as well as B2B Commerce to redesign its website. Today, a lead is created each time a customer leaves the site without finalizing their purchase. The number of leads created is increasing and representatives can no longer meet their callback deadlines.

With the new website, UC wants to increase the number of finalized sales and offer similar products to customers while reducing the Sales team's workload. Sales representatives should only call back customers if there is an upsell or cross-sell opportunity.

Which three recommendations should a Solution Architect make to meet these needs' Choose 3 answers

- A. Put all leads from the abandoned carts in a queue.
- B. Createan opportunity when a customer clicks a cross-sell or upsell email link.
- C. Send automated emails in Sales Cloud with discounted offers to customers who abandoned their cart.
- D. Set up lead nurturing with Marketing Cloud and automate emails through journeys.
- E. Stop creating leads in Sales Cloud for abandoned carts.

答案：A,D,E

解題說明：
To address the challenges of increasing leads from abandoned carts and the workload on sales representatives, the following recommendations are made:
C) Set up lead nurturing with Marketing Cloud and automate emails through journeys. Automating lead nurturing with targeted journeys allows UC to engage potential customers effectively, providing personalized follow-ups and offers based on their interactions, which can increase conversion rates without adding to the sales team's workload.
D) Stop creating leads in Sales Cloud for abandoned carts. By not automatically creating leads for every abandoned cart, UC can reduce the volume of leads that sales representatives need to follow up on, allowing them to focus on more qualified opportunities.
E) Put all leads from the abandoned carts in a queue. Organizing leads from abandoned carts into a queue allows for better management and prioritization. Sales representatives can then focus on leads with higher potential, based on predefined criteria such as cart value or customer behavior.
These strategies leverage Salesforce's capabilities in Marketing Cloud and Sales Cloud to optimize lead management and sales

processes, as supported by Salesforce's documentation on lead management best practices and Marketing Cloud journey automation.

問題 #51
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