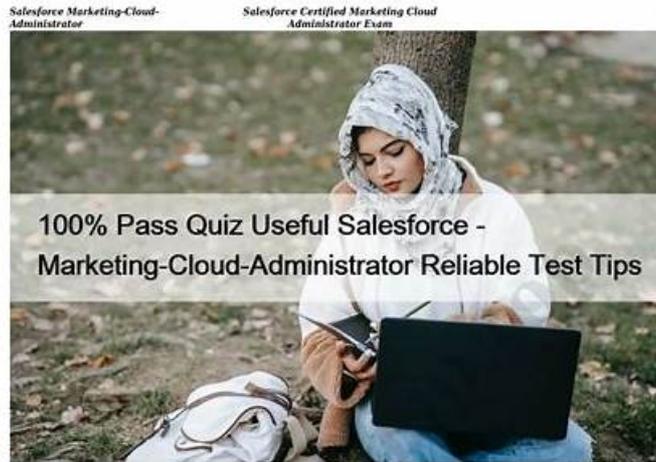


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Salesforce Certified B2B Solution Architect Sample Questions (Q88-Q93):

NEW QUESTION # 88

Universal Containers (UC) delivers packaging solutions to its customers based on volume schedule, which is part of a contract that UC is closing. Customers place orders against these contracts, and the orders are maintained in an ERP system outside of Salesforce.

Employees of UC want to track invoicing payment status on a monthly basis so that they can identify early when customer orders fall short of the contractual target.

Which two solution components should a Solution Architect recommend to meet this requirement?

Choose 2 answers

- A. Product and Revenue Schedules from Sales Cloud
- B. Opportunities and Opportunity Products from Sales Cloud
- C. Invoicing payment status sync between Salesforce Billing and ERP
- D. Orders and Order Products from Sales Cloud and a MuleSoft integration with the ERP

Answer: C,D

Explanation:

To track invoicing payment status and identify discrepancies in customer orders against contractual targets, integrating Salesforce Billing with the ERP system is essential. This integration allows for real-time synchronization of invoicing and payment statuses, providing UC employees with up-to-date information.

Using MuleSoft for integration facilitates seamless data exchange between Salesforce and the ERP, ensuring that order information is accurately reflected in Salesforce. This setup supports efficient monitoring and management of contractual obligations and financial transactions. Salesforce Billing offers capabilities for managing invoicing and payments within the Salesforce ecosystem, while MuleSoft's Anypoint Platform enables robust API-led connectivity between systems, aligning with Salesforce's recommended practices for system integration and data management.

NEW QUESTION # 89

Universal Containers (UC) acquired two companies. As part of its transformation and consolidation program, UC needs to bring all of its disparate partner strategies together and see what can be combined across all of its indirect sales channels. Each company currently has its own Salesforce environment utilizing Sales Cloud and Experience Cloud for Partners. Each company also follows its own unique business processes for partners.

However, UC has recently developed a new vision and journey focused on a single indirect channel with a single Salesforce environment aligned to its corporate strategy.

Given UC's new journey for engaging its indirect channel, what are the next two steps the Solution Architect should recommend?

Choose 2 answers

- A. Tell the stakeholders to focus on having a single Partner Community across all channels with a singular branding.
- B. Create an adoption plan for the Direct Sales team to engage with the Indirect Sales team in a sell-with model within the new Partner Communities.
- C. Completely unify all the channel strategies under the acquiring company's brand and strategy.
- D. Identify the need for multiple Partner Communities by Indirect Sales Channel with branding and content specific to each channel.

Answer: B,C

Explanation:

To align the partner strategies of the acquired companies with UC's new vision for a single indirect channel, the Solution Architect should recommend:

* A. Completely unify all the channel strategies under the acquiring company's brand and strategy. This ensures a cohesive approach and aligns with the goal of a unified partner strategy.

* C. Create an adoption plan for the Direct Sales team to engage with the Indirect Sales team in a sell-with model within the new Partner Communities. This facilitates collaboration between direct and indirect sales channels, leveraging the strengths of both to drive sales in the unified environment.

References to these strategies can be found in Salesforce's best practices for managing partner relationships and communities, as detailed in Salesforce Partner Community documentation.

NEW QUESTION # 90

Mask Makers LLC has a traditional sales channel that uses an existing CPQ implementation to process orders. Customers frequently reorder previous purchases quickly and split the order into several deliveries for different locations. Additionally, these customers are given special pricing through Price Books in CPQ based on annual spending and other parameters. The customer currently makes their purchase by sending an email or calling their appointed sales representative, and then waits to receive a quote.

Mask Makers LLC wants to move away from this very manual and time-consuming process. The company wants to provide its customers with a personalized experience that is simplified and streamlined with existing special pricing visible and the option to self-serve. Mask Makers LLC would also like to deliver this within a short timeframe, as business must continue to grow.

Which design approach should a Solution Architect recommend to meet these requirements within the timeframe while adhering to best practices.

- A. Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. Keep CPQ as the Product and Pricing master.
- B. Implement B2B Commerce and build a custom integration to CPQ. Keep CPQ as the Product and Pricing master.
- C. Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. Set B2B Commerce as the Product and Pricing master.
- D. Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. Allow bidirectional updates to Products and Pricing.

Answer: A

Explanation:

* Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. This is a fast and easy way of enabling self-service ordering for customers with existing special pricing from CPQ.

* Keep CPQ as the Product and Pricing master. This is a recommended practice to avoid data duplication and inconsistency between CPQ and B2B Commerce.

For Mask Makers LLC, implementing Salesforce B2B Commerce with integration to the existing CPQ system via the CPQ B2B Commerce Connector is the optimal approach. Keeping CPQ as the Product and Pricing master ensures that the complex pricing rules and special pricing agreements already established in CPQ are maintained and leveraged within the B2B Commerce environment. This setup allows customers to benefit from a streamlined and personalized self-service experience while ensuring pricing consistency and accuracy.

The CPQ B2B Commerce Connector facilitates the seamless flow of product and pricing information from CPQ to B2B Commerce, enabling Mask Makers LLC to provide a simplified and efficient ordering process for its customers, adhering to Salesforce best practices for integrating CPQ and B2B Commerce.

NEW QUESTION # 91

Universal Containers (UC) wants to add and integrate Marketing Cloud Account Engagement after a recent acquisition. The integration into the global architecture will be as follows:

* Marketing Cloud Account Engagement will be used for lead nurturing with Engagement Studio.

* Marketing Cloud Account Engagement forms will be set up in a website.

* Sales Cloud will manage leads created by Marketing Cloud Account Engagement.

UC wants to facilitate adoption by giving sales representatives and marketers enough time to learn about new features on a training platform.

Which approach should a Solution Architect recommend in order to set up an environment in which users can test the functionalities from end to end?

- A. Create a new Marketing Cloud Account Engagement business unit, recreate the configuration, and link it to a full copy Sales Cloud sandbox.
- B. Create a new Marketing Cloud Account Engagement business unit, synchronize the production unit and the training unit, and link it to a full copy Sales Cloud sandbox.
- C. Create Marketing Cloud Account Engagement training environments, synchronize the environments, and link it to a full copy Sales Cloud sandbox.
- D. Create a new Marketing Cloud Account Engagement business unit, recreate the configuration, and link it to the production Sales Cloud org.

Answer: A

Explanation:

To provide an end-to-end training environment for users to test functionalities, a new Marketing Cloud Account Engagement

business unit should be created. Recreating the configuration in this unit and linking it to a full copy Sales Cloud sandbox allows for a comprehensive and isolated environment that mirrors production. This enables users to explore and learn new features without impacting live data or processes.

Salesforce recommends the use of sandboxes for training and testing purposes to ensure that users are adequately prepared for using new functionalities.

NEW QUESTION # 92

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

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 # 93

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