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Salesforce Certified B2B Solution Architect Exam Sample Questions (Q21-Q26):

NEW QUESTION # 21

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. Stop creating leads in Sales Cloud for abandoned carts.

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

Answer: B,D,E

NEW QUESTION # 22

Universal Containers serves customers globally across two businesses. Each business has its own org for managing its sales and support operations. Each line of business also maintains its own reporting systems using both CRM Analytics and Salesforce reports, but the CEO is asking for a unique dashboard that includes the global opportunity pipeline with data from both orgs. What should a Solution Architect propose?

- A. Use one org as primary and an ETL tool to synchronize the accounts and opportunities of the other org. Then, use standard reports.
- B. Use CRM Analytics in the primary org and then, in the dashboards, use Salesforce Connect to query the data from the other org.
- C. Use CRM Analytics in the primary org and create a Salesforce External Connection. Then, create a dataflow to combine data from both orgs.
- D. Use one org as primary and create external objects for the accounts and opportunities of the other one. Then, use standard reports.

Answer: C

Explanation:

CRM Analytics (formerly known as Tableau CRM) allows for the creation of powerful dashboards that can incorporate data from multiple Salesforce orgs. By using CRM Analytics with an external connection and creating a dataflow, data from both orgs can be combined into a unified dashboard, providing the global visibility the CEO is requesting. This aligns with Salesforce's guidance on multi-org reporting using CRM Analytics, which enables cross-org data integration and visualization.

NEW QUESTION # 23

Universal Containers (UC) is about to implement Sales Cloud, Service Cloud, and Revenue Cloud within its newly created Salesforce environment. But before UC begins, the CIO would like to understand the options for creating and migrating changes within Salesforce. UC is about to use a sandbox for the initial build and will deploy customisation up to the production environment. UC has decided to build packages of metadata to silo the functionality between the three clouds it is implementing for. What are two key considerations a Solution Architect should keep in mind when recommending packaging? Choose 2 answers

- A. Clouds like Revenue Cloud have their own packages so it is easy to work with them because their automation is limited.
- B. Design the package as modular, loosely coupled units of metadata rather than large chunks of an org.
- C. It is impossible to track source control with package development; either the org owns the source or a source control does, but never both.
- D. Only utilize one functional automation tool (Flow, Workflow Rules, Process Builder) per object.

Answer: B,D

Explanation:

Packaging is a way of organizing and distributing your customizations and applications on the Salesforce platform¹. Packaging can help you manage changes across different environments, such as sandboxes and production².

Designing the package as modular, loosely coupled units of metadata rather than large chunks of an org is a best practice for packaging³. This can help you avoid dependencies and conflicts between different packages and clouds³. It can also make your package easier to maintain and upgrade³.

Only utilizing one functional automation tool (Flow, Workflow Rules, Process Builder) per object is another best practice for packaging⁴. This can help you avoid performance issues and unexpected behaviors caused by multiple tools triggering on the same object⁴. It can also make your package easier to debug and test⁴.

NEW QUESTION # 24

Universal Containers is in the process of implementing CPQ and Billing while integrating with ERP for order fulfillment. The Development team is looking to gather regular feedback from the business stakeholders through each sprint. Also, supporting an Agile methodology, they have agreed on a reasonable amount of flexibility in requirements during the course of the project. Which area should a Solution Architect look to receive feedback on at the earliest?

- A. Modifications required to ERP for integration purposes
- B. Invoice capabilities in ERP to accommodate billing
- **C. Product and Pricing structure setup in CPQ**
- D. Pricing sync between CPQ and ERP

Answer: C

Explanation:

It is important to set up the product and pricing structure in CPQ correctly and align it with the business requirements and expectations. This can affect how products are configured, quoted, priced, and ordered in CPQ and Billing, as well as how they are integrated with ERP for order fulfillment¹². Getting feedback on this area early can help avoid rework or errors later.

https://help.salesforce.com/s/articleView?id=blng_overview.htm&language=en_US&type=5

NEW QUESTION # 25

Universal Containers (UC) currently utilizes Sales Cloud and ExperienceCloud for its customers. For the next phase in its digital transformation, UC would like to enable its vast dealer network with the kinds of tools its direct Sales teams are currently using. UC is considering Partner Communities (PRM) on Experience Cloud.

UC's concern at the moment is making sure that its dealer network only gets access to the opportunities they themselves bring to UC or that UC submits to the dealer to close. This is a concern for the VP of direct sales who has issues with bringing PRM in at all. What is the initial suggestion a Solution Architect should provide to make Partner Communities work for UC?

- A. Utilize the same sharing model within the Partner Community that customers are currently using within the Customer Community.
- B. Create two account lookups on the opportunity, one for dealer and one for partner company, and create sharing rules to share the records.
- **C. Utilize the external sharing model to differentiate the sharing models between Internal Sales users and External Communities users.**
- D. Create public groups of partner companies and users at dealers, and share the opportunities using sharing rules.

Answer: C

Explanation:

For Universal Containers to ensure that its dealer network only accesses relevant opportunities, the external sharing model in Salesforce Experience Cloud offers a tailored solution. This model allows for distinct sharing settings between internal and external users, enabling granular control over data accessibility. By leveraging this model, UC can configure sharing rules and access levels specific to Partner Community users, ensuring dealers only see opportunities they are directly involved with. This approach addresses the VP of direct sales' concerns by safeguarding internal opportunity visibility while effectively enabling dealers through PRM capabilities. Salesforce's documentation on sharing models and communities best practices underscores the importance of utilizing external sharing models to maintain data security and integrity in collaborative environments like Partner Communities.

NEW QUESTION # 26

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With the increasing marketization, the product experience marketing has been praised by the consumer market and the industry. Attract users interested in product marketing to know just the first step, the most important is to be designed to allow the user to try before buying the Salesforce Certified B2B Solution Architect Exam study training dumps, so we provide free pre-sale experience to help users to better understand our products. The user only needs to submit his E-mail address and apply for free trial online, and our system will soon send free demonstration research materials of B2B-Solution-Architect Latest Questions to download. If the user is still unsure which is best for him, consider applying for a free trial of several different types of test materials. It is believed that through comparative analysis, users will be able to choose the most satisfactory B2B-Solution-Architect test guide.

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