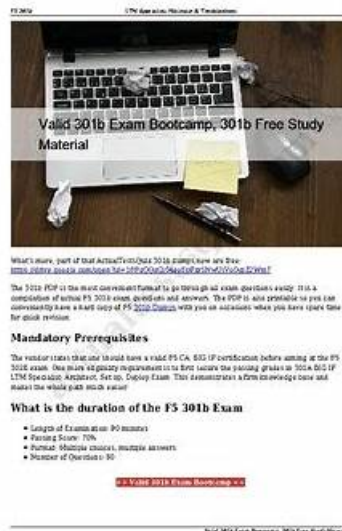# Arch-301 Valid Study Notes & Latest Arch-301 Exam Labs

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Salesforce Certified B2B Solution Architect Sample Questions (Q43-Q48):

NEW QUESTION # 43
Universal Containers (UC) is using Service Cloud and B2B Commerce to allow resellers the ability to purchase and support farming equipment UC maintains. UC has invested in smart devices which allows that equipment to inform UC when a part becomes faulty. The data from these devices goes to a public cloud solution where every row of sensor data is received every second from every device. There are 100,000 devices on various farms being actively used. The CIO would like this data to be connected to Salesforce in some manner.
What kind of integration method should a Solution Architect suggest to accommodate this need?

- A. Embed the devices' sensor data in a view on the Assetrecord.
- B. Utilize Platform Events based on the devices' state change.
- C. Utilize Apex Callouts based on the devices' state change.
- D. Load the public cloud solution directly to Salesforce using MuleSoft.

Answer: B

Explanation:
Platform Events are a Salesforce-nativefeature that enable apps to communicate inside and outside of Salesforce using an event-driven messaging architecture. An event producer creates an event and adds it onto the event bus, which operates as a queue with a strict chronological order. An eventconsumer subscribes to an event and gets notified when the event is put onto the event bus.
According to 3, Platform Events can be used to defineand manage custom notifications within the Salesforce platform and in external apps. They can also be used to integrate Salesforce with external systems and devices in near real-time.
Therefore, a Solution Architect should suggest utilizing Platform Eventsbased on the devices' state change.
This way, UC can connect the data from the smart devices to Salesforce in a scalable and reliable manner, without having to poll or query for changes constantly. UC can also use Platform Events to trigger workflows or actions based on the device status, such as creating a case, sending an email, or ordering a replacement part.
https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events
/platform_events_intro.htm

NEW QUESTION # 44
Universal Containers (UC) is about to embark on a digital transformation initiative to make all of its back- office systems data visible to employees, customers. And partners via front-office capabilities like Salesforce.
The CIO has asked the team to identify their various systems, both back- and front-office, and correctly identify the proper use of those systems. The team plans to utilise the Systems of Engagement framework to classify their systems based on how they will be utilized within the enterprise architecture.
Salesforce is being utilued as the master for all sales data-like Opportunities, Quotes, and Cart data-and an ERP is the master for all invoice, order, and payment data.
How should the Solution Architect segment opportunities and order data in Salesforce*

- A. System of record (SOP.) for Opportunities and System of Engagement for Orders
- B. SOR for Opportunities and System of Intelligence for Orders
- C. System of Engagement for Opportunities and SOR for Orders
- D. SOR for Opportunities and SOR for Orders

Answer: A

Explanation:
In Universal Containers' architecture, Salesforce serves as the System of Record (SOR) for sales data such as Opportunities and Quotes, centralizing sales activities and data management. Orders, once confirmed, transition to the ERP system, where they are processed and fulfilled, making the ERP the SOR for order, invoice, and payment data. This delineation ensures clear data ownership and process efficiency, with Salesforce facilitating customer engagement and sales processes, and the ERP managing financial transactions and fulfillment, in line with best practices for leveraging Salesforce in a multi-system environment.

NEW QUESTION # 45
Universal Containers (UC) is using Sales Cloud and Service Cloud. UC wants a solution that can tend scheduled emails on a dairy, weekly, or monthly basis to existing customers and prospects. UC also wants to track if customers haveopened the emails. There can be as little as 1,000 emails in a week or as many as

100,000 emails in a month, depending on the season.
Based on that criteria, which solution should the Solution Architect recommend to UC?

- A. Develop a custom solution using scheduled Apex to send emails.
- B. Recommend Marketing Cloud Account Engagement.
- C. Set up scheduled flows to handleemail sending and tracking.
- D. Recommend Marketing Cloud Personalization.

Answer: B

Explanation:
For Universal Containers' requirements of sending scheduled emails and tracking opens, Marketing Cloud Account Engagement (formerly Pardot) is the recommended solution. It is specifically designed for B2B marketing automation, including email campaigns, lead nurturing, and engagement tracking. Marketing Cloud Account Engagement can handle the variable volume of emails and provides detailed analytics on email interactions, ensuring UC can effectively communicate with its audience and gain insights into campaign performance, in line with Salesforce's marketing automation best practices.

NEW QUESTION # 46
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 UCwant 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. Orders and Order Products from Sales Cloud and a MuleSoft integration with the ERP
- B. Opportunities and Opportunity Products from Sales Cloud
- C. Product and Revenue Schedules from Sales Cloud
- D. Invoicing payment status sync between Salesforce Billing and ERP

Answer: A,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 # 47
Northern Trail Outfitters (NTO) has a large product catalog containing about 1 million products mastered inside an external PIH system. In itsfirst Salesforce implementation, NTO implemented Salesforce CPQ as its mam 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 partof its new fiscal year initiative, NTO would like to introduce a digital sales channel to its customers to allow for a traditional ecommerce serf-service experience, and has decided to use its own custom-built solution as a way to accomplish this. One ofthe mam 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. Use MuteSoft to streamline the peering and product integration between the PIM, ecommerce, and CPQ.
- B. Recommend an ETl tool to synchronize all product data between Salesforce CPQ, PIM, and the custom ecommerce tool.
- C. Harmonise the Pricing and Product structure of the custom ecommerce tool and CPQ to enable a streamlined integration.
- D. Implement an external master Pricing database that can be cartedby both ecommerce and CPQ.

Answer: A,C

Explanation:
Utilizing MuleSoft facilitates the seamless integration of Northern Trail Outfitters' Product Information Management (PIM) system, custom ecommerce solution, and Salesforce CPQ, ensuring consistent data flow and synchronization. MuleSoft's API-led connectivity approach allows for the efficient management and exchange of product and pricing information between these systems. Harmonizing the pricing and product structure between the custom ecommerce tool and CPQ is crucial for providing a consistent customer experience and maintaining data integrity across the sales and quoting processes. This approach ensures that pre-negotiated contract entitlements in CPQ are accurately reflected in the ecommerce experience, aligning with best practices for integrating disparate systems to create a cohesive and efficient sales ecosystem.

NEW QUESTION # 48

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