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Salesforce Certified B2B Solution Architect Exam Sample Questions (Q71-Q76):

NEW QUESTION # 71

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

Answer: D

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 # 72

During a B2B multi-cloud implementation, an executive sponsor from Universal Containers (UC) approaches the Solution Architect to discuss ongoing support and new functionality that will be rolled out to support UC.
The current implementation supports Experience Cloud, Service Cloud, and Sales Cloud.
Which three recommendations should a Solution Architect make to ensure features are enabled without impacting user efficiency?
Choose 3 answers

- A. Give users the ability toopt-out of any new feature theydislike.
- B. Give users a way to raise support tickets for new featuresthey do not understand.
- C. Fully document all customizations added to the system.
- D. Ensure development, training, and production environmentsare in place.
- E. Communicate and train users on new features.

Answer: A,B,D

NEW QUESTION # 73

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. Identify the need for multiple PartnerCommunities by Indirect Sales Channel with branding and content specific to each channel.
- B. Completely unify all the channel strategies under the acquiring company's brand and strategy.
- C. Tell the stakeholders to focus on having a single Partner Community across all channels with a singular branding.
- D. 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.

Answer: B,D

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 # 74
P&C Hardware is a large manufacturer of computer components and already has an extensive Salesforce technology stack including MuleSoft, Sales Cloud, Service Cloud, and Field Service, as well as Shield capabilities. P&C Hardware is in the process of launching an online store based on Salesforce technology that's supposed to go live in 6 weeks. P&C Hardware needs to analyze performance to identify bottlenecks and optimize the configuration using its agile process with weekly releases. So far, P&C Hardware has covered similar requirements for other technologies using a third-party monitoring and alerting tool it deployed in the cloud.
What are two viable options a Solution Architect should explore in more detail with the client?
Choose 2 answers

- A. Leverage Shield Event Monitoring in conjunction with the Salesforce Debug Logs, and establish a regular review process for the Operations and Administration team.
- B. Leverage Shield Event Monitoring and MuleSoft to provide monitoring data to the third-party monitoring and alerting solution that's already in place at P&C Hardware.
- C. Leverage Shield Event Monitoring in combination with the CRM Analytics Event Monitoring app as a simple out-of-the-box solution.
- D. Leverage the B2B Commerce built-in performance monitoring dashboard to analyze performance in near real time.

Answer: B,D

NEW QUESTION # 75
Northern Trail Outfitters (NTO) has a requirement to implement an Experience Cloud solution to allow its partners to log and view cases they have submitted, as well as track their opportunities. As part of the solution, NTO wants to be able to create dashboards that its partners can view within the community.
Which Experience Cloud license should the Solution Architect recommend?

- A. Partner Community license
- B. Service Cloud license
- C. Customer Community Plus license
- D. Sales Cloud license

Answer: A

NEW QUESTION # 76

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