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Salesforce Certified B2B Solution Architect Exam Sample Questions (Q39-Q44):

NEW QUESTION # 39

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. Orders and Order Products from Sales Cloud and a MuleSoft integration with the ERP

- C. Opportunities and Opportunity Products from Sales Cloud
- D. Invoicing payment status sync between Salesforce Billing and ERP

Answer: B,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 # 40

A Solution Architect was asked by AC Computers to provide solution recommendations for a rebate enrollment and management solution on Salesforce. The primary goal and requirement is to easily launch rebate programs for partners that an administrator can implement and manage in Salesforce. AC Computers currently uses Sales Cloud, Salesforce CPQ, and Experience Cloud to expose opportunity and quote information to partners.

Based on the business requirements, which solution should the Solution Architect recommend?

- A. Implement B2B Commerce on Lightning Experience to track rebates and expose the data in the Experience Cloud site.
- B. Implement a custom solution to track rebates, accruals, and actuals and expose the data in the Experience Cloud site.
- C. Implement Salesforce Rebate Management Module and expose the data in the Experience Cloud site.
- D. Implement Salesforce Service Contracts with lineitems to track rebate accruals and expose the data in the Experience Cloud site.

Answer: C

Explanation:

This solution can help AC Computers easily launch rebate programs for partners that an administrator can implement and manage in Salesforce. Rebate Management is a new module that integrates out-of-the-box into any Salesforce product and gives all employees and channel partners visibility into rebate programs². It also automates, scales and leverages AI-driven insights for better and faster decisions¹. Rebate Management can be exposed in the Experience Cloud site using custom components or standard objects⁴. <https://www.salesforce.com/products/manufacturing-cloud/rebate-management/> Salesforce Rebate Management is a managed package that enables companies to create, manage, and track rebates in Salesforce. With this solution, administrators can easily set up and manage rebate programs, track accruals and actuals, and generate detailed reports. Exposing the data in the Experience Cloud site will allow partners to view and track their rebate status, further enhancing the rebate management process.

Reference: Salesforce Help - Salesforce Rebate Management Overview.

NEW QUESTION # 41

Universal Containers (UC) manufactures automobile engine components. UC wants to set up an ecommerce website to deliver a seamless customer purchasing experience, both through self-service and field sales. UC also wants to showcase its extensive product offerings, operate regional promotions and discounts, and manage routing and contracting. UC is looking for guidance on a Salesforce multi-cloud solution to be implemented across phases.

What should a Solution Architect recommend to meet UC's business requirements?

- A. Phase 1: Sales Cloud - - Phase 2: Service Cloud -- Phase 3:626 Commerce
- B. Phase 1: Sales Cloud -- Phase 2: B2B Commerce -- Phase 3: Salesforce Field Service
- C. Phase 1: Service Cloud -- Phase 2: CPQ -- Phase 3: 626 Commerce
- D. Phase 1: Sales Cloud - - Phase 2: CPQ -- Phase 3: 626 Commerce

Answer: D

NEW QUESTION # 42

Northern Trail Health has clients that have more than 10,000 employees. The company's Customer Service team handles requests

from its client's employees directly and tracks various rebate programs per employee.

Private information should not be shared with the Sales team and they should only see contacts that are relevant to the sales process. Assuming that Sales and Service teams share certain contacts, in which two ways should a Solution Architect ensure optimal performance?

Choose 2 answers

- A. Assign all contacts to Sales team members to ensure sharing is streamlined and hide private fields from them.
- B. For each Account, assign Sales Contacts to the Sales team and all the rest to a Customer Service representative assigned to the Account.
- C. Explanation:

For optimal performance and data access control, the Solution Architect should:

* A. Use profiles and/or permission sets to give View All access to Customer Service on the Contact object. This allows Customer Service to access the necessary contact information while maintaining the principle of least privilege.

* D. For each Account, assign Sales Contacts to the Sales team and all the rest to a Customer Service representative assigned to the Account. This approach ensures that each team has access to the relevant contacts while keeping the External Sharing Model to create external organization-wide sharing rules to keep private information secure and maintaining system performance by minimizing complex sharing rules.

Salesforce's documentation on sharing and visibility best practices recommends such strategies to manage access to records efficiently and securely.

<https://trailhead.salesforce.com/en/credentials/sharingandvisibilityarchitect> QUESTION NO: 39 A Solution Architect is working with a complex enterprise architecture that supports multiple business processes. Many previous transformation projects have struggled because of the interdependencies between the Salesforce production environment and other systems, as well as a lack of documentation.

In which two ways can a Solution Architect gain a better understanding of the current state of the Salesforce production environment?

Choose 2 answers

A: Speak to the business stakeholders to gather their suggestions for improvement.

B: Identify which system integrator did the previous implementation and ask them to document their work.

C: Examine the details of the current configuration to see how it is set up.

D: Work with the system administrator to identify who has the most knowledge of the current configuration.

- D. Use profiles and/or permission sets to give View All access to Customer Service on the Contact object.
- E. Set the Contact object to Public Read Only so that the sharing rules do not bog down performance for sharing.

Answer: B,C,D

Explanation:

* Examine the details of the current configuration to see how it is set up. This way, you can get a clear picture of what features and functionalities are being used, how they are configured, and how they support the business processes. You can also identify any technical debt, customizations, or integrations that may impact performance or scalability.

* Work with the system administrator to identify who has the most knowledge of the current configuration. This way, you can leverage their expertise and experience to understand how the system works and why it was designed that way. You can also get their feedback on any issues or challenges they face with maintaining or updating the system.

<https://trailhead.salesforce.com/credentials/b2bsolutionarchitect>

NEW QUESTION # 43

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

Answer: B,C,E

Explanation:

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.

NEW QUESTION # 44

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