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Salesforce Certified B2B Solution Architect Sample Questions (Q111-Q116):

NEW QUESTION # 111

The Northern Trail Outfitters (NTO) sales department currently uses Sales Cloud for its Sales team. The management team decided that the Sales team needs to start creating quotes based on the input from the finance department. NTO would like to implement quotes, contracted pricing, and invoicing for its customers.

Invoicing will be done based on an agreed billing cycle. The finance department would like to see a report on the invoices sent and track the details of the payments received. NTO also has a need for partners to be able to self-service their pipeline and quoting through a portal.

NTO's internal team decided to use Revenue Cloud and Experience Cloud as its solution.

What should a Solution Architect recommend as NTO begins its implementation?

- A. Develop an architectural plan to incorporate Revenue Cloud and Experience Cloud.
- B. Advise the client to start with Experience Cloud.
- C. Advise the client that Revenue Cloud is the starting point.
- D. Select an AppExchange product focused on contract lifecycle management.

Answer: A

Explanation:

Revenue Cloud is a product suite that enables businesses to streamline their revenue processes, such as quoting, contracting, billing, and invoicing. It also allows businesses to create new revenue streams and improve revenue efficiency.

Experience Cloud is a digital experience platform that allows businesses to create personalized and connected sites and portals for their customers, partners, and employees. It also enables businesses to leverage their CRM data in Salesforce and integrate with other services.

Implementing Revenue Cloud and Experience Cloud can provide many benefits for businesses, such as faster and easier buying process, better visibility of revenue performance, increased customer satisfaction and loyalty, and enhanced partner collaboration. Therefore, a Solution Architect should recommend developing an architectural plan to incorporate Revenue Cloud and Experience Cloud for NTO's implementation. This way, NTO can leverage both products' capabilities to meet its needs for quotes, contracted pricing, invoicing, reporting, payments tracking, and partner self-service.

<https://www.salesforce.com/products/cpq/overview/>

<https://www.salesforce.com/news/stories/introducing-revenue-cloud/>

NEW QUESTION # 112

AW Computing (AWC) has just completed a multi-cloud implementation for Salesforce and is facing major user adoption challenges. Users are complaining that the system is complicated and hard to navigate.

What can the Center of Excellence (CoE) for Salesforce do to help increase user adoption?

- A. Ensure each team has a Salesforce champion that can provide one-on-one training.
- B. Break down training materials into quick reference guides for job-specific functions.
- C. Record hour-long pieces of training for each job role so users can review on their own time.
- D. Place all training materials on the home page so users can find them easily.

Answer: B

Explanation:

To increase user adoption when users find the system complicated, breaking down training materials into quick reference guides for specific job functions can be very effective. This makes the learning process more manageable and relevant to users' daily tasks. Salesforce's own training approach often includes such job-specific materials, recognizing that targeted, role-based guidance can improve user competence and confidence.

NEW QUESTION # 113

AC Computers is getting ready to go live with automated subscription invoicing using Sales Cloud and Revenue Cloud. AC Computers' primary goal is to retire its homegrown system used for manual invoicing and migrate any outstanding bookings. The company wants to make sure there is little disruption to a customer's current invoicing schedule when it goes live with Salesforce

Billing and retires the existing system.

Which three recommendations should a Solution Architect make to reduce customer impact?

Choose 3 answers

- A. Compare invoices as produced in both systems to ensure customer invoices are as expected.
- B. Utilize the standard user adoption reports and dashboards to track invoice data.
- C. Migrate all historical payment methods from the homegrown system
- D. Create a release and change management process to incorporate feedback and fix issues.
- E. Provide training and enablement for end users and admins prior to go live.

Answer: A,C,E

Explanation:

To minimize disruption during the transition to Salesforce Billing, migrating historical payment methods ensures continuity in payment processes and customer convenience. Providing comprehensive training and enablement for end users and admins is crucial for smooth adoption and effective use of the new system.

Comparing invoices from both systems helps verify accuracy and consistency, ensuring that customers receive correct billing information, thus maintaining trust and satisfaction. These steps are in line with Salesforce's best practices for system migration and adoption, emphasizing the importance of data integrity, user preparedness, and continuity in customer-facing processes during system transitions.

NEW QUESTION # 114

Northern Trail Outfitters (NTO) currently use Sales Cloud to track deals and now wants to use channel sales to distribute and sell products through resellers (partners). As part of the channel strategy, NTO will be implementing a Partner Community for resellers to register deals or generate quotes. NTO needs to establish metrics to measure each reseller's performance based on the reseller's activities within the Partner Community. NTO wants to focus on leading metrics as opposed to lagging metrics to get early feedback on how the portal is being used by partners.

Which three leading metrics should a Solution Architect recommend to help NTO measure each reseller's goals through the Partner Community?

Choose 3 answers

- A. Number of quotes generated
- B. Logins into Partner Community
- C. Opportunities generated
- D. Product types sold
- E. Opportunity win rates

Answer: A,B,C

Explanation:

The best three leading metrics to help NTO measure each reseller's goals through the Partner Community are logins into Partner Community, number of quotes generated, and opportunities generated. These metrics will give NTO early feedback on how the portal is being used by their partners and will provide insight into their success in using the Partner Community. Product types sold and opportunity win rates are lagging metrics and may not provide timely feedback on the success of the Partner Community.

* Leading metrics are indicators that show what's happening and can have real-time impact on your bottom line¹².

* Lagging metrics are indicators that show the outcome of what happened in a previous time period¹².

* Leading metrics are useful for predicting future performance and making adjustments, while lagging metrics are useful for evaluating past performance and setting goals³⁴.

To measure each reseller's performance in Northern Trail Outfitters' Partner Community effectively, focusing on leading metrics such as opportunities generated, number of quotes generated, and logins into the Partner Community provides early indicators of engagement and potential sales success. These metrics offer insights into the resellers' active participation and their potential impact on sales, allowing NTO to identify trends and address issues proactively. Leading metrics, unlike lagging metrics, provide real-time data that can inform strategic decisions and adjustments in the channel sales strategy, aligning with best practices for performance measurement and partner management in Salesforce communities.

NEW QUESTION # 115

Universal Containers (UC) currently has Sales Cloud for its direct Sales team and is about to implement Revenue Cloud for them as well. UC is also bringing in Experience Cloud for its indirect Sales team which will integrate with Sales Cloud and Revenue Cloud. The CIO would like to make sure they are working from a single operating model when it comes to defining their cross-departmental

process and data utilization. The CIO wants to make sure there is no duplication of any data or processes that will require data hygiene constantly because of duplicative efforts.

What are the two initial questions a Solution Architect should ask the business in order to select the right operating model for business process standardization?

Choose 2 answers

- A. Are the processes the same for the direct Sales team and indirect Sales team?
- B. Can the direct Sales team use the standard functionality?
- C. How critical are the business processes?
- D. Is the data shared between the direct Sales team and indirect Sales team?

Answer: A,D

Explanation:

According to SOGAF Operating Models¹, an operating model has two dimensions: business process standardization and business process integration. Business process standardization refers to how similar or different are the processes across different units of an organization, such as direct and indirect sales teams.

Business process integration refers to how much data is shared across different units of an organization, such as direct and indirect sales teams.

By asking these two questions, a Solution Architect can determine which of the four types of operating models (coordination, diversification, replication, or unification) best suits Universal Containers' needs for cross-departmental process and data utilization¹. To select the right operating model, the Solution Architect should ask:

* C. Are the processes the same for the direct Sales team and indirect Sales team? Understanding if the sales processes differ significantly between teams will influence the design of the operating model.

* D. Is the data shared between the direct Sales team and indirect Sales team? Knowing how data is shared helps to determine the extent to which systems need to be integrated and whether data duplication can be avoided.

NEW QUESTION # 116

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