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Salesforce Certified B2B Solution Architect Sample Questions (Q47-Q52):

NEW QUESTION # 47

Universal Containers (UC) is evaluating Salesforce for a Lead to Invoice solution, as its current process for getting payments from customers is incredibly laborious. UC knows now its current invoice process runs through its back-office ERP, and is unsure how it would work within a front-office tool going from a lead all the way to an invoice. UC is looking to purchase Revenue Cloud, Sales

Cloud, Marketing Cloud Account engagement, and MuleSoft to work with its CRP. The CIO also wants to make sure UC is utilizing the data across these clouds in the most automated way possible without a lot of manual data intervention as is required today within its back-office CRP. What should the steps in the business process look like when creating a multi-cloud Lead to Invoice solution in Salesforce if UC's CRP will be the system of record for invoices?

- A. Lead, Opportunity, Quote, Order, ERP
- B. Lead, Quote, Opportunity, Order, Invoice. ERP, Payment
- C. Lead, Opportunity, Quote, Order, Invoice, Payment, ERP
- D. Opportunity, Quote. Invoice, Payment, CRP

Answer: A

Explanation:

This option would follow the lead-to-invoice process that Salesforce Billing supports², which involves creating an invoice from an order and then sending it to the ERP system for payment processing. This option would also leverage Revenue Cloud and Sales Cloud features such as CPQ and Billing to automate and streamline the quoting and invoicing process.

Since UC's CRP will be the system of record for invoices, the order information will need to be passed to the back-office ERP for invoice creation and processing. Therefore, the business process should include Lead, Opportunity, Quote, Order, and then directly into the back-office ERP system. Payment processing can be handled within the back-office system or potentially integrated back into Salesforce with appropriate consideration for data security and compliance.

NEW QUESTION # 48

Different teams at Universal Containers (UC) are experiencing challenges using their existing tools. The Sales team can only access their application from the office, the Marketing team has to manually import leads coming from the website into their campaign tool, and the Support team lacks a communication history repository between email, social networks, and calls. The website was developed by the IT team, and the Legal team is responsible for the Consent Management Platform used to meet GDPR requirements.

UC wants to improve its relationship with customers, so a digital redesign program is starting with the goal of moving to Salesforce solutions.

Which three steps are necessary to set up a program roadmap?

Choose 3 answers

- A. Create project plans for each of the projects that will be on the roadmap.
- B. Identify the high-level workload capacity and planning of the IT and Legal teams.
- C. Prioritize the transformation of activities involving the least development.
- D. Explain how the program contributes to the business's goals.
- E. Prioritize the transformation of activities related to customers' interactions.

Answer: B,D,E

Explanation:

https://trailhead.salesforce.com/content/learn/modules/innovation_solution/innovation_solution_build_business

When setting up a program roadmap for a digital redesign program like the one Universal Containers (UC) is initiating, it's crucial to align the program with the overall business goals, understand the capacity of key teams, and prioritize customer-facing transformations. Therefore:

* A. Identify the high-level workload capacity and planning of the IT and Legal teams. This step is essential to ensure that the IT and Legal teams can support the program, considering their current workload and the additional responsibilities that the Salesforce implementation will bring, especially in terms of integrating existing systems and ensuring GDPR compliance.

* D. Prioritize the transformation of activities related to customers' interactions. Given UC's objective to improve its relationship with customers, focusing on transforming customer-facing processes first will have the most immediate and significant impact. This approach aligns with Salesforce's emphasis on customer relationship management.

* E. Explain how the program contributes to the business's goals. Linking the digital redesign program to the broader business objectives of UC ensures that the initiative has clear strategic value and helps in securing buy-in from stakeholders across the organization.

References for these points can be found in Salesforce's own documentation on best practices for digital transformation and program management, such as the Salesforce Implementation Guide and resources available on the Salesforce Trailhead platform.

NEW QUESTION # 49

A Solution Architect that been hired to consult Ace Computers with its integration solution. Ace Computers has a combination of four on-premise and cloud systems with data that need to be integrated to Salesforce. Ace Computers expects to have large data volumes and wants to minimize impact on end-user operations during business hours. Which integration solution should the Solution Architect recommend for the company's business needs?

- **A. MuleSoft Anypoint Platform**
- B. Platform Events
- C. MuleSoft Composer
- D. Salesforce Data Loader

Answer: A

Explanation:

The Solution Architect should recommend MuleSoft Anypoint Platform for Ace Computers' integration solution. MuleSoft Anypoint Platform is a powerful integration platform that can connect to a wide range of systems, including on-premise and cloud systems. It has advanced capabilities for data mapping, transformation, and routing, as well as support for large data volumes and real-time integration. MuleSoft Anypoint Platform also has features for minimizing the impact on end-user operations, such as batch processing and advanced scheduling. Salesforce Data Loader is a tool for importing and exporting data to and from Salesforce and is not suitable for integrating multiple systems. MuleSoft Composer is a lightweight integration solution that is designed for simple integrations and may not be suitable for Ace Computers' complex integration needs. Platform Events are a feature in Salesforce that allow for real-time communication between applications within Salesforce but may not be suitable for Ace Computers' integration needs.

NEW QUESTION # 50

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. Sales Cloud license
- C. Customer Community Plus license
- D. Service Cloud license

Answer: A

Explanation:

The Solution Architect should recommend a Partner Community license for this requirement. This license is designed for external partners and allows them to access and interact with Salesforce data and features, including submitting and viewing cases and tracking opportunities. Additionally, the Partner Community license includes the ability to create and view dashboards within the community.

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

For partners to log and view cases as well as track opportunities, and view dashboards within the community, the Partner Community license is the appropriate choice. This license is designed for partner relationships and provides the necessary access to Salesforce objects and functionality needed for these tasks. Salesforce's licensing guide outlines the features available with the Partner Community license, supporting this recommendation.

NEW QUESTION # 51

UC Foods, a manufacturing company, has multiple sales channels including a front-line Sales team and channel partners who are currently enabled on Sales Cloud as well as a Partner Community. The company wants to establish a new B2B Commerce portal to lower the cost of sales by enabling self-service capabilities to automate sales wherever possible. The executive sponsor is concerned that sales representatives might see the B2B channel as a threat to their ability to sell and, therefore, earn higher commissions.

Which two use cases should the Solution Architect highlight to help the executive sponsor better understand the appropriate role for B2B Commerce as it relates to existing sales channels?

Choose 2 answers

- **A. Highlight that the B2B portal will be a useful tool to help improve customer communications and enhance customer engagement by providing faster updates on their orders as they are fulfilled.**

- B. Highlight that the B2B portal will help the company grow and expand into new geographies where the company does not currently have a sales footprint, resulting in more rewards for everyone.
- C. Highlight that the B2B portal is meant to tackle more routine, low-complexity sales, allowing the Sales team to focus on the more complex sales and priority accounts.
- D. Highlight that the B2B portal is meant to handle high-complexity sales that are ideal for automation, leaving the Sales team to handle less complex, higher-margin sales.

Answer: B,C

Explanation:

Salesforce B2B Commerce is a solution that enables organizations to create e-commerce storefronts that are specifically designed for businesses making large volume purchases from other businesses online. B2B Commerce customers need easy online access to suppliers so they can buy products to run their businesses.

B2B Commerce makes business buying easy and individualized. It provides the ability to exceed expectations and hide business complexity for customers with features such as personal catalogs, accurate pricing, large orders, quick reorders, self-service account management, and more.

Therefore, a Solution Architect should highlight that the B2B portal is meant to tackle more routine, low-complexity sales, allowing the Sales team to focus on the more complex sales and priority accounts. This way, UC can lower the cost of sales by automating simple transactions and freeing up sales resources for higher-value opportunities.

A Solution Architect should also highlight that the B2B portal will help the company grow and expand into new geographies where the company does not currently have a sales footprint, resulting in more rewards for everyone. This way, UC can leverage its online presence to reach new markets and customers without investing in physical infrastructure or personnel.

https://trailhead.salesforce.com/en/content/learn/modules/cc_cccapability/cc_ccbasics_b2b

NEW QUESTION # 52

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