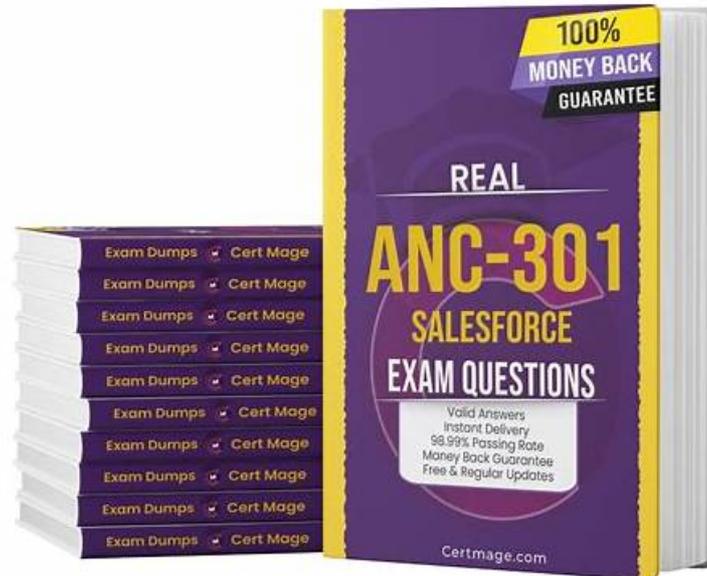


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Salesforce Certified B2B Solution Architect Sample Questions (Q23-Q28):

NEW QUESTION # 23

Universal Containers (UC) is selling containers globally via distributors and is experiencing significant double-digit growth year-over-year. UC uses a centralized ERP system that holds the financial information of the distributors. The ERP system is siloed but offers connectivity via APIs. The account managers need to reference the financial information stored in the ERP while approving an order

of a distributor inside Salesforce. The financial information of a distributor may change ad-hoc during the day in the ERP system and account managers need the latest data in front of them.

What should a Solution Architect recommend while designing an integrated, scalable solution to meet UC's needs?

- A. Use Change Data Capture to update the changes on the financial information inside Salesforce in near- real time.
- **B. Retrieve the financial information on-demand from the ERP via API and display the information as read-only using a lightning component.**
- C. Use the scheduled data loader to extract the financial information every night from the ERP and save it inside Salesforce.
- D. Schedule a MuleSoft batch job to retrieve financial information from the ERP every night and store it inside Salesforce for quick access.

Answer: B

Explanation:

* Salesforce integration patterns are strategies for common integration scenarios between Salesforce and other systems¹.

* The five most common Salesforce integration patterns are: Migration, Broadcast, Aggregation, Bi- directional synchronization, Correlation^{2,3}.

* The financial information of a distributor is an example of data virtualization, which is a type of correlation pattern⁴.

* Data virtualization involves retrieving data on-demand from a remote system via API and displaying it as read-only using a lightning component⁴.

NEW QUESTION # 24

3D Scanners needs to apply a discount automatically on the Quote Line for Distributors while in the Quote Line Editor. The percentage discount applied depends on attributes of the Distributor Account and that of the specific Product. Sales users can add additional discounts; however, those will need to go through an approval process that allows for resubmitting to only those that previously rejected the additional discount.

Which two options should a Solution Architect recommend to meet the requirements while keeping the user experience in mind?

Choose 2 answers

- **A. CPQ license**
- B. CPQ Plus license
- **C. Price Rules**
- D. Flow

Answer: A,C

Explanation:

* CPQ license². This way, you can use Salesforce CPQ (Configure Price Quote) to automate complex quoting processes and apply discounts based on product and account attributes. You can also use CPQ approval rules to trigger approval requests for additional discounts and resubmit them to previous approvers.

* Price Rules². This way, you can use CPQ price rules to calculate discounts automatically on quote lines based on conditions and formulas. You can also use price actions to update quote line fields with discount values.

NEW QUESTION # 25

Universal Containers (UC) has a global support model and would like to open up a text message channel to support maintenance supervisors in countries around the world. UC also wants to leverage messaging to market to its business partners, and be able to track open and click-through rates just like it does with email campaigns.

What should a Solution Architect recommend to UC?

- **A. Utilize Marketing Cloud and MobileConnect.**
- B. Utilize Service Cloud Email to Text Message.
- C. Utilize Service Cloud and LiveMessage.
- D. Embed third-party messenger tools.

Answer: A

Explanation:

Marketing Cloud, with its MobileConnect application, is the recommended solution for sending text messages at scale, tracking open and click-through rates, and integrating with marketing campaigns. MobileConnect provides SMS capabilities that can support UC's

global support model and marketing needs, offering features similar to those available for email campaigns. Salesforce Marketing Cloud documentation describes how MobileConnect can be used for such requirements.

NEW QUESTION # 26

Northern Trail Outfitters (NTO) has a large product catalog containing about 1 million products mastered inside an external PIM system. In its first Salesforce implementation, NTO implemented Salesforce CPQ as its main 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 part of its new fiscal year initiative, NTO would like to introduce a digital sales channel to its customers to allow for a traditional e-commerce self-service experience, and has decided to use its own custom-built solution as a way to accomplish this. One of the main requirements for this custom e-commerce 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. Recommend an ETL tool to synchronize all product data between Salesforce CPQ, PIM, and the custom e-commerce tool.
- B. Use MuleSoft to streamline the peering and product integration between the PIM, e-commerce, and CPQ.
- C. Harmonise the Pricing and Product structure of the custom e-commerce tool and CPQ to enable a streamlined integration.
- D. Implement an external master Pricing database that can be carted by both e-commerce and CPQ.

Answer: B,C

Explanation:

Utilizing MuleSoft facilitates the seamless integration of Northern Trail Outfitters' Product Information Management (PIM) system, custom e-commerce 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 e-commerce 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 e-commerce experience, aligning with best practices for integrating disparate systems to create a cohesive and efficient sales ecosystem.

NEW QUESTION # 27

Universal Containers (UC) is currently utilizing Salesforce Revenue Cloud, Service Cloud, and Field Service for its internal Sales teams, call center, and field service teams. The field service team has asked for new data visibility around Sales and Service data because customers in the field will often ask about sales orders that typically exist within Revenue Cloud.

What is an immediate consideration a Solution Architect should provide regarding giving this kind of data access?

- A. Generate a new profile that grants access to the Order object and assign it to the field service users.
- B. Generate a new permission set that grants access to the Order object and assign it to the field service users.
- C. Provide the field service team with CPQ licenses to view Order data.
- D. Provide the field service team with a Sales Cloud license to view Order data.

Answer: B

Explanation:

Creating a permission set that grants field service users access to the Order object is a granular and secure way to provide the necessary data visibility. This allows for precise control over which users have access to order data without impacting other profiles or requiring additional licenses. Salesforce's permission set documentation provides guidelines on how to grant specific access rights to users, ensuring they have the information needed to perform their job functions effectively.

NEW QUESTION # 28

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