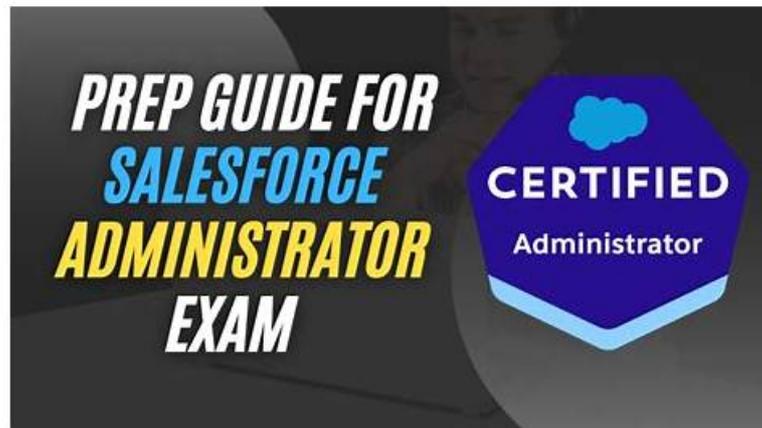


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Salesforce Certified B2B Solution Architect Sample Questions (Q76-Q81):

NEW QUESTION # 76

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 the B2B Commerce built-in performance monitoring dashboard to analyze performance in near real time.
- B. Leverage Shield Event Monitoring in conjunction with the Salesforce Debug Logs, and establish a regular review process for the Operations and Administration team.
- C. Leverage Shield Event Monitoring in combination with the CRM Analytics Event Monitoring app as a simple out-of-the-box solution.
- D. 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.

Answer: C,D

Explanation:

* 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 Hardware2. This option can help P&C Hardware leverage their existing investment and expertise in their cloud-based monitoring tool, while integrating it with Shield Event Monitoring and MuleSoft to capture and analyze performance data from their Salesforce technology stack.

* Leverage Shield Event Monitoring in combination with the CRM Analytics Event Monitoring app as a simple out-of-the-box solution3. This option can help P&C Hardware quickly set up a performance monitoring dashboard using pre-built reports and dashboards from the CRM Analytics Event Monitoring app, which can be installed from AppExchange. This app can provide insights into user activity, adoption, performance issues, security risks, and more.

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

NEW QUESTION # 77

Universal Containers (UC) wants to implement a Salesforce multi-cloud solution that includes CPQ, B2B Commerce, and Sales Cloud. UC wants to use as much of Salesforce's core capabilities as possible for its cart- to-quote customer journey. The order fulfillment process is managed separately in a third-party ERP.

Which two considerations should a Solution Architect keep in mind when thinking about data flows?

Choose 2 answers

- A. Cart and Order record owners are mapped to Quote and Quote Line record owners.
- B. All data points on products should be mapped and replicated between CPQ and B2B Commerce.
- C. Product and Pricing are set up with CPQ as the source of record.
- D. The source for the data feed to ERP is the CPQ Order object.

Answer: C,D

Explanation:

When considering data flows for the integration of CPQ, B2B Commerce, and Sales Cloud with an external ERP for order fulfillment, the Solution Architect should keep in mind:

* A. Product and Pricing are set up with CPQ as the source of record. This ensures that the CPQ system manages all product and pricing data, which is essential for maintaining accurate and consistent information across platforms.

* B. The source for the data feed to ERP is the CPQ Order object. Once the quote is finalized in CPQ and an order is created, that data should flow into the ERP for fulfillment, maintaining data integrity and process continuity.

These considerations are in line with Salesforce best practices for managing data across multiple systems, ensuring that each system utilizes its strengths and maintains data consistency.

NEW QUESTION # 78

Universal Containers (UC) has implemented a new e-commerce site for its resellers. UC is leveraging a multi- cloud architecture, B2B Commerce, for building the storefront and Service Cloud Web2Case for offering case management functionality to its resellers. UC notices that the case volume is extremely high and a number of resellers are raising cases for trivial issues on the B2B Commerce site.

Which two recommendations should a Solution Architect make to help resellers use the site more efficiently and lower the case volume?

Choose 2 answers

- A. Plan and conduct User Adoption Trainings for resellers on how to use the site.
- B. Disable anonymous users on the site.
- C. Offload the number of cases received via Web2Case by using Email2Case.
- D. Implement Case Deflection.

Answer: A,D

Explanation:

Option B would help resellers find answers to their questions by showing them relevant articles or discussions before they create a case. This way, they can resolve their issues without contacting support13.

Option D would help resellers learn how to use the site effectively and avoid common pitfalls. This way, they can reduce errors and confusion that might lead to unnecessary cases2.

To help resellers use the site more efficiently and lower the case volume, the Solution Architect should recommend:

* B. Implement Case Deflection. This feature helps users find answers to their questions and resolve issues before submitting a case, thereby reducing case volume.

* D. Plan and conduct User Adoption Trainings for resellers on how to use the site. Training ensures that resellers are comfortable with the ecommerce site and understand how to use it effectively, which can lead to reduced case volume.

Salesforce's best practices for service cloud implementation recommend these strategies to improve user efficiency and reduce case volumes, as detailed in Service Cloud documentation and training materials.

NEW QUESTION # 79

Universal Containers (UC) is about to start a massive digital transformation project across multiple service channels. UC plans on using Service Cloud, Omni-Channel, chatbots, Knowledge, and Einstein AI throughout all the service capabilities. Before discovery can start, the key stakeholder would like to see the automated chat capabilities in action. They currently use a third-party Knowledge Base and are wondering what is the value of it over Salesforce Knowledge. They believe it will be chatbots but they are unsure.

What is one of the key benefits the Solution Architect should address within the context of the demo?

- A. Demo how a human being can have a real conversation with an Einstein AI-driven chatbot.
- B. Demo how the chatbot can utilize Knowledge within it to deflect customer issues before a case is created.
- C. Demo how the chatbot can anticipate the responses of the customer before they make it, and generate Knowledge article responses based on what they have bought.
- **D. Demo how the chatbot can provide a response to a customer's request by bringing together content from Knowledge articles.**

Answer: D

Explanation:

Demonstrating the chatbot's capability to utilize Salesforce Knowledge to provide accurate and helpful responses to customer inquiries highlights the value of integrating Knowledge with automated chat solutions.

This showcases how AI-driven chatbots can enhance customer service by quickly accessing and delivering content from Knowledge articles, addressing customer issues efficiently and reducing the need for direct human intervention. This capability not only improves the customer experience by providing immediate assistance but also showcases the seamless integration between Salesforce's AI technologies and Knowledge base, illustrating the platform's ability to support advanced customer service strategies. Salesforce documentation and best practices often highlight the importance of leveraging Knowledge articles within AI-driven chat solutions to optimize customer support and service workflows.

NEW QUESTION # 80

Universal Containers (UC) is undergoing a full digital transformation and has chosen Salesforce as one of the main components. UC will use Sales Cloud for online activities, CPQ for quote generation and renewals. B2B Commerce for online orders through its partnerships and vendors, an external ERP for fulfillment and invoicing, and Marketing Cloud for customer outreach. UC wants to create fluidity between the entire application landscape, and an integration between systems is required.

The application is expected to be able to generate an order based on any of the channels outlined above, and be utilized in UC's outreach to its customers.

Where should a Solution Architect recommend the system of record (SOR) be for all orders going forward?

- **A. In the ERP Order Object**
- B. Salesforce Custom Object
- C. B2B Commerce Order Object
- D. Salesforce Order Object

Answer: A

Explanation:

For Universal Containers (UC), maintaining the system of record (SOR) for all orders in the ERP Order Object is the most strategic approach, especially given the ERP's role in fulfillment and invoicing. This ensures that the ERP remains the authoritative source for order data, providing a single point of truth for financial transactions and order management. Integrating Salesforce clouds with the ERP allows for seamless data flow and operational efficiency, supporting UC's digital transformation goals while leveraging the ERP's robust capabilities for order processing and financial management.

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