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## ARCH 301 - Case Studies

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### Region and Regionalism

The region is a large area with boundaries set by various cultural and natural criteria. It is widely divided by physical geography, human geography, and environmental aspects like the interaction between the environment and humanity.

Regionalism occurred because of the monotonous building of the International Style in all over the world. Apart from the vernacular architecture, regionalism has a conscious in design.

### KarakAŞ Mosque, Antalya, Turkey, 2003



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## Salesforce Certified B2B Solution Architect Sample Questions (Q50-Q55):

### NEW QUESTION # 50

Universal Containers (UC) is concerned about potential data storage issues in Salesforce due to the Invoice, Order, and Inventory data that would be flowing from various on-premise legacy CRM and ERP applications. UC would like to view and occasionally report on this data on-demand for day-to-day operational processes and would prefer not to store the data in Salesforce due to data residency requirements.

Which recommendation should the Solution Architect make to meet this requirement?

- A. Use Salesforce Orchestrator with MuleSoft to retrieve the data when it is needed.
- B. Push the data into Salesforce and implement an archival strategy.
- C. Write custom Apex code to retrieve the data in real time from external systems.
- D. Re-architect the implementation using Salesforce Connect and external objects.

### Answer: D

Explanation:

External objects are similar to custom objects but they map to data that's stored outside Salesforce. Salesforce Connect uses external data sources to access data that's stored outside your Salesforce organization<sup>1</sup>. This way, UC can comply with data residency requirements and avoid data storage issues.

Salesforce Connect allows Salesforce to seamlessly integrate with data that is external to the Salesforce platform, which in this case is the legacy CRM and ERP applications. External objects provide a real-time view of this external data, allowing UC to view and report on it as if it were stored natively in Salesforce, without actually storing it in Salesforce.

Reference: Salesforce B2B Commerce Implementation Guide - Salesforce Connect for External Data Salesforce Connect allows for the integration of external data in real-time without storing it in Salesforce, using external objects which function like standard Salesforce objects. This would meet UC's need to view and report on Invoice, Order, and Inventory data on-demand, adhering to data residency requirements.

Salesforce Connect is designed for such scenarios, offering a solution that avoids data storage within Salesforce while providing access to external data as if it were native. This is in line with Salesforce's best practices for external data integration.

### NEW QUESTION # 51

Universal Containers (UC) recently went live with a multi-cloud implementation consisting of Experience Cloud, Service Cloud, and Marketing Cloud Account Engagement. The UC Marketing team wants to generate Marketing Cloud Account Engagement emails using the same dynamic content that users access in Experience Cloud. They want to trigger Marketing Cloud Account Engagement emails based on certain user actions while keeping the content dynamic and configurable via a user-friendly mechanism. Which approach should a Solution Architect recommend in this case?

- A. Use Salesforce CMS on Experience Cloud and the new Marketing Cloud Account Engagement Lightning Email Experience.
- B. Change the data model to support sending Marketing Cloud Account Engagement email via the Experience Cloud site.
- C. Consider finding AppExchange packages that support this functionality on Experience Cloud and Marketing Cloud Account Engagement.
- D. Build a custom application using Lightning Web Components to make the email content dynamic and configurable.

### Answer: A

Explanation:

Using Salesforce CMS and the new Marketing Cloud Account Engagement Lightning Email Experience can enable the UC Marketing team to generate Marketing Cloud Account Engagement emails with dynamic content accessed through Experience Cloud. This approach can provide a user-friendly mechanism to configure content and trigger email sends based on user actions, without changing the data model.

Additionally, this approach leverages native Salesforce functionality and does not require custom development or third-party packages.

<https://www.salesforce.com/products/experience-cloud/features/customer-engagement-solutions/> Leveraging Salesforce CMS in conjunction with Marketing Cloud Account Engagement's Lightning Email Experience offers a unified and dynamic solution for content management and email marketing. Salesforce CMS enables the creation and management of content in a user-friendly manner, which can then be utilized across different Salesforce platforms, including Experience Cloud. Integrating this content with

Marketing Cloud Account Engagement through the Lightning Email Experience allows for the creation of dynamic and personalized email campaigns that reflect the content users interact with on Experience Cloud. This approach ensures consistency in messaging and branding while providing a seamless and engaging user experience, aligning with Salesforce's best practices for integrating content and marketing strategies across multiple clouds.

#### NEW QUESTION # 52

Universal Containers is currently utilizing B2B Commerce Cloud, Service Cloud, and Field Service for its Sales teams, call center, and Field Service teams. The Field Service team would like to have visibility of Commerce Cloud data because customers in the field will often ask about sales order details.

What should the Solution Architect recommend to give this kind of data access?

- A. Create a new profile that grants access to the Order and Order Item object and assign it to the Field Service users.
- B. Give Sales Cloud license to the Field Service team to view Order and Order Item data.
- C. **Create a new permission set that grants access to the Order and Order Item object and assign it to the Field Service users.**
- D. Give Commerce Cloud license to the Field Service team to view Order and OrderItem data.

#### Answer: C

Explanation:

To enable Field Service teams at Universal Containers to access sales order details from B2B Commerce Cloud, creating a permission set that grants access to relevant objects like Order and Order Item is an effective solution. This approach ensures that Field Service users have the necessary permissions to view order information, enhancing their ability to address customer inquiries in the field. Permission sets offer a flexible and granular way to manage access rights, allowing for customization according to specific user roles and requirements without altering the base profiles. This method aligns with Salesforce's best practices for access management, ensuring data security while providing users with the information they need to perform their roles effectively.

#### NEW QUESTION # 53

Universal Containers (UC) is an international company with activities in Europe and the U.S. UC has two separate Salesforce orgs, one for each region. Quotes are built in different legacy systems, depending on their country. Orders are processed centrally by the back-office team with an ERP. Customer information is saved in both legacy systems and the ERP. The analyst team complains about the inconsistency of customer data between different systems and the lack of connection between a single piece of customer data across all of the systems.

Which approach would make it possible to set up this single source of truth and ensure scalability for orders?

- A. Map all of the points of data with a different ETL tool for each Salesforce environment and drive synchronization from Salesforce to the other systems.
- B. Use each Salesforce org as its own system of record (SOP.) and use Salesforce Connect to synchronize the two Salesforce orgs.
- C. Map all of the points of data within a custom data manager and drive synchronization between the different systems with a point-to-point approach.
- D. **Use MuleSoft Anypoint Platform as the single point of data orchestration across the different systems and Salesforce environments.**

#### Answer: D

Explanation:

According to 1, a single source of truth (SSOT) is the practice of aggregating the data from many systems within an organization to a single location. A SSOT is not a system, tool, or strategy, but rather a state of being for a company's data in that it can all be found via a single reference point.

According to 2, 3 and 4, Salesforce has introduced the Customer360 Truth Platform, which includes MuleSoft. This is a new set of data and identity services that enable companies to build a single source of truth across all of their customer relationships. This connects data from all Salesforce clouds to create a single view of the customer.

MuleSoft Anypoint Platform is an integration platform that allows companies to connect any application, data source or device using APIs. MuleSoft enables companies to leverage their existing systems and data sources without having to replace them or create custom integrations.

#### NEW QUESTION # 54

Universal Containers (UC) uses Sales Cloud, Service Cloud, and Experience Cloud. The implementation was completed 5+ years ago, and Service Cloud users are now expressing dissatisfaction with system performance. A custom Visualforce page was developed to show relevant data to Experience Cloud users.

The same page is used by the Support team but displays more information based on their profile. UC has a small internal Support team for Salesforce that periodically enables new features in production.

Which best practice should the Solution Architect recommend to avoid these types of issues in the future?

- A. Assess the level of technical debt and test new features with the Product team in a Developer sandbox.
- B. Assess the level of data quality and test new features with a pilot before enabling for all users.
- **C. Assess the level of technical debt and test new features in a sandbox before enabling in production.**
- D. Assess the level of data quality and test new features with a subset of users in production before enabling all users.

**Answer: C**

Explanation:

To avoid issues related to system performance and ensure the scalability of Salesforce solutions, it's crucial to manage technical debt and thoroughly test new features in a controlled environment. A sandbox provides a safe space for testing, allowing UC to simulate the impact of changes without affecting the production environment. This practice helps in identifying potential issues and resolving them before they can impact end-users.

Salesforce's documentation on best practices for managing technical debt and the use of sandboxes for testing provides guidance on these processes, emphasizing the importance of a proactive approach to system maintenance and feature testing.

<https://admin.salesforce.com/blog/2021/tech-debt-what-it-is-and-why-you-should-care>

## NEW QUESTION # 55

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