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Salesforce Certified B2B Solution Architect

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Salesforce Certified B2B Solution Architect Sample Questions (Q91-Q96):

NEW QUESTION # 91

Universal Containers (UC) is adding to its existing Salesforce implementation and currently uses Sales Cloud and Service Cloud. UC is looking to add Salesforce Field Service and Experience Cloud to allow its third-party contractors easier access to the data they need and to provide its customers a way to self-service.

UC has expressed interest in allowing its customers to be able to self-schedule maintenance work on their Assets. UC wants a solution to display scheduling options for the next month to its customers.

What should a Solution Architect consider in a potential solution?

- **A. Appointment-Assistant Self Service Scheduling**
- B. Salesforce Scheduler
- C. Standard Salesforce Asset Calendar
- D. Lightning Web Components Calendar Module

Answer: A

Explanation:

Appointment Assistant lets Field Service customers book, confirm, reschedule, or cancel their upcoming appointments. For Self-Service Scheduling, you only need one license per org assigned to one user. You can also customize the look and feel of your self-service scheduling pages and embed them into your Experience Cloud site.

NEW QUESTION # 92

Universal Containers (UC) sells automotive spare parts through a large network of partner retail outlets. UC's business model relies on partners (retail outlets) reaching out to UC to get access to its product catalog, selecting the product(s) they require, and then making bulk purchases. The partners occasionally reach out to UC sales representatives for advice or clarifications regarding particular SKUs on an opportunity on which they are co-sellers.

UC wants to offer discounts to partners who make large purchases. Further, UC wants to provide its partners with reports detailing their sales, including reports that summarize sales by partner, to help UC classify its partners accordingly.

Which solution should a Solution Architect recommend to meet UC's requirements?

- A. Sales Cloud, Partner Relationship Management, and Einstein
- B. Sales Cloud, Service Cloud, and Partner Relationship Management
- **C. Sales Cloud, B2B Commerce, and Partner Relationship Management**
- D. Sales Cloud, B2B Commerce, and Customer Community

Answer: C

Explanation:

Sales Cloud provides the CRM capabilities needed to track opportunities and sales processes, B2B Commerce provides the platform for partners to make bulk purchases, and Partner Relationship Management (PRM) enables the management of partner relationships, including offering discounts for large purchases and providing reports to partners. This integrated solution meets all of UC's requirements for sales, bulk purchasing, and partner management. Salesforce documentation supports the use of PRM alongside Sales Cloud and B2B Commerce for managing complex partner relationships and sales processes.

NEW QUESTION # 93

Universal Containers (UC) currently has Sales Cloud, Revenue Cloud, and Marketing Cloud Account Engagement within its existing Salesforce environment and is utilizing a standard Lead to Cash solution across those clouds. UC is 2 years into its Salesforce implementation, and the CIO is getting concerned with the sheer amount of data affecting its environment's data limits.

IT is doing upkeep on older records that may no longer be relevant. They have decided to start looking at data archival strategies and what to archive correctly. Given that this solution involves Leads from Marketing Cloud Account Engagement, Opportunities from Sales Cloud, and Quotes from Revenue Cloud, they are concerned about archiving related data on active sales pipelines. They also want to keep a historical snapshot of all of their Quotes, Opportunities, and Leads for future pipeline performance purposes and are open to options.

Choose 2 answers

- A. Propose Skinny Tables to the CIO before doing anything else.
- **B. Segment the data in terms of data needed for daily operations, data that is used occasionally at demand, and data that is used purely for historical purposes.**

- C. Recommend AppExchange solutions that provide capabilities around data archiving to the CIO.
- D. Understand the organization's regulatory requirements around right to retain or delete data.

Answer: B,D

Explanation:

Before proposing any solutions to the CIO, it is important to understand the organization's regulatory requirements around right to retain or delete data. It is also important to segment the data into different categories based on the purpose of the data, such as data needed for daily operations, data that is used occasionally at demand, and data that is used purely for historical purposes. This will help the organization plan their data archival strategy more effectively. Additionally, the CIO can look into AppExchange solutions that provide capabilities around data archiving.

Option B is important because different industries and regions may have different laws and regulations regarding how long they need to keep certain types of data or when they need to delete them. For example, some financial records may need to be retained for a minimum of seven years, while some personal data may need to be deleted upon request¹. Understanding these requirements can help UC decide what data can be archived and what data must be kept in Salesforce.

Option D is helpful because it can help UC prioritize and categorize their data based on how frequently and urgently they need to access it. For example, data that is needed for daily operations should be kept in Salesforce for optimal performance and availability, while data that is used occasionally at demand can be archived in an external system and accessed via Salesforce Connect². Data that is used purely for historical purposes can be backed up in a secure storage system and deleted from Salesforce³.

NEW QUESTION # 94

A Solution Architect has gathered requirements from discovery with Northern Trail Hot Tubs below:

- * Northern Trail Hot Tubs sells through a B2B2C model with Dealers.
- * Northern Trail Hot Tubs tracks Dealer Opportunities in Salesforce, but wishes to have more insight into the sales process from its Dealers.
- * Dealers would like to be able to get custom Hot Tub pricing quickly from Northern Trail Hot Tubs without having to wait for configuration estimates to come back from Northern Trail Hot Tubs.
- * Northern Trail Hot Tubs supports its Dealers and Customers directly, and Dealers would like better insight into support that their Customers receive.

Which capabilities should a Solution Architect suggest to provide to Northern Trail Hot Tub Dealers?

- A. B2B Commerce for Dealers to get pricing and Service Cloud for Cases
- B. Experience Cloud and Sales Cloud for Dealers to be able to create Opportunities and add Opportunity Products
- C. Experience Cloud and Revenue Cloud for Dealers to get Quotes and view Cases
- D. Experience Cloud and Service Cloud for Dealers to be able to request pricing through Cases and track Customer Cases

Answer: C

Explanation:

Experience Cloud can provide dealers with a self-service portal to track opportunities and support cases, while Revenue Cloud (which includes Salesforce CPQ) can enable dealers to get custom pricing and generate quotes quickly. This combination meets all the outlined requirements, providing visibility into the sales process and support activities, as well as enabling efficient quoting. Salesforce's documentation on the capabilities of Experience Cloud and Revenue Cloud supports this recommendation.

* Key Requirements:

* Quick Custom Pricing: Dealers need to generate custom quotes without waiting for manual configuration.

* Insight into Customer Support: Dealers want visibility into support cases for their customers.

* Enhanced Sales Process Insights: Northern Trail Hot Tubs seeks better tracking of Dealer Opportunities.

* Analysis of Options:

* Option A (Experience Cloud + Sales Cloud): While Experience Cloud provides a portal for Dealers to create Opportunities and add Products via Sales Cloud, it does not address the need for automated, rapid quote generation, which requires CPQ (Configure, Price, Quote) functionality.

* Option C (Service Cloud + Service Cloud): Using Cases to request pricing introduces delays, conflicting with the requirement to eliminate waiting for configuration estimates.

* Option D (Commerce Cloud + Service Cloud): Commerce Cloud focuses on transactional e-commerce, not complex product configuration or quoting. CPQ (Revenue Cloud) is better suited for custom pricing.

* Option B (Experience Cloud + Revenue Cloud):

* Revenue Cloud (CPQ): Enables Dealers to self-serve by generating accurate, automated quotes without manual intervention. This directly addresses the need for quick custom pricing.

* Experience Cloud: Provides a portal where Dealers can access:

* CPQ (Revenue Cloud) for quotes.

* Service Cloud integration (implied) to view Cases related to their customers.

Salesforce's Experience Cloud seamlessly integrates with Service Cloud to expose Cases, even though Service Cloud isn't explicitly listed in the option.

* Why Option B is Correct:

* Revenue Cloud (CPQ) solves the custom pricing requirement.

* Experience Cloud acts as the unified portal for Dealers to:

* Generate quotes (via CPQ).

* View Cases (via Service Cloud integration).

* While Service Cloud powers Cases in the background, the question focuses on capabilities provided to Dealers, which are delivered through Experience Cloud and Revenue Cloud.

References:

Revenue Cloud (CPQ): Salesforce CPQ Documentation

Experience Cloud for Partner Portals: Experience Cloud Guide

Service Cloud Integration with Experience Cloud: Service Cloud in Communities This solution aligns with Salesforce best practices for B2B partner management, combining self-service quoting (CPQ) and customer support visibility (Service Cloud via Experience Cloud).

NEW QUESTION # 95

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. Product types sold
- C. Logins into Partner Community
- D. Opportunity win rates
- E. Opportunities generated

Answer: A,C,E

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 # 96

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