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Salesforce Certified B2B Solution Architect Sample Questions (Q10-Q15):

NEW QUESTION # 10
Universal Containers uses the Salesforce Platform to track customer payments and any late payments. This is accomplished with an architecture that includes Marketing Cloud, Service Cloud, and an integration to the back-office billing system via MuleSoft. Invoices and payments are mastered in the billing system and exposed to Salesforce via MuleSoft. Notifications about customer payments are orchestrated out of Salesforce and emails are sent via Marketing Cloud. The late payment invoice data is required for service representatives to be able to reference within Salesforce.
What should the Solution Architect recommend when determining the role of each system for a use case of sending payment reminders?

- A. Create cases within Salesforce from the billing system based on payment statues with MuleSoft event orchestration and send payment notifications via Marketing Cloud.
- B. Integrate the billing system directly with Marketing Cloud via MuleSoft to trigger based on events from the billing system.
- C. Load the payment and invoicing data within Salesforce from the billing system with MuleSoft, and drive payment notifications via Marketing Cloud.
- D. Recommend a trigger from the billing system into Marketing Cloud, which sends customer formatted emails.

Answer: A

Explanation:
Creating cases in Salesforce for late payments allows service representatives to have all the necessary information within their primary work environment. Orchestrating these events with MuleSoft and then using Marketing Cloud for communication ensures a seamless flow of information and allows for the leveraging of each system's strengths: Salesforce for case management and Marketing Cloud for customer communication.
This strategy aligns with the recommended practices for system integration and event-driven architectures in Salesforce ecosystems.

NEW QUESTION # 11

Universal Containers is in the process of implementing a CPQ and B2B Commerce solution. The Technology team has completed the development for the current sprint and is demonstrating the functionalities to the business stakeholders during their sprint demo. While demonstrating products and pricing, and Sync between B2B and CPQ when requesting a quote, the stakeholders make a new request to include tiered pricing and map it to discount schedules on CPQ.
Which approach should a Solution Architect recommend while addressing the feedback from the stakeholders?

- A. Convey that this can be potentially picked up in the next sprint since the technical changes needed for this new user story are low effort.
- B. Convey that it is not recommended to include M the initial MVP, since an extension is needed on the CPQ B2B Commerce Connector for the new requirement.
- C. Include it as a user story and accommodate it m the same sprint, since this is a feasible requirement and the CPQ B2B Commerce Connector is already set up.
- D. Add the request as a new user story to the product backlog, and further schedule a meeting for prioritization and grooming.

Answer: D

Explanation:
* CPQ B2B Commerce Connector is a tool that synchronizes data from CPQ product and pricing objects to B2B Commerce objects1.
* CPQ uses discount schedules and B2B Commerce uses tiered pricing to handle volume-based pricing23.
* The connector does not support mapping tiered pricing to discount schedules out of the box23.
* The connector uses pricing from B2B Commerce to define the pricing on the generated quote lines by setting their Special Price fields4.
Incorporating new requirements, such as tiered pricing and mapping to discount schedules in CPQ, into an ongoing Salesforce CPQ and B2B Commerce project requires careful consideration of project scope, timelines, and resource availability. Adding the new requirement as a user story to the product backlog allows for a structured approach to evaluating its impact on the project. Scheduling a subsequent meeting for prioritization and grooming ensures that stakeholders can discuss the new requirement in detail, assess its feasibility, and decide on its inclusion in the project timeline. This approach aligns with agile project management best practices, allowing for flexibility in responding to new requirements while maintaining project focus and efficiency.

NEW QUESTION # 12

Universal Containers serves customers globally across two businesses. Each business has its own org for managing its sales and support operations. Each line of business also maintains its own reporting systems using both CRM Analytics and Salesforce reports, but the CEO is asking for a unique dashboard that includes the global opportunity pipeline with data from both orgs.
What should a Solution Architect propose?

- A. Use one org as primary and an ETL tool to synchronize the accounts and opportunities of the other org. Then, use standard reports.
- B. Use CRM Analytics in the primary org and then, in the dashboards, use Salesforce Connect to query the data from the other org.
- C. Use one org as primary and create external objects for the accounts and opportunities of the other one. Then, use standard reports.

- D. Use CRM Analytics in the primary org and create a Salesforce External Connection. Then, create a dataflow to combine data from both orgs.

Answer: D

Explanation:
CRM Analytics (formerly known as Tableau CRM) allows for the creation of powerful dashboards that can incorporate data from multiple Salesforce orgs. By using CRM Analytics with an external connection and creating a dataflow, data from both orgs can be combined into a unified dashboard, providing the global visibility the CEO is requesting. This aligns with Salesforce's guidance on multi-org reporting using CRM Analytics, which enables cross-org data integration and visualization.

NEW QUESTION # 13

Universal Containers (UC) is about to complete the first phase of its digital transformation with its new Lead to Invoice process that incorporates several clouds like Sales Cloud, Service Cloud, Revenue Cloud, Experience Cloud, and MuleSoft. UC is now creating a Center of Excellence and focusing on a purely Agile methodology for working on new releases. UC wants to understand some of the considerations around release planning.

What are two recommendations a Solution Architect should make to ensure UC's releases to production work within its release schedule and there are no delays in future releases?
Choose 2 answers

- A. Create a regular sprint cadence across the different teams to demonstrate new functionality.
- B. Use the last sprint of the release to stabilize it and eliminate identified issues.
- C. Utilize the last sprint to include functionality that was missed from previous sprints.
- D. Fix the scope of the sprint during release planning regardless of how long it takes.

Answer: A,B

Explanation:
For UC's digital transformation and adoption of Agile methodology, ensuring smooth and timely releases is crucial. The recommended practices are:
* B. Create a regular sprint cadence across the different teams to demonstrate new functionality.
Establishing a consistent rhythm for sprints helps align team efforts, ensures regular progress reviews, and facilitates the integration of new features. It fosters collaboration and keeps the project on track.
* C. Use the last sprint of the release to stabilize it and eliminate identified issues. Dedicating the final sprint to stabilization and issue resolution is a best practice in Agile methodologies. It allows the team to focus on quality assurance, performance testing, and user feedback, ensuring that the release is robust and meets user expectations.
Salesforce and Agile methodology guides, such as those found on Salesforce Trailhead and in Agile development literature, emphasize the importance of regular cadences and stabilization phases for successful project delivery and continuous improvement.

NEW QUESTION # 14

Universal Containers (UC) is adding to its existing Salesforce implementation and currently uses Saks 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 m 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 m a potential solution?

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

Answer: D

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 # 15

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