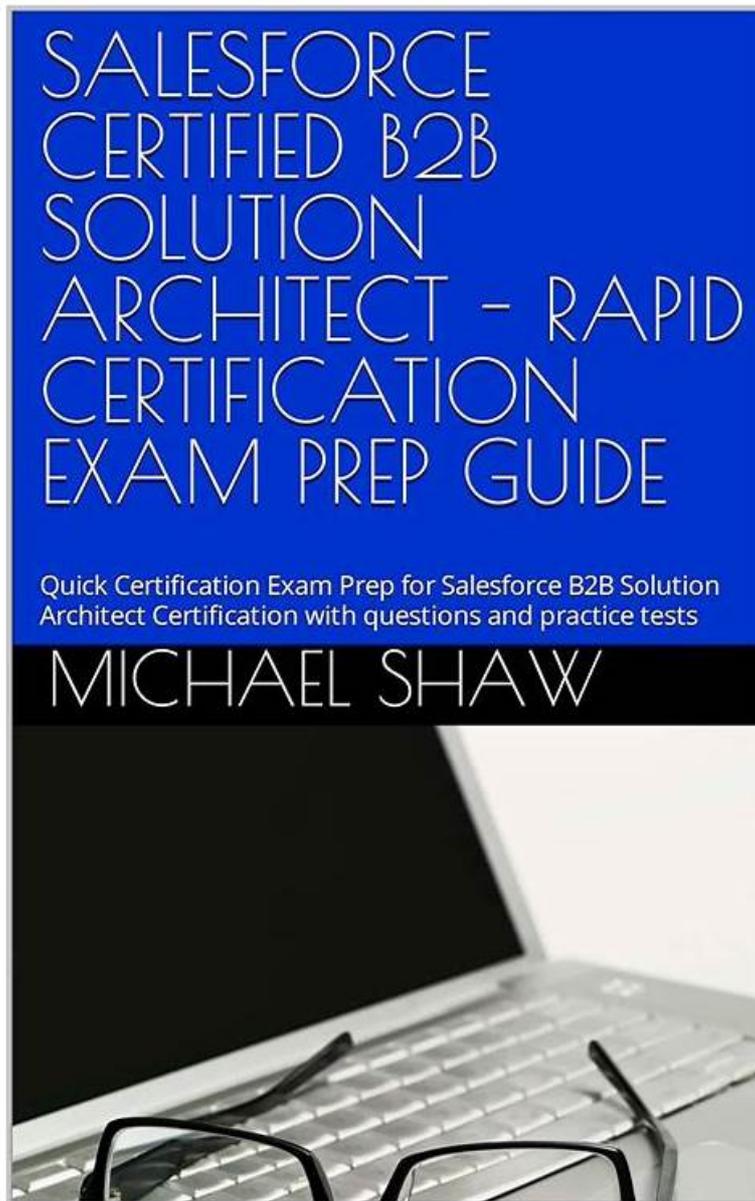


B2B-Solution-Architect更新版、B2B-Solution-Architect 資格問題集



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<https://drive.google.com/open?id=1UOOQqWCdGmacFGUM0jmahRpjJ9zKGhNu>

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Salesforce Certified B2B Solution Architect Exam 認定 B2B-Solution-Architect 試験問題 (Q84-Q89):

質問 # 84

Universal Containers (UC) acquired two companies. As part of its transformation and consolidation program, UC needs to bring all of its disparate partner strategies together and see what can be combined across all of its indirect sales channels. Each company currently has its own Salesforce environment utilizing Sales Cloud and Experience Cloud for Partners. Each company also follows its own unique business processes for partners.

However, UC has recently developed a new vision and journey focused on a single indirect channel with a single Salesforce environment aligned to its corporate strategy.

Given UC's new journey for engaging its indirect channel, what are the next two steps the Solution Architect should recommend? Choose 2 answers

- A. Create an adoption plan for the Direct Sales team to engage with the Indirect Sales team in a sell-with model within the new Partner Communities.
- B. Completely unify all the channel strategies under the acquiring company's brand and strategy.
- C. Tell the stakeholders to focus on having a single Partner Community across all channels with a singular branding.
- D. Identify the need for multiple Partner Communities by Indirect Sales Channel with branding and content specific to each channel.

正解: A、B

質問 # 85

Universal Containers (UC) has acquired four companies and is looking to manage revenue across all mergers' territories seamlessly. UC wants to drive major business decision and selling strategies based on an efficient, complete, real-time view of team forecasts across territories from Salesforce. A sales user can be part of multiple territories and is usually working on multiple opportunities at a time.

Which technical consideration should a Solution Architect make when designing collaborative forecasting?

- A. Forecast category names can be customized by submitting a Salesforce Support case.
- B. Important details should be tracked at the opportunity line level.
- C. If the sales user has many territories assigned to them, it can impact the performance of the forecast.
- D. Archiving a territory model does not impact forecasts, quotas, and adjustments for all territories in the model.

正解: C

解説:

In designing collaborative forecasting, especially in a complex organization like UC with multiple acquisitions and territories, it's crucial to consider the system's performance. When a sales user is assigned to multiple territories, and they work on numerous opportunities, it can significantly impact the system's ability to generate accurate and timely forecasts. Salesforce's own documentation on collaborative forecasting emphasizes the need to carefully manage territory assignments and forecast calculations to maintain system performance and forecast accuracy.

References to these considerations can be found in Salesforce's Release Notes and Administrator Guide, where Salesforce discusses best practices for managing territories and forecasts in complex sales environments.

https://help.salesforce.com/s/articleView?id=000199046&language=en_US&type=1

質問 # 86

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 the scheduled data loader to extract the financial information every night from the ERP and save it inside Salesforce.
- **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 Change Data Capture to update the changes on the financial information inside Salesforce in near-real time.
- D. Schedule a MuleSoft batch job to retrieve financial information from the ERP every night and store it inside Salesforce for quick access.

正解: B

解説:

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, Correlation²³.

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.

質問 # 87

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 ecommerce 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 ecommerce 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. Harmonise the Pricing and Product structure of the custom ecommerce tool and CPQ to enable a streamlined integration.**
- **B. Use MuleSoft to streamline the peering and product integration between the PIM, ecommerce, and CPQ.**
- C. Implement an external master Pricing database that can be carted by both ecommerce and CPQ.
- D. Recommend an ETL tool to synchronize all product data between Salesforce CPQ, PIM, and the custom ecommerce tool.

正解: A、B

質問 # 88

Universal Containers (UC) is using Sales Cloud and Service Cloud. UC wants a solution that can send scheduled emails on a daily, weekly, or monthly basis to existing customers and prospects. UC also wants to track if customers have opened the emails. There can be as little as 1,000 emails in a week or as many as 100,000 emails in a month, depending on the season.

Based on that criteria, which solution should the Solution Architect recommend to UC?

- A. Develop a custom solution using scheduled Apex to send emails.
- B. Recommend Marketing Cloud Personalization.
- C. Set up scheduled flows to handle email sending and tracking.
- **D. Recommend Marketing Cloud Account Engagement.**

正解: D

解説:

For Universal Containers' requirements of sending scheduled emails and tracking opens, Marketing Cloud Account Engagement (formerly Pardot) is the recommended solution. It is specifically designed for B2B marketing automation, including email campaigns, lead nurturing, and engagement tracking. Marketing Cloud Account Engagement can handle the variable volume of emails and

provides detailed analytics on email interactions, ensuring UC can effectively communicate with its audience and gain insights into campaign performance, in line with Salesforce's marketing automation best practices.

質問 # 89

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