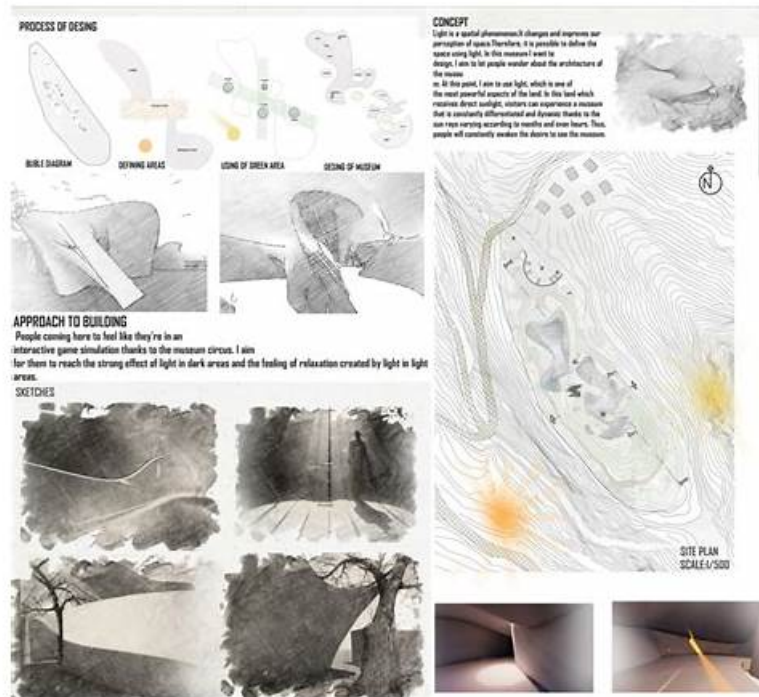


Arch-301試験の準備方法 | ユニークなArch-301試験準備試験 | 実用的なSalesforce Certified B2B Solution Architect学習範囲



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Salesforce Certified B2B Solution Architect 認定 Arch-301 試験問題 (Q112-Q117):

質問 # 112

Mask Makers LLC has a traditional sales channel that uses an existing CPQ implementation to process orders. Customers frequently reorder previous purchases quickly and split the order into several deliveries for different locations. Additionally, these customers are given special pricing through Price Books in CPQ based on annual spending and other

parameters. The customer currently makes their purchase by sending an email or calling their appointed sales representative, and then waits to receive a quote.

Mask Makers LLC wants to move away from this very manual and time-consuming process. The company wants to provide its customers with a personalized experience that is simplified and streamlined with existing special pricing visible and the option to self-serve- Mask Makers LLC would also like to deliver this within a short timeframe, as business must continue to grow.

Which design approach should a Solution Architect recommend to meet these requirements within the timeframe while adhering to best practices.

- **A. Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. Keep CPQ as the Product and Pricing master.**
- B. Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. Allow bidirectional updates to Products and Pricing.
- C. Implement B2B Commerce and build a custom integration to CPQ. Keep CPQ as the Product and Pricing master.
- D. Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. Set B2B Commerce as the Product and Pricing master.

正解: A

解説:

* Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. This is a fast and easy way of enabling self-service ordering for customers with existing special pricing from CPQ.

* Keep CPQ as the Product and Pricing master. This is a recommended practice to avoid data duplication and inconsistency between CPQ and B2B Commerce.

For Mask Makers LLC, implementing Salesforce B2B Commerce with integration to the existing CPQ system via the CPQ B2B Commerce Connector is the optimal approach. Keeping CPQ as the Product and Pricing master ensures that the complex pricing rules and special pricing agreements already established in CPQ are maintained and leveraged within the B2B Commerce environment. This setup allows customers to benefit from a streamlined and personalized self-service experience while ensuring pricing consistency and accuracy.

The CPQ B2B Commerce Connector facilitates the seamless flow of product and pricing information from CPQ to B2B Commerce, enabling Mask Makers LLC to provide a simplified and efficient ordering process for its customers, adhering to Salesforce best practices for integrating CPQ and B2B Commerce.

質問 # 113

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

正解: B

解説:

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.

質問 # 114

UC Foods, a manufacturing company, has multiple sales channels including a front-line Sales team and channel partners who are currently enabled on Sales Cloud as well as a Partner Community. The company wants to establish a new B2B Commerce portal to lower the cost of sales by enabling self-service capabilities to automate sales wherever possible. The executive sponsor is concerned

that sales representatives might see the B2B channel as a threat to their ability to sell and, therefore, earn higher commissions. Which two use cases should the Solution Architect highlight to help the executive sponsor better understand the appropriate role for B2B Commerce as it relates to existing sales channels?

Choose 2 answers

- A. Highlight that the B2B portal is meant to handle high-complexity sales that are ideal for automation, leaving the Sales team to handle less complex, higher-margin sales.
- **B. Highlight that the B2B portal will help the company grow and expand into new geographies where the company does not currently have a sales footprint, resulting in more rewards for everyone.**
- C. Highlight that the B2B portal will be a useful tool to help improve customer communications and enhance customer engagement by providing faster updates on their orders as they are fulfilled.
- **D. Highlight that the B2B portal is meant to tackle more routine, low-complexity sales, allowing the Sales team to focus on the more complex sales and priority accounts.**

正解: B、D

解説:

Salesforce B2B Commerce is a solution that enables organizations to create e-commerce storefronts that are specifically designed for businesses making large volume purchases from other businesses online. B2B Commerce customers need easy online access to suppliers so they can buy products to run their businesses.

B2B Commerce makes business buying easy and individualized. It provides the ability to exceed expectations and hide business complexity for customers with features such as personal catalogs, accurate pricing, large orders, quick reorders, self-service account management, and more.

Therefore, a Solution Architect should highlight that the B2B portal is meant to tackle more routine, low-complexity sales, allowing the Sales team to focus on the more complex sales and priority accounts. This way, UC can lower the cost of sales by automating simple transactions and freeing up sales resources for higher-value opportunities.

A Solution Architect should also highlight that the B2B portal will help the company grow and expand into new geographies where the company does not currently have a sales footprint, resulting in more rewards for everyone. This way, UC can leverage its online presence to reach new markets and customers without investing in physical infrastructure or personnel.

https://trailhead.salesforce.com/en/content/learn/modules/cc_cccapability/cc_ccbasics_b2b

質問 # 115

Universal Containers (UC) is using Service Cloud and B2B Commerce to allow resellers the ability to purchase and support farming equipment UC maintains. UC has invested in smart devices which allows that equipment to inform UC when a part becomes faulty. The data from these devices goes to a public cloud solution where every row of sensor data is received every second from every device. There are 100,000 devices on various farms being actively used. The CIO would like this data to be connected to Salesforce in some manner.

What kind of integration method should a Solution Architect suggest to accommodate this need?

- A. Utilize Apex Callouts based on the devices' state change.
- **B. Utilize Platform Events based on the devices' state change.**
- C. Load the public cloud solution directly to Salesforce using MuleSoft.
- D. Embed the devices' sensor data in a view on the Asset record.

正解: B

解説:

Platform Events are a Salesforce-native feature that enable apps to communicate inside and outside of Salesforce using an event-driven messaging architecture. An event producer creates an event and adds it onto the event bus, which operates as a queue with a strict chronological order. An event consumer subscribes to an event and gets notified when the event is put onto the event bus.

According to 3, Platform Events can be used to define and manage custom notifications within the Salesforce platform and in external apps. They can also be used to integrate Salesforce with external systems and devices in near real-time.

Therefore, a Solution Architect should suggest utilizing Platform Events based on the devices' state change.

This way, UC can connect the data from the smart devices to Salesforce in a scalable and reliable manner, without having to poll or query for changes constantly. UC can also use Platform Events to trigger workflows or actions based on the device status, such as creating a case, sending an email, or ordering a replacement part.

https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_intro.htm

質問 # 116

Universal Export has implemented multiple Salesforce products and has made it clear that it wants to maximize its investment and avoid buying any new products. For the company's next release, its business requirements seem to be a close fit for a product that Salesforce has. What does it want to develop a custom extension that replicates the functionality of that Salesforce module.

Which two actions should a Solution Architect take?

Choose 2 answers

- A. Consult with the IT department to review the extension requirements.
- **B. Evaluate the business benefit of the requested functionality to see if it justifies investment in the Salesforce product.**
- **C. Advise the customer to use the out-of-the-box approach to avoid unnecessary technical debt.**
- D. Begin requirements gathering for integrations and data migration

正解: B、C

解説:

Option B would involve advising the customer to use the out-of-the-box approach to avoid unnecessary technical debt. This would mean using the existing Salesforce product that meets their business requirements instead of developing a custom extension that replicates its functionality. This would save time, money, and resources for both the customer and the Solution Architect, as well as reduce maintenance and support issues in the future.

Option D would involve evaluating the business benefit of the requested functionality to see if it justifies investment in the Salesforce product. This would mean analyzing how much value and return on investment (ROI) the customer would get from using the Salesforce product versus developing a custom extension. This would help them make an informed decision based on their business goals and budget.

質問 # 117

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