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Salesforce Certified B2B Solution Architect Sample Questions (Q56-Q61):

NEW QUESTION # 56

AC Computers is launching a new subscription bundle service and plans to primarily sell through direct sales and a website storefront for existing customers. Direct Sales needs the ability to configure complex deals and manage subscription. Existing customers need the ability to initialize a request for additional products and services from the storefront and seamlessly send the request directly to Sales to finalize the quote.

Which three recommendations should a Solution Architect make to meet these business requirements?

Choose 3 answers

- **A. CPQ B2B Commerce Connector**
- B. Salesforce Billing
- C. Salesforce Order Management
- **D. B2B Commerce**
- **E. Salesforce CPQ**

Answer: A,D,E

Explanation:

Salesforce CPQ is essential for configuring complex deals and managing subscriptions, addressing the needs of Direct Sales. B2B Commerce facilitates self-service capabilities for existing customers, enabling them to initiate product and service requests online. The CPQ B2B Commerce Connector bridges CPQ and B2B Commerce, ensuring seamless transition of requests from the storefront to Sales for quote finalization. This integrated solution supports AC Computers' requirement for a cohesive sales process that caters to both direct sales complexity and customer self-service convenience, aligning with Salesforce's ecosystem's capabilities to provide a comprehensive and efficient sales and service experience.

NEW QUESTION # 57

Ohana Cirrus (OC) has around 1,500 support agents working in its global support center operating 24/7 across multiple channels. This center handles around 30,000 cases per day. OC currently uses a custom-developed solution to manage customer complaints and is planning to replace it with a new Salesforce solution. The current system contains more than 250 million records including some still being processed.

Which three recommendations should a Solution Architect suggest to migrate to the new application in the most efficient manner? Choose 3 answers

- A. Use Deferred Sharing Calculations to avoid record sharing calculations during data migration.
- B. Migrate archived data to Heroku and active and semi-active data to Salesforce.
- C. Migrate all complaint records in the Case object to provide a 360-degree customer view.
- D. Use an ETL tool that uses the Salesforce Bulk API to migrate the data from the legacy system to the new system
- E. Use an interface to copy data from the legacy complaint system to Salesforce using a scheduled MuleSoft batch.

Answer: A,B,D

Explanation:

* Data migration is the process of transferring data from one system to another¹.

* Data migration in Salesforce requires careful planning, preparation, and execution²³⁴.

* Data migration best practices include setting up a data governance plan, focusing on data quality, creating templates, verifying proper transfer, and using appropriate tools²³⁵⁶.

For Ohana Cirrus' transition to Salesforce from a custom solution, efficiently managing the migration of a large volume of complaint records is crucial. Migrating archived data to Heroku provides a scalable storage solution while keeping active and semi-active data in Salesforce ensures accessibility and integration with service processes. Using Deferred Sharing Calculations during migration helps maintain system performance by temporarily suspending real-time sharing rule calculations. Utilizing an ETL (Extract, Transform, Load) tool with Salesforce Bulk API facilitates efficient data transfer, minimizing system downtime and ensuring data integrity. This strategic approach to data migration aligns with Salesforce's best practices for handling large datasets and complex migrations, ensuring a smooth transition to the new Salesforce solution.

NEW QUESTION # 58

Refer to the images below:

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As part of its solution to accelerate overall sales, Universal Containers (UC) has chosen to implement a CPQ solution using Salesforce CPQ. As part of the CPQ solution, there is a requirement to retain UC's ERP as the Pricing and Product master. UC's business process results in Products and Pricing being updated sporadically once a week, and then on a much larger scale on a monthly basis, which could result in a large amount of records that need to be updated in Salesforce.

Which strategy should the Solution Architect choose to handle this scenario?

- A. Option A, utilizing a VF/Lightning component in combination with an Apex Controller to make a REST call to the external service
- B. Option B, utilizing Process Builder and Platform Events to communicate with the external services Subscriber Listener
- C. Option C, utilizing a VF/Lightning component in combination with an Apex Controller to make a call utilizing the Streaming API
- D. Option D, utilizing an external ETL tool to batch load the records into Salesforce

Answer: D

Explanation:

Salesforce CPQ is an extension of the Salesforce CRM that automates the generation and processing of quotes, orders, and

contracts. It enables your sales team to create quotes quickly and with minimal errors and efforts.

Salesforce CPQ can be integrated with ERP systems by converting Salesforce CPQ lead-to-order data into transactional data. This allows ERP systems to take over matching data and use it for accounting functions.

an external ETL tool can be used to batch load the records into Salesforce from the ERP system. This can handle large amounts of records that need to be updated sporadically or on a monthly basis.

<https://www.rapidonline.com/blog/salesforce-cpq-data-integration-increase-sales>

<https://www.salesforce.com/products/cpq/resources/what-is-salesforce-cpq/> Given the sporadic nature of updates and potentially large volumes of records that need to be updated in Salesforce, using an external ETL (Extract, Transform, Load) tool to batch load records is the most efficient strategy. ETL tools are designed to handle large data volumes and can schedule batch loads during off-peak hours to minimize the impact on system performance. This strategy aligns with Salesforce's own recommendations for handling bulk data operations, as documented in Salesforce's Bulk API Developer Guide.

NEW QUESTION # 59

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

Answer: B

Explanation:

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.

NEW QUESTION # 60

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.**

Answer: B,D

Explanation:

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

NEW QUESTION # 61

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