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Salesforce Certified B2B Solution Architect Sample Questions (Q48-Q53):

NEW QUESTION # 48

AC Computers has decided to extend its existing Sales Cloud solution by implementing Service Cloud and Marketing Cloud Account Engagement. AC Computers has defined two different work streams for Service Cloud and Marketing Cloud Account Engagement and wants each workstream to work iteratively in separate sandboxes and migrate to a single sandbox for UAT and integration testing. With the multiple workstreams, AC Computers needs a more rigorous change management process and an audit process.

Which two options should AC Computers consider to support both implementation workstreams?

Choose 2 answers

- A. Use a version control system and CLI-based deployment tools to merge the workstream builds.
- B. Use package-based deployments and scratch orgs to merge the workstream builds.
- C. Use scratch orgs and continuous deployment tools to merge the workstream builds.
- D. Use multiple development sandboxes and merge the workstream builds using change sets.

Answer: A,C

Explanation:

Version control systems with CLI-based deployment tools (B) and scratch orgs with continuous deployment tools (C) offer robust mechanisms for managing multiple development streams. These methods support iterative development, ensure best practices in code integration, and facilitate a smooth transition to UAT and production environments by maintaining code integrity and reducing integration conflicts.

NEW QUESTION # 49

Universal Containers (UC) currently utilizes Sales Cloud and ExperienceCloud for its customers. For the next phase in its digital transformation, UC would like to enable its vast dealer network with the kinds of tools its direct Sales teams are currently using. UC is considering Partner Communities (PRM) on Experience Cloud.

UC's concern at the moment is making sure that its dealer network only gets access to the opportunities they themselves bring to UC or that UC submits to the dealer to close. This is a concern for the VP of direct sales who has issues with bringing PRM in at all.

What is the initial suggestion a Solution Architect should provide to make Partner Communities work for UC?

- A. Utilize the same sharing model within the Partner Community that customers are currently using within the Customer Community.
- B. Create public groups of partner companies and users at dealers, and share the opportunities using sharing rules.
- C. Utilize the external sharing model to differentiate the sharing models between Internal Sales users and External Communities users.
- D. Create two account lookups on the opportunity, one for dealer and one for partner company, and create sharing rules to share the records.

Answer: C

Explanation:

For Universal Containers to ensure that its dealer network only accesses relevant opportunities, the external sharing model in Salesforce Experience Cloud offers a tailored solution. This model allows for distinct sharing settings between internal and external users, enabling granular control over data accessibility. By leveraging this model, UC can configure sharing rules and access levels specific to Partner Community users, ensuring dealers only see opportunities they are directly involved with. This approach addresses the VP of direct sales' concerns by safeguarding internal opportunity visibility while effectively enabling dealers through PRM capabilities. Salesforce's documentation on sharing models and communities best practices underscores the importance of utilizing external sharing models to maintain data security and integrity in collaborative environments like Partner Communities.

NEW QUESTION # 50

Universal Containers (UC) has its product and primary pricing in an ERP. For data consumption to other systems, the ERP is integrated to a separate third-party data warehouse. The cart-to-quote process is supported by Salesforce's multi-cloud solution spanning Sales Cloud, CPQ, and B2B Commerce.

The sales process is structured so that the customers add products to the cart through the Storefront and request a quote from UC's sales representatives. The representatives can work on the quote in CPQ and push back the updated pricing to the Storefront. The overall pipeline is tied back to opportunities and opportunity products for forecasting.

Where does UC house the system of record for its sales process?

- **A. Salesforce Sales Cloud**
- B. Salesforce CPQ
- C. Third-party data warehouse
- D. Salesforce B2B Commerce

Answer: A

Explanation:

Salesforce Sales Cloud is the system of record for the sales process because it contains information about opportunities and opportunity products, which are used for forecasting and reporting. It also integrates with other clouds such as B2B Commerce and CPQ to support the cart-to-quote process.

https://help.salesforce.com/s/articleView?id=icx_b2c_crosscloudengagement_systems_of_record.htm&language=en_US&type=5

In the described sales process, Salesforce Sales Cloud serves as the system of record. This is because the overall pipeline, including opportunities and opportunity products, which are central to forecasting and sales management, is managed within Sales Cloud. While CPQ and B2B Commerce play crucial roles in quoting and online purchasing respectively, and the ERP system houses product and primary pricing information, it is Sales Cloud that integrates these elements to provide a comprehensive view of the sales pipeline and performance. This alignment with sales processes makes Sales Cloud the authoritative source for sales-related data and activities, aligning with Salesforce's best practices for sales management and forecasting.

NEW QUESTION # 51

Northern Trail Outfitters (NTO) has a large product catalog containing about 1 million products mastered inside an external PIH 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 e-commerce 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 e-commerce 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. Use MuleSoft to streamline the peering and product integration between the PIM, e-commerce, and CPQ.**
- B. Implement an external master Pricing database that can be carted by both e-commerce and CPQ.
- **C. Harmonise the Pricing and Product structure of the custom e-commerce tool and CPQ to enable a streamlined integration.**
- D. Recommend an ETL tool to synchronize all product data between Salesforce CPQ, PIM, and the custom e-commerce tool.

Answer: A,C

Explanation:

Utilizing MuleSoft facilitates the seamless integration of Northern Trail Outfitters' Product Information Management (PIM) system, custom e-commerce solution, and Salesforce CPQ, ensuring consistent data flow and synchronization. MuleSoft's API-led connectivity approach allows for the efficient management and exchange of product and pricing information between these systems. Harmonizing the pricing and product structure between the custom e-commerce tool and CPQ is crucial for providing a consistent customer experience and maintaining data integrity across the sales and quoting processes. This approach ensures that pre-negotiated contract entitlements in CPQ are accurately reflected in the e-commerce experience, aligning with best practices for integrating disparate systems to create a cohesive and efficient sales ecosystem.

NEW QUESTION # 52

Universal Containers (UC) wants to ensure its field technicians are interacting with customers in a professional manner. The sales department already uses a third-party survey tool.

Which action should a Solution Architect recommend for UC to enable service managers to track customer satisfaction based on the technician and the job?

- A. Use the existing survey tool by integrating the responses to Case number and User record.
- B. Build a Salesforce Survey to send out after each service appointment and integrate that data with the third-party survey tool.

- C. Select an AppExchange app that sends a survey to each customer after a work order is completed.
- D. Use the existing survey tool by integrating the responses to the Service Appointment and Service Resource record.

Answer: D

Explanation:

Integrating the existing third-party survey tool with Salesforce, specifically linking survey responses to Service Appointment and Service Resource records, enables UC to track customer satisfaction effectively.

This approach leverages the existing survey infrastructure, minimizes disruption, and provides a direct correlation between technician performance and customer feedback. It aligns with Salesforce's capabilities for integrating external data and utilizing it within the CRM to enhance service management and improve customer satisfaction insights.

NEW QUESTION # 53

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