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Salesforce Certified B2B Solution Architect Sample Questions (Q52-Q57):

NEW QUESTION # 52
Universal Containers (UC) is about to undergo its first release of its digital transformation initiative across clouds like Sales Cloud, B2B Commerce, Marketing Cloud Account Engagement, Experience Cloud, and MuleSoft. UC recently developed its Center of Excellence (CoE) model and is working on how to make sure its developers and administrators can go through a continuous release cycle. The product owner would like to make sure no work is overridden in sandboxes or production.
What is the first thing a Solution Architect should recommend within UC's DevOps setup?

- A. Appoint a release manager who will set up the required environments and automated deployments in tandem with a source control based development process.
- B. Set up a source control based development process that's understood and followed by administrators and developers.
- C. Appoint a release manager who will keep track of all changes made and which changes have been deployed to the QA, SIT, and UAT environments as part of the sprint.
- D. Make sure the developers all have access to the CLI so that they can package andpush their changes to the next environment.

Answer: B

Explanation:
Salesforce DevOpsis a set of practices designed to help teams build, test, and release software faster and more reliably. It stems from the need to combine the responsibilities of both software development teams ('Dev') and operations teams ('Ops').
Salesforce DevOps Center is a new feature that enables admins and developers to manage releases and collaborate on a single set of configuration and code using an elegant point-and-click interface. It also integrates with version control, automates workflows, and releases withconfidence using CI tools and the Metadata API.
Therefore, a Solution Architect should recommend setting up a source control based development process that' s understood and followed by administrators and developers. This way, UC can ensure that no work isoverridden in sandboxes or production, as well as improve team collaboration, code quality, and deployment speed.
https://www.salesforceben.com/salesforce-devops/

NEW QUESTION # 53
A client is running a project with a 626 multi-cloud setup involving Marketing Cloud, Sales Cloud, ServiceCloud, Experience Cloud, and MuleSoft. Currently, MuleSoft is primarily used to integrate with third- party systems. Marketing Cloud is connected to Sales/Service using the standard connector. A recent requirement-gathering session, involving all functional streams, brought up the question of where consolidated reporting mil happen. So far, reporting has only been looked at individually per stream.
There is a steering committee meeting 1 week from now. The Solution Architect was asked to provide different solutions to fix the problem. The expectation is that a high-level evaluation will be done prior the steering committee meeting so that an indication of options can be given and additional funding can be requested.
Which three critical steps should the Solution Architect take first?
Choose 3 answers

- A. Ensure all data objects across the different clouds have a unique external identifier
- B. Draft a solution to show how consolidated reporting can be done using CRM Analytics.
- C. Review the established and planned dataflows to understand where the systems of record sit and where data is transportedto already.
- D. Review the system landscape to identify other existing solutions for reporting and start to investigate high-level cost impacts (inel. licenses aspects) for the most viable.
- E. Identify key drivers and high-level data scope behind the needfor a consolidated reporting.

Answer: B,C,E

Explanation:
For a multi-cloud setup involving various Salesforce clouds and MuleSoft, understanding the current data architecture and the need behind consolidated reporting is crucial. Reviewing established and planned data flows provides insight into the existing data

landscape, identifying systems of record and current data integrations. Identifying the key drivers and high-level data scope for consolidated reporting helps in aligning reporting solutions with business needs. Drafting a high-level solution using CRM Analytics (formerly known as Einstein Analytics) showcases the potential for unified reporting across multiple Salesforce clouds, leveraging its powerful data integration, transformation, and visualization capabilities. This approach aligns with Salesforce's best practices for data management and analytics, providing a foundation for informed decision-making in the steering committee meeting.

NEW QUESTION # 54

Universal Containers (UC) uses Sales Cloud, Service Cloud, and Experience Cloud. The implementation was completed 5+ years ago, and Service Cloud users are now expressing dissatisfaction with system performance. A custom Visualforce page was developed to show relevant data to Experience Cloud users.
The same page is used by the Support team but displays more information based on their profile. UC has a small internal Support team for Salesforce that periodically enables new features in production.
Which best practice should the Solution Architect recommend to avoid these types of issues in the future?

- A. Assess the level of technical debt and test new features with the Product team in a Developer sandbox.
- B. Assess the level of technical debt and test new featuresin a sandbox before enabling in production.
- C. Assess the level of data quality and test new features with a subset of users in production before enabling all users.
- D. Assess the level of data quality and test new features with a pilot before enabling for all users.

Answer: B

Explanation:
To avoid issues related to system performance and ensure the scalability of Salesforce solutions, it's crucial to manage technical debt and thoroughly test new features in a controlled environment. A sandbox provides a safe space for testing, allowing UC to simulate the impact of changes without affecting the production environment. This practice helps in identifying potential issues and resolving them before they can impact end-users.
Salesforce's documentation on best practices for managing technical debt and the use of sandboxes for testing provides guidance on these processes, emphasizing the importance of a proactive approach to system maintenance and feature testing.
https://admin.salesforce.com/blog/2021/tech-debt-what-it-is-and-why-you-should-care

NEW QUESTION # 55

A Solution Architect has gathered requirements from discovery with Northern Trail Hot Tubs below:
* Northern Trail Hot Tubs sells through a B2B2C model with Dealers.
* Northern Trail Hot Tubs tracks Dealer Opportunities in Salesforce, but wishes to have more insight into the sales process from its Dealers.
* Dealers would like to be able to get custom Hot Tub pricing quickly from Northern Trail Hot Tubs without having to wait for configuration estimates to come back from Northern Trail Hot Tubs.
* Northern Trail Hot Tubs supports itsDealers and Customers directly, and Dealers would like better insight into support that their Customers receive.
Which capabilities should a Solution Architect suggest to provide to Northern Trail Hot Tub Dealers?

- A. Experience Cloud and Revenue Cloud for Dealers to get Quotes and view Cases
- B. Experience Cloud and Sales Cloud for Dealers to be able to create Opportunities and add Opportunity Products
- C. Experience Cloud and Service Cloud for Dealers to be able to request pricing through Cases and track Customer Cases
- D. B2B Commerce for Dealers to get pricing and Service Cloud for Cases

Answer: A

Explanation:
Experience Cloud can provide dealers with a self-service portal to track opportunities and support cases, while Revenue Cloud (which includes Salesforce CPQ) can enable dealers to get custom pricing and generate quotes quickly. This combination meets all the outlined requirements, providing visibility into the sales process and support activities, as well as enabling efficient quoting.
Salesforce's documentation on the capabilities of Experience Cloud and Revenue Cloud supports this recommendation.
* Key Requirements:
* Quick Custom Pricing: Dealers need to generate custom quotes without waiting for manual configuration.
* Insight into Customer Support: Dealers want visibility into support cases for their customers.
* Enhanced Sales Process Insights: Northern Trail Hot Tubs seeks better tracking of Dealer Opportunities.
* Analysis of Options:
* Option A (Experience Cloud + Sales Cloud):While Experience Cloud provides a portal for Dealers to create Opportunities and

add Products via Sales Cloud, it does not address the need for automated, rapid quote generation, which requires CPQ (Configure, Price, Quote) functionality.
* Option C (Service Cloud + Service Cloud):Using Cases to request pricing introduces delays, conflicting with the requirement to eliminate waiting for configuration estimates.
* Option D (Commerce Cloud + Service Cloud):Commerce Cloud focuses on transactional e- commerce, not complex product configuration or quoting. CPQ (Revenue Cloud) is better suited for custom pricing.
* Option B (Experience Cloud + Revenue Cloud):
* Revenue Cloud (CPQ): Enables Dealers to self-serve by generating accurate, automated quotes without manual intervention. This directly addresses the need for quick custom pricing.
* Experience Cloud: Provides a portal where Dealers can access:
* CPQ (Revenue Cloud) for quotes.
* Service Cloud integration (implied) to view Cases related to their customers.
Salesforce's Experience Cloud seamlessly integrates with Service Cloud to expose Cases, even though Service Cloud isn't explicitly listed in the option.
* Why Option B is Correct:
* Revenue Cloud (CPQ) solves the custom pricing requirement.
* Experience Cloud acts as the unified portal for Dealers to:
* Generate quotes (via CPQ).
* View Cases (via Service Cloud integration).
* While Service Cloud powers Cases in the background, the question focuses on capabilities provided to Dealers, which are delivered through Experience Cloud and Revenue Cloud.
References:
Revenue Cloud (CPQ): Salesforce CPQ Documentation
Experience Cloud for Partner Portals: Experience Cloud Guide
Service Cloud Integration with Experience Cloud: Service Cloud in Communities This solution aligns with Salesforce best practices for B2B partner management, combining self-service quoting (CPQ) and customer support visibility (Service Cloud via Experience Cloud).

NEW QUESTION # 56
Different teams at Universal Containers (UC) are experiencing challenges using their existing tools. The Sales team can only access their application from the office, the Marketing team has to manually import leads coming from the website into their campaign tool, and the Support team lacks a communication history repository between email, social networks, and calls. The website was developed by the IT team, and the Legal team is responsible for the Consent Management Platform used to meet GDPR requirements.
UC wants to improve its relationship with customers, so a digital redesign program is starting with the goal of moving to Salesforce solutions.
Which three steps are necessary to set up a program roadmap?
Choose 3 answers

- A. Explain how the program contributes to the business's goals.
- B. Identify the high-level workload capacity and planning of the IT and Legal teams.
- C. Prioritize the transformation of activities related to customers' interactions.
- D. Prioritize the transformation of activities involving the least development.
- E. Create project plans for each of the projects that will be on the roadmap.

Answer: A,B,C

Explanation:
https://trailhead.salesforce.com/content/learn/modules/innovation_solution
/innovation_solution_build_business
When setting up a program roadmap for a digital redesign program like the one Universal Containers (UC) is initiating, it's crucial to align the program with the overall business goals, understand the capacity of key teams, and prioritize customer-facing transformations. Therefore:
* A. Identify the high-level workload capacity and planning of the IT and Legal teams. This step is essential to ensure that the IT and Legal teams can support the program, considering their current workload and the additional responsibilities that the Salesforce implementation will bring, especially in terms of integrating existing systems and ensuring GDPR compliance.
* D. Prioritize the transformation of activities related to customers' interactions. Given UC's objective to improve its relationship with customers, focusing on transforming customer-facing processes first will have the most immediate and significant impact. This approach aligns with Salesforce's emphasis on customer relationship management.
* E. Explain how the program contributes to the business's goals. Linking the digital redesign program to the broader business

objectives of UC ensures that the initiative has clear strategic value and helps in securing buy-in from stakeholders across the organization.
References for these points can be found in Salesforce's own documentation on best practices for digital transformation and program management, such as the Salesforce Implementation Guide and resources available on the Salesforce Trailhead platform.

NEW QUESTION # 57
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