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## Salesforce Certified B2B Solution Architect Sample Questions (Q77-Q82):

### NEW QUESTION # 77

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. Recommend Marketing Cloud Account Engagement.**
- D. Set up scheduled flows to handle email sending and tracking.

**Answer: C**

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 # 78

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 Change Data Capture to update the changes on the financial information inside Salesforce in near-real time.
- **B. Retrieve the financial information on-demand from the ERP via API and display the information as read-only using a lightning component.**
- C. Schedule a MuleSoft batch job to retrieve financial information from the ERP every night and store it inside Salesforce for quick access.
- D. Use the scheduled data loader to extract the financial information every night from the ERP and save it inside Salesforce.

**Answer: B**

Explanation:

- \* Salesforce integration patterns are strategies for common integration scenarios between Salesforce and other systems<sup>1</sup>.
- \* The five most common Salesforce integration patterns are: Migration, Broadcast, Aggregation, Bi-directional synchronization, Correlation<sup>23</sup>.
- \* The financial information of a distributor is an example of data virtualization, which is a type of correlation pattern<sup>4</sup>.
- \* Data virtualization involves retrieving data on-demand from a remote system via API and displaying it as read-only using a lightning component<sup>4</sup>.

#### NEW QUESTION # 79

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. Tell the stakeholders to focus on having a single Partner Community across all channels with a singular branding.
- C. Identify the need for multiple Partner Communities by Indirect Sales Channel with branding and content specific to each channel.
- **D. Completely unify all the channel strategies under the acquiring company's brand and strategy.**

**Answer: A,D**

Explanation:

To align the partner strategies of the acquired companies with UC's new vision for a single indirect channel, the Solution Architect should recommend:

- \* A. Completely unify all the channel strategies under the acquiring company's brand and strategy. This ensures a cohesive approach and aligns with the goal of a unified partner strategy.
- \* C. 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. This facilitates collaboration between direct and indirect sales channels, leveraging the strengths of both to drive sales in the unified environment.

References to these strategies can be found in Salesforce's best practices for managing partner relationships and communities, as detailed in Salesforce Partner Community documentation.

### NEW QUESTION # 80

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

**Answer: A**

Explanation:

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.

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### NEW QUESTION # 81

Universal Containers (UC) is about to complete the first phase of its digital transformation with its new Lead to Invoice process that incorporates several clouds like Sales Cloud, Service Cloud, Revenue Cloud, Experience Cloud, and MuleSoft. UC is now creating a Center of Excellence and focusing on a purely Agile methodology for working on new releases. UC wants to understand some of the considerations around release planning.

What are two recommendations a Solution Architect should make to ensure UC's releases to production work within its release schedule and there are no delays in future releases?

Choose 2 answers

- A. Utilize the last sprint to include functionality that was missed from previous sprints.
- B. Use the last sprint of the release to stabilize it and eliminate identified issues.
- C. Fix the scope of the sprint during release planning regardless of how long it takes.
- D. Create a regular sprint cadence across the different teams to demonstrate new functionality.

**Answer: B,D**

Explanation:

For UC's digital transformation and adoption of Agile methodology, ensuring smooth and timely releases is crucial. The recommended practices are:

\* B. Create a regular sprint cadence across the different teams to demonstrate new functionality.

Establishing a consistent rhythm for sprints helps align team efforts, ensures regular progress reviews, and facilitates the integration of new features. It fosters collaboration and keeps the project on track.

\* C. Use the last sprint of the release to stabilize it and eliminate identified issues. Dedicating the final sprint to stabilization and issue resolution is a best practice in Agile methodologies. It allows the team to focus on quality assurance, performance testing, and user feedback, ensuring that the release is robust and meets user expectations.

Salesforce and Agile methodology guides, such as those found on Salesforce Trailhead and in Agile development literature, emphasize the importance of regular cadences and stabilization phases for successful project delivery and continuous improvement.

### NEW QUESTION # 82

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