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Salesforce Certified B2B Solution Architect Sample Questions (Q64-Q69):

NEW QUESTION # 64

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

Answer: B,C,D

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 # 65

Universal Containers (UC) is starting to go through an inventory of capabilities in regard to its many data warehouses. UC's data warehouses are currently being provided with data from OMS, ERP, Accounting, and other inventory management systems. Data warehouses are utilized by those systems for storage or analytics purposes.

UC plans to utilize the Systems of Engagement framework to classify its systems based on how they will be utilized within the enterprise architecture. UC would like to understand which systems it should directly integrate with versus utilizing the data warehouses where that data may also be stored.

How should a Solution Architect classify the data warehouses as systems within the enterprise architecture of this scenario?

- A. System of Reference
- **B. System of Record**
- C. System of Engagement
- D. System of Intelligence

Answer: B

Explanation:

In an enterprise architecture, data warehouses typically serve as a System of Record (SoR). They contain the authoritative data source for a given piece of information and are used for storage and analytics purposes. The Systems of Engagement (SoE) framework would classify the data warehouses as SoR because they maintain the official copy of the data being used by various systems. This classification aids in deciding on integration strategies and data flow within the enterprise architecture.

NEW QUESTION # 66

Universal Containers (UC) is in the process of identifying if Revenue Cloud will work for its business processes. UC has already implemented Sales Cloud, which includes complex steps and checklists that are orchestrated based on changes made to an

Opportunity. Based on the current Sales Cloud implementation, UC has concerns about how Revenue Cloud will interact with its current customizations on the Opportunity object and if it will be difficult to customize the solution in the future.

Which design approach should a Solution Architect recommend to mitigate concerns about custom processes on any single object?

- A. Migrate automations from Process Builder to a single flow that is triggered by record updates, using only the "After Save" context so that all operations can be organized in a single flow.
- B. Use an event-driven design to separate automations that could run asynchronously from the save cycle with a third-party tool like Heroku.
- C. Leave the orchestration of the automation to Process Builder, but invoke autolaunched flows from Process Builders so that the actual operations run in flows.
- **D. Migrate automations from Process Builder to flows triggered by record updates, organizing operations in separate flows for the "Before Save" and "After Save" contexts.**

Answer: D

Explanation:

Migrate automations from Process Builder to flows triggered by record updates, organizing operations in separate flows for the "Before Save" and "After Save" contexts. This approach will allow UC to keep their current customizations on the Opportunity object, while allowing for greater control and flexibility when customizing the solution in the future. Additionally, this approach will allow UC to better orchestrate the automations and ensure that operations are being run in the right order and context.

<https://www.salesforce.com/products/cpq/overview/>

NEW QUESTION # 67

Universal Containers (UC) uses Marketing Cloud and recently added Sales Cloud to manage its business activities, as well as B2B Commerce to redesign its website. Today, a lead is created each time a customer leaves the site without finalizing their purchase. The number of leads created is increasing and representatives can no longer meet their callback deadlines.

With the new website, UC wants to increase the number of finalized sales and offer similar products to customers while reducing the Sales team's workload. Sales representatives should only call back customers if there is an upsell or cross-sell opportunity.

Which three recommendations should a Solution Architect make to meet these needs? Choose 3 answers

- A. Create an opportunity when a customer clicks a cross-sell or upsell email link.
- **B. Put all leads from the abandoned carts in a queue.**
- C. Send automated emails in Sales Cloud with discounted offers to customers who abandoned their cart.
- **D. Stop creating leads in Sales Cloud for abandoned carts.**
- **E. Set up lead nurturing with Marketing Cloud and automate emails through journeys.**

Answer: B,D,E

Explanation:

To address the challenges of increasing leads from abandoned carts and the workload on sales representatives, the following recommendations are made:

* C. Set up lead nurturing with Marketing Cloud and automate emails through journeys. Automating lead nurturing with targeted journeys allows UC to engage potential customers effectively, providing personalized follow-ups and offers based on their interactions, which can increase conversion rates without adding to the sales team's workload.

* D. Stop creating leads in Sales Cloud for abandoned carts. By not automatically creating leads for every abandoned cart, UC can reduce the volume of leads that sales representatives need to follow up on, allowing them to focus on more qualified opportunities.

* E. Put all leads from the abandoned carts in a queue. Organizing leads from abandoned carts into a queue allows for better management and prioritization. Sales representatives can then focus on leads with higher potential, based on predefined criteria such as cart value or customer behavior.

These strategies leverage Salesforce's capabilities in Marketing Cloud and Sales Cloud to optimize lead management and sales processes, as supported by Salesforce's documentation on lead management best practices and Marketing Cloud journey automation.

NEW QUESTION # 68

Universal Containers (UC) has expanded rapidly in recent years following a number of acquisitions. The new CMO wants to use all Leads from one of the acquired Salesforce orgs to kick-start a new targeted campaign in UC's main Salesforce org. The acquired company would like to keep its Lead data because it enriches the Lead before it comes into Salesforce via third-party marketing tool and supports its direct sales channel. Beyond the Lead use case, both Salesforce orgs will remain completely independent from one another.

Which integration approach should a Solution Architect recommend between the UC mam org (the target org) and the acquired org (the source org)?

- A. Discuss a strategy that includes manually migrating all Leads from the sourceorg to the target org every day using data loader.
- B. Discuss long-term strategies around deprecating the source org's ability to collect and enrich Lead data, and start to direct all Leads to the target org and ignore the source org.
- C. Discuss a strategy between the source org and target org Sales teams on the criteria of Leads to migrate from the source org to the target org, and migrate Leads to the target org before the enrichmentwithin the source org.
- **D. Discuss a strategy between the source org andtarget org Sales teams on the criteria of Leads to migrate from the source org to the target org, and migrate Leads to the target org after they are enriched in the source org.**

Answer: D

Explanation:

Option D would involve discussing a strategy between the source organd target org Sales teams on the criteria of Leads to migrate from the source org to the target org, and migrating Leads to the target org after they are enriched in the source org. This would allow both Salesforce orgs to remain independent from each other, while also enabling UC to use all Leads from one of the acquired Salesforce orgs for its new targeted campaign. This would also preserve the value ofLead enrichment that happens in the source org via third- party marketing tool.

<https://trailhead.salesforce.com/credentials/b2bsolutionarchitect>

NEW QUESTION # 69

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