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Salesforce Certified B2B Solution Architect Exam Sample Questions (Q73-Q78):

NEW QUESTION # 73

Universal Containers (UC) is an international company with activities in Europe and the U.S. UC has two separate Salesforce orgs, one for each region. Quotes are built in different legacy systems, depending on their country. Orders are processed centrally by the back-office team with an ERP. Customer information is saved in both legacy systems and the ERP. The analyst team complains about the inconsistency of customer data between different systems and the lack of connection between a single piece of customer data across all of the systems.

Which approach would make it possible to set up this single source of truth and ensure scalability for orders?

- **A. Use MuleSoft Anypoint Platform as the single point of data orchestration across the different systems and Salesforce environments.**
- B. Map all of the points of data with a different ETL tool for each Salesforce environment and drive synchronisation from Salesforce to the other systems.
- C. Use each Salesforce org as its own system of record (SOP.) and use Salesforce Connect to synchronise the two Salesforce orgs.
- D. Map all of the points of data within a custom data manager and drive synchronization between the different systems with a point-to-point approach.

Answer: A

NEW QUESTION # 74

A Solution Architect has been hired to help design and implement a quoting solution for AC Computers on Salesforce to support omni-channel selling. During discovery with the client, the Solution Architect learns AC Computers currently uses spreadsheets to manage its pricing and product catalog, which includes thousands of SKUs with a variety of attributes that determine pricing. The current quoting process is long and tedious because it requires a sales representative to find individual products and manually input that information into Salesforce.

The Sales team complains that they are spending too much time searching for the right product and Product Management is spending too much time trying to manage SKUs. AC Computers wants to move away from manual quoting processes and toward simplifying its product catalog.

Which recommendation should the Solution Architect make given the business requirements?

- **A. Work alongside client stakeholders to perform a SKU optimisation; implement Salesforce CPQ product catalog and guided selling.**
- B. Create Products and Price Books in Salesforce for the current product catalog to streamline future pricing and product catalog management; implement Salesforce CPQ product catalog and guided selling.
- C. Create Products and Price Books in Salesforce for the current product catalog to streamline future pricing and product catalog management; implement Salesforce Order Management and special pricing.
- D. Work alongside client stakeholders to perform a SKU optimisation; implement Salesforce Order Management and special pricing.

Answer: A

Explanation:

This option addresses both the issues mentioned by the client, the tedious quoting process and product catalog management. A SKU optimization exercise would help simplify the product catalog, and implementing Salesforce CPQ product catalog and guided selling would enable sales representatives to quickly and accurately find the right products and generate quotes. This would also streamline product catalog management by allowing Product Management to easily add and maintain products in the Salesforce CPQ product catalog.

Option A would involve working alongside client stakeholders to perform a SKU optimisation; implementing Salesforce CPQ product catalog and guided selling. This would help AC Computers simplify its product catalog by reducing the number of SKUs and attributes, and streamlining its pricing logic. It would also help AC Computers move away from manual quoting processes by using Salesforce CPQ product catalog and guided selling features. These features allow sales representatives to easily find and select products based on predefined rules and criteria, and generate accurate quotes with dynamic pricing.

NEW QUESTION # 75

Universal Containers (UC) sells automotive spare parts through a large network of partner retail outlets. UC's business model relies on partners (retail outlets) reaching out to UC to get access to its product catalog, selecting the product(s) they require, and then making bulk purchases. The partners occasionally reach out to UC sales representatives for advice or clarifications regarding particular SKUs on an opportunity on which they are co-sellers.

UC wants to offer discounts to partners who make large purchases. Further, UC wants to provide its partners with reports detailing their sales, including reports that summarize sales by partner, to help UC classify its partners accordingly.

Which solution should a Solution Architect recommend to meet UC's requirements?

- A. Sales Cloud, B2B Commerce, and Customer Community
- **B. Sales Cloud, B2B Commerce, and Partner Relationship Management**
- C. Sales Cloud, Service Cloud, and Partner Relationship Management
- D. Sales Cloud, Partner Relationship Management, and Einstein

Answer: B

NEW QUESTION # 76

The business model of Universal Containers (UC) puts a strong emphasis on indirect sales and service processes. UC's customers are primarily distributors, resellers, and service providers who either sell or service products independently, or collaborate with UC on joint opportunities and cases. In the past, collaboration was primarily driven through email but UC wants to bring both service and sales collaboration onto one consolidated platform.

Which solution should a Solution Architect recommend to create better collaboration and visibility for UC employees, resellers, and service partners?

- A. Grant access to resellers and partners by providing Sales Cloud licenses and Service Cloud licenses.
- B. Grant access to resellers and partners by providing Customer Community Plus licenses.
- **C. Grant access to resellers and partners by providing Partner Community licenses.**
- D. Grant access to resellers and partners by providing Customer Community licenses.

Answer: C

NEW QUESTION # 77

Universal Containers (UC) is about to complete an initial planning of a complex solution involving multiple customer personas. UC wants to ensure it has a comprehensive understanding of what kinds of business outcomes the customers want to achieve before presenting them a solution.

Which method of discovery should a Solution Architect suggest to UC?

- A. Comprehensive Surveys to End Customers
- B. User Stories Creation with End Customers
- C. Third-party research from well-known organizations
- **D. Jobs To Be Done Framework**

Answer: D

Explanation:

The "Jobs To Be Done Framework" is a method that focuses on understanding customer needs in specific contexts and situations. This approach is ideal for UC to gain comprehensive insights into what kinds of business outcomes the customers want to achieve. It goes beyond mere feature requests and digs into the underlying goals and challenges customers face, which can be more enlightening for solution design than surveys or user story creation alone. The framework is recognized for its effectiveness in uncovering the real jobs customers are hiring products and services to do.

NEW QUESTION # 78

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