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Salesforce Arch-301 Exam Syllabus Topics:

Section	Weight	Objectives
Discovery and Customer Success	25%	- Define future-state architecture and roadmap - Plan incremental delivery steps - Align solutions with business outcomes - Document business needs, vision, and success criteria
Delivery	12%	- Align delivery with business objectives - Manage stakeholder expectations and acceptance - Optimize resources and delivery methodologies - Plan solution delivery and implementation lifecycle
Data Governance and Integration	26%	- Establish data governance and quality frameworks - Define data flows and system relationships - Select integration methods and patterns - Design data migration and synchronization strategies - Manage master data and cross-system consistency
Design	29%	- Design scalable, secure, and compliant architectures - Select appropriate Salesforce multi-cloud solutions - Address functional and non-functional requirements - Evaluate design trade-offs and risks - Map sharing, visibility, and security models
Operationalize the Solution	8%	- Plan ongoing management and support - Define monitoring and maintenance processes - Enable teams for solution operation - Plan for evolution and scaling

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Salesforce Certified B2B Solution Architect Sample Questions (Q56-Q61):

NEW QUESTION # 56

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 Order Management and special pricing.
- B. 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.
- C. 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.
- **D. Work alongside client stakeholders to perform a SKU optimisation; implement Salesforce CPQ product catalog and guided selling.**

Answer: D

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 # 57

Fabulous Flowing has been using Salesforce for 10 years and is starting to notice performance issues. The company anticipates continued growth of 15% each year. It frequently refers to data that is within the past 12 months. Currently, there are 600,000 Cases. Fabulous Flooring realizes it needs to archive some of the data, however, would like it to remain in Salesforce. The leadership team meets for an in-depth strategy and planning session every 3 years and will need reporting on the archived data. The Solution Architect has recommended the use of Big Objects.

What are two considerations the Solution Architect should discuss with Fabulous Flooring?

Choose 2 answers

- A. Picklist fields will need to be marked as required for indexing in the Big Object
- **B. Picklist fields will need to be loaded as Text fields into the big Object.**
- **C. The company will need to use Async SOQL to pull the data into a subject based on specific criteria, and build reports and dashboards for the strategy and planning session.**
- D. The company will need to build reports and dashboards for the strategy and planning session based on specific criteria from the Big Object.

Answer: B,C

Explanation:

https://developer.salesforce.com/docs/atlas.en-us.222.0.object_reference.meta/api/big_object.htm

* Big objects are a way to store and manage massive amounts of data on the Salesforce platform.

- * Big objects support custom Salesforce Lightning and Visualforce components rather than standard UI elements3.
- * Big objects do not support picklist fields, so they need to be loaded as text fields into the big object2.
- * Big objects do not support standard SOQL queries, so they need to use Async SOQL to query data from them2.

NEW QUESTION # 58

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 # 59

Universal Containers uses the Salesforce Platform to track customer payments and any late payments. This is accomplished with an architecture that includes Marketing Cloud, Service Cloud, and an integration to the back-office billing system via MuleSoft. Invoices and payments are mastered in the billing system and exposed to Salesforce via MuleSoft. Notifications about customer payments are orchestrated out of Salesforce and emails are sent via Marketing Cloud. The late payment invoice data is required for service representatives to be able to reference within Salesforce.

What should the Solution Architect recommend when determining the role of each system for a use case of sending payment reminders?

- A. Recommend a trigger from the billing system into Marketing Cloud, which sends customer formatted emails.
- **B. Create cases within Salesforce from the billing system based on payment statuses with MuleSoft event orchestration and send payment notifications via Marketing Cloud.**
- C. Integrate the billing system directly with Marketing Cloud via MuleSoft to trigger based on events from the billing system.
- D. Load the payment and invoicing data within Salesforce from the billing system with MuleSoft, and drive payment notifications via Marketing Cloud.

Answer: B

Explanation:

Creating cases in Salesforce for late payments allows service representatives to have all the necessary information within their primary work environment. Orchestrating these events with MuleSoft and then using Marketing Cloud for communication ensures a seamless flow of information and allows for the leveraging of each system's strengths: Salesforce for case management and Marketing Cloud for customer communication.

This strategy aligns with the recommended practices for system integration and event-driven architectures in Salesforce ecosystems.

NEW QUESTION # 60

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

Answer: A

Explanation:

Sales Cloud provides the CRM capabilities needed to track opportunities and sales processes, B2B Commerce provides the platform for partners to make bulk purchases, and Partner Relationship Management (PRM) enables the management of partner relationships, including offering discounts for large purchases and providing reports to partners. This integrated solution meets all of UC's requirements for sales, bulk purchasing, and partner management. Salesforce documentation supports the use of PRM alongside Sales Cloud and B2B Commerce for managing complex partner relationships and sales processes.

NEW QUESTION # 61

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