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Test Salesforce Arch-301 Questions - Reliable Arch-301 Test Pattern

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Salesforce Certified B2B Solution Architect Sample Questions (Q46-Q51):

NEW QUESTION # 46

After a Solution Architect presents the Salesforce User Attribute Chart, the project owner has some concerns and questions regarding the Role Hierarchy choices for the executive assistant who reports to all of the VPs.

There are also questions about the ideal license given to the CEO who provides executive oversight and reviews the Executive Dashboard at the end of each accounting period. There are some restrictions on budget spend for overall licenses, and the user base is forecasted to continue to grow.

Which two explanations should the Solution Architect use to address the concerns and gain final acceptance?

Choose 2 answers

- A. The CEO should have a Platform Plus license given that the role is a consumer of information and should be at the top of the Role Hierarchy.
- B. The CEO should have a Sales Cloud license given that the role is a processor of information and should be at the top of the Role Hierarchy.
- C. Given that the executive assistant will need access to the data for all of the VPs being supported, the assistant should be placed higher up in the Role Hierarchy than the VPs.
- D. The Role Hierarchy should mirror the organization chart. Therefore, sharing settings need to be put in place for the executive assistant given the need to have access to the data of all of the VPs being supported.

Answer: B,D

Explanation:

In addressing the concerns about role hierarchy and licensing for the executive assistant and CEO, the following explanations are provided:

* B. The CEO should have a Sales Cloud license given that the role is a processor of information and should be at the top of the Role Hierarchy. A Sales Cloud license provides the CEO with full access to the necessary data and functionalities to oversee and make informed decisions. Being at the top of the Role Hierarchy ensures access to all relevant data across the organization.

* C. The Role Hierarchy should mirror the organization chart. Therefore, sharing settings need to be put in place for the executive assistant given the need to have access to the data of all of the VPs being supported. This approach maintains the organizational structure within Salesforce and uses sharing settings to grant the executive assistant appropriate access levels, ensuring data visibility across the VPs without disrupting the hierarchy.

Salesforce's documentation on licensing options and role hierarchy provides guidance on configuring access and visibility in a way that aligns with organizational structures and roles, ensuring efficient and secure data management.

NEW QUESTION # 47

Universal Containers serves customers globally across two businesses. Each business has its own org for managing its sales and support operations. Each line of business also maintains its own reporting systems using both CRM Analytics and Salesforce reports, but the CEO is asking for a unique dashboard that includes the global opportunity pipeline with data from both orgs.

What should a Solution Architect propose?

- A. Use CRM Analytics in the primary org and then, in the dashboards, use Salesforce Connect to query the data from the other org.
- B. Use one org as primary and an ETL tool to synchronize the accounts and opportunities of the other org. Then, use standard reports.
- C. Use CRM Analytics in the primary org and create a Salesforce External Connection. Then, create a dataflow to combine data from both orgs.
- D. Use one org as primary and create external objects for the accounts and opportunities of the other one. Then, use standard reports.

Answer: C

Explanation:

CRM Analytics (formerly known as Tableau CRM) allows for the creation of powerful dashboards that can incorporate data from multiple Salesforce orgs. By using CRM Analytics with an external connection and creating a dataflow, data from both orgs can be combined into a unified dashboard, providing the global visibility the CEO is requesting. This aligns with Salesforce's guidance on multi-org reporting using CRM Analytics, which enables cross-org data integration and visualization.

NEW QUESTION # 48

AW Heat & Cooling is a mid-sized manufacturing company that sells special purpose heating and cooling solutions. Sales have declined significantly, and analysis shows that customers are leaving due to long turnaround times for quotes, lack of flexibility, and confused salespeople that do not understand their customers and do not collaborate with each other. The company wants to streamline and improve the customer experience from end to end, including new communication channels and digital self-service offerings.

How should the Solution Architect arrange the roadmap to implement the company's stated priorities?

- A. Develop a comprehensive solution that includes Sales Cloud, Revenue Cloud, Service Cloud, and Experience Cloud as a basic version from the start.
- B. Start with Service Cloud and Revenue Cloud, followed by Experience Cloud and, later, Sales Cloud.
- C. Fast-track Service Cloud followed by Sales Cloud, Revenue Cloud, and, later, Experience Cloud.

- D. Start with Sales Cloud and Revenue Cloud, followed by Service Cloud and, later, Experience Cloud.

Answer: D

Explanation:

Starting with Sales Cloud and Revenue Cloud allows AW Heat & Cooling to immediately address the core issues affecting sales performance and quote turnaround times. Sales Cloud facilitates improved sales processes and customer management, while Revenue Cloud (including CPQ) streamlines the quoting and pricing processes, directly addressing the needs for flexibility and efficiency in sales. Subsequent implementation of Service Cloud will enhance customer service capabilities, and finally, integrating Experience Cloud will enable the development of digital self-service portals and new communication channels. This phased approach aligns with Salesforce's recommendations for prioritizing core sales and service functionalities before expanding to broader customer engagement and digital experience solutions.

NEW QUESTION # 49

Universal Containers (UC) wants to add and integrate Marketing Cloud Account Engagement after a recent acquisition. The integration into the global architecture will be as follows:

- * Marketing Cloud Account Engagement will be used for lead nurturing with Engagement Studio.
- * Marketing Cloud Account Engagement forms will be set up in a website.
- * Sales Cloud will manage leads created by Marketing Cloud Account Engagement.

UC wants to facilitate adoption by giving sales representatives and marketers enough time to learn about new features on a training platform.

Which approach should a Solution Architect recommend in order to set up an environment in which users can test the functionalities from end to end?

- A. Create a new Marketing Cloud Account Engagement business unit, synchronize the production unit and the training unit, and link it to a full copy Sales Cloud sandbox.
- B. Create Marketing Cloud Account Engagement training environments, synchronize the environments, and link it to a full copy Sales Cloud sandbox.
- C. Create a new Marketing Cloud Account Engagement business unit, recreate the configuration, and link it to a full copy Sales Cloud sandbox.
- D. Create a new Marketing Cloud Account Engagement business unit, recreate the configuration, and link it to the production Sales Cloud org.

Answer: C

Explanation:

To provide an end-to-end training environment for users to test functionalities, a new Marketing Cloud Account Engagement business unit should be created. Recreating the configuration in this unit and linking it to a full copy Sales Cloud sandbox allows for a comprehensive and isolated environment that mirrors production. This enables users to explore and learn new features without impacting live data or processes.

Salesforce recommends the use of sandboxes for training and testing purposes to ensure that users are adequately prepared for using new functionalities.

NEW QUESTION # 50

Universal Containers (UC) is about to start a massive digital transformation project across multiple service channels. UC plans on using Service Cloud, Omni-Channel, chatbots, Knowledge, and Einstein AI throughout all the service capabilities. Before discovery can start, the key stakeholder would like to see the automated chat capabilities in action. They currently use a third-party Knowledge Base and are wondering what is the value of it over Salesforce Knowledge. They believe it will be chatbots but they are unsure.

What is one of the key benefits the Solution Architect should address within the context of the demo?

- A. Demo how the chatbot can utilize Knowledge within it to deflect customer issues before a case is created.
- B. Demo how the chatbot can anticipate the responses of the customer before they make it, and generate Knowledge article responses based on what they have bought.
- C. Demo how the chatbot can provide a response to a customer's request by bringing together content from Knowledge articles.
- D. Demo how a human being can have a real conversation with an Einstein AI-driven chatbot.

Answer: C

Explanation:

Demonstrating the chatbot's capability to utilize Salesforce Knowledge to provide accurate and helpful responses to customer inquiries highlights the value of integrating Knowledge with automated chat solutions.

This showcases how AI-driven chatbots can enhance customer service by quickly accessing and delivering content from Knowledge articles, addressing customer issues efficiently and reducing the need for direct human intervention. This capability not only improves the customer experience by providing immediate assistance but also showcases the seamless integration between Salesforce's AI technologies and Knowledge base, illustrating the platform's ability to support advanced customer service strategies. Salesforce documentation and best practices often highlight the importance of leveraging Knowledge articles within AI-driven chat solutions to optimize customer support and service workflows.

NEW QUESTION # 51

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