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Salesforce Certified B2B Solution Architect Sample Questions (Q14-Q19):

NEW QUESTION # 14
Universal Containers (UC) has its product and primary pricing in an ERP. For data consumption to other systems, the ERP is integrated to a separate third-party data warehouse. The cart-to-quote process is supported by Salesforce's multi-cloud solution spanning Sales Cloud, CPQ, and B2B Commerce.
The sales process is structured so that the customers add products to the cart through the Storefront and request a quote from UC's sales representatives. The representatives can work on the quote in CPQ and push back the updated pricing to the Storefront. The

overall pipeline is tied back to opportunities and opportunity products for forecasting.
Where does UC house the system of record for its sales process?

- A. Salesforce B2B Commerce
- B. Salesforce Sales Cloud
- C. Third-party data warehouse
- D. Salesforce CPQ

Answer: B

Explanation:
Salesforce Sales Cloud is the system of record for the sales process because it contains information about opportunities and opportunity products, which are used for forecasting and reporting. It also integrates with other clouds such as B2B Commerce and CPQ to support the cart-to-quote process.
https://help.salesforce.com/s/articleView?id=icx_b2c_crosscloudengagement_systems_of_record.
htm&language=en_US&type=5
In the described sales process, Salesforce Sales Cloud serves as the system of record. This is because the overall pipeline, including opportunities and opportunity products, which are central to forecasting and sales management, is managed within Sales Cloud. While CPQ and B2B Commerce play crucial roles in quoting and online purchasing respectively, and the ERP system houses product and primary pricing information, it is Sales Cloud that integrates these elements to provide a comprehensive view of the sales pipeline and performance. This alignment with sales processes makes Sales Cloud the authoritative source for sales-related data and activities, aligning with Salesforce's best practices for sales management and forecasting.

NEW QUESTION # 15
Universal Containers (UC) is a global organisation that wants to establish a 628 Commerce site to meet changing customer expectationsand expand into new markets. These expectations include being able to self- serve 24x7 and get automated updates on orders. There are existing sales channels used at UC. Including a standard Sales team as well as a partner sales channel.
The sales leader met with a Solution Architect and shared that they want to grow their digital capabilities over the next 2 years. Time is of the essence and the sales leader needs to have the ecommerce solution in place as soon as possible to capture market share in new geographies before other competitors move in. The executive team has promised prompt access to key stakeholders as needed.
What is the appropriate next step 'or the Solution Architect?

- A. Recommend in iterative rollout strategy for one of the new geographies where B2B Commerce is first rolled out to secure first mover status, while theSolution Architect gathers more requirements around other capabilities and requirements, and then roll those out over subsequent phases.
- B. Recommend discovery meetings with additional stakeholders to gather information on the functional and technical requirement across the sales and other functional areas, then provide a recommendation based on information gathered to deliver an MVP.
- C. Propose a set of high-level design options with architecture diagrams depicting thepotential elements of a solution that would meet the needs of the enterprise, including pros and cons to help the stakeholders make final decisions.
- D. Propose the introduction of B2B Commerce and CPQ to address the key areas of need such as global commerce, complex pricing, quoting and discounting needs; highlight the key features 6r>a the alignment of the features to the needs outlined.

Answer: A

Explanation:
An iterative rollout strategy, starting with B2B Commerce in a new geography, allows Universal Containers to quickly establish a digital presence and capture market share, addressing the urgency conveyed by the sales leader. This phased approach ensures a focused and manageable implementation, providing immediate value and learning from the initial launch to inform subsequent phases. It aligns with Salesforce's recommendations for adopting a scalable and adaptable implementation strategy, particularly for complex, multi-cloud solutions in dynamic market conditions.

NEW QUESTION # 16
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 toUC 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, Partner Relationship Management, and Einstein
- C. Sales Cloud, B2B Commerce, and Partner Relationship Management
- D. Sales Cloud, Service Cloud, and Partner Relationship Management

Answer: C

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 # 17
Universal Containers (UC) uses Salesforce Sales Cloud to track Opportunities, Quotes, and Orders and is interested in offering self-service capability to its customers via an Experience Cloud site. Most products that UC offers are relatively simple, but some are complex and need to be configured and reviewed by a sales representative before an order can be officially placed. The CIO is concerned about the time to market and would like to see two options to address UC's need.
Which two options should a Solution Architect recommend and present to UC?
Choose 2answers

- A. Implement Salesforce CPQ internally first, then build "product configurator" functionality in a custom Experience Cloud site in a follow-up phase.
- B. Implement B2B Commerce on Experience Cloud to allow customers to purchase simple products with Add complex product configurations in a follow-up phase.
- C. Implement a templated self-service Experience Cloud site to show product information, add a "Request a Quote" component, and recommend B2B Commerce implementation in a follow-up phase.
- D. Implement a custom Experience Cloud site with "product configurator" functionality first, then add headless commerce functionality in a follow-up phase.

Answer: B,C

Explanation:
For UC's requirement to offer self-service capabilities while managing complex product configurations, the recommended options are:
* A. Implement B2B Commerce on Experience Cloud to allow customers to purchase simple products with the addition of complex product configurations in a follow-up phase. This approach enables UC to quickly provide a self-service portal for straightforward products, with the flexibility to enhance the platform with more complex configuration capabilities later. It addresses the CIO's concern about time to market.
* C. Implement a templated self-service Experience Cloud site to show product information, add a
"Request a Quote" component, and recommend B2B Commerce implementation in a follow-up phase.
This solution allows UC to leverage Experience Cloud for immediate needs while planning for a more comprehensive B2B Commerce implementation. It provides a scalable way to enhance customer engagement and streamline the sales process.
These recommendations are based on Salesforce's best practices for implementing B2B Commerce and Experience Cloud, as detailed in Salesforce's B2B Commerce implementation guides and Experience Cloud documentation.

NEW QUESTION # 18
A Solution Architect is working with Northern Trail Outfitters' Sales and Services team. They are currently evaluating how many environments they need to procure. As part of a preliminary review, it was identified that although the different business units were happy working m separate environments, there is a requirement to know each other's transactions.
Which two requirements would make the Solution Architect recommend a Single org over a multi-org strategy?
Choose 2 answers

- A. Global case management across lines of business

- B. Collaboration between lines of business
- C. Simple security architecture across lines of business
- D. Access to shared lines of business data

Answer: B,D

Explanation:
* A. Collaboration between lines ofbusiness. According to 1 and 2, having a single-org architecture can facilitate collaboration between different lines of business by allowing them to share data, processes, workflows, reports, dashboards, etc. This can improve communication, efficiency, and productivity across the organization.
* D. Access to shared lines of business data. According to 1 and 3, having a single-org architecture can enable access to shared data across different lines of business by using common objects, fields, records, etc. This can improve data quality, consistency, and visibility across the organization.

NEW QUESTION # 19
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