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Salesforce Certified B2B Solution Architect Sample Questions (Q19-Q24):

NEW QUESTION # 19

A corporate bank has decided to use a multi-cloud solution to reduce time to market, showcase a 360-degree view of the bank's business customers, and improve CSAT rating by increasing channels for customer service. The CIO has asked to run a discovery workshop with one goal: understanding existing technical dependencies within the organisation.

What should a Solution Architect recommend as the top priority to start this journey?

- A. Plot the process map using Universal Process Notation (UPN) through workshops involving a diverse set of stakeholders.
- B. Plot the map or the future system landscape by making assumptions about the changes needed to improve customer satisfaction.
- C. Plot what the customer is thinking, doing, and feeling at the varying stages of their experience, and connect them to interactions with the bank.
- **D. Plot the map of the current system landscape and identify key areas where the B2B multi-cloud solution will fit in.**

Answer: D

Explanation:

* Plot the map of the current system landscape and identify key areas where the B2B multi-cloud solution will fit in. This is an important step to understand the existing technical dependencies within the organisation, such as datasources, integrations, applications, and platforms. It also helps to identify the gaps and opportunities for improvement that can be addressed by the B2B multi-cloud solution.

For the corporate bank embarking on a multi-cloud solution journey, mapping the current system landscape is a critical first step. This involves documenting existing systems, applications, and their interconnections to identify integration points and potential overlaps with the new B2B multi-cloud solution. Understanding the current technical ecosystem allows for the identification of key areas where Salesforce solutions can be integrated to enhance customer service, improve visibility into business customer activities, and increase customer satisfaction. This foundational analysis is essential for informed decision-making and strategic planning, ensuring that the new solutions complement and enhance the existing technical infrastructure, in line with Salesforce's recommendations for successful multi-cloud implementations.

NEW QUESTION # 20

Universal Containers (UC) is undergoing a multi-year digital transformation across its Sales, Marketing, Fulfillment, and Accounting channels. Based on UC's initial success using MuleSoft's API-led approach as its integration strategy, UC chose Salesforce for its transformation. The Solution Architect assigned to the project has just begun pre-planning for the first phase with UC's Implementation team.

Which document should the Solution Architect ask for to get an overview of the customer's current infrastructure so they can begin the first phase of the digital transformation?

- A. A Salesforce ERD Document complete with field definitions
- B. A MuleSoft Application Document complete with integration patterns
- C. A future state roadmap detailing all of the implementation phases
- **D. A Reference Architecture Diagram complete with system of record notation**

Answer: D

Explanation:

a reference architecture diagram is a document that shows the high-level view of the customer's current infrastructure, including the systems, applications, data sources, integrations, and security layers. A reference architecture diagram also indicates which system is the system of record for each data entity and how data flows between systems.

A reference architecture diagram is useful for a Solution Architect to get an overview of the customer's current infrastructure so they can begin the first phase of the digital transformation. A reference architecture diagram can help identify gaps, risks, dependencies, and opportunities for improvement in the existing landscape. It can also serve as a baseline for designing future state solutions that leverage Salesforce products and features.

<https://www.salesforceben.com/b2c-solution-architect-certification-guide-tips/>

NEW QUESTION # 21

UC Foods, a manufacturing company, has multiple sales channels including a front-line Sales team and channel partners who are currently enabled on Sales Cloud as well as a Partner Community. The company wants to establish a new B2B Commerce portal to lower the cost of sales by enabling self-service capabilities to automate sales wherever possible. The executive sponsor is concerned that sales representatives might see the B2B channel as a threat to their ability to sell and, therefore, earn higher commissions.

Which two use cases should the Solution Architect highlight to help the executive sponsor better understand the appropriate role for B2B Commerce as it relates to existing sales channels?

Choose 2 answers

- A. Highlight that the B2B portal will be a useful tool to help improve customer communications and enhance customer engagement by providing faster updates on their orders as they are fulfilled.
- **B. Highlight that the B2B portal will help the company grow and expand into new geographies where the company does not currently have a sales footprint, resulting in more rewards for everyone.**
- **C. Highlight that the B2B portal is meant to tackle more routine, low-complexity sales, allowing the Sales team to focus on the more complex sales and priority accounts.**
- D. Highlight that the B2B portal is meant to handle high-complexity sales that are ideal for automation, leaving the Sales team to handle less complex, higher-margin sales.

Answer: B,C

Explanation:

Salesforce B2B Commerce is a solution that enables organizations to create ecommerce storefronts that are specifically designed for

businesses making large volume purchases from other businesses online. B2B Commerce customers need easy online access to suppliers so they can buy products to run their businesses.

B2B Commerce makes business buying easy and individualized. It provides the ability to exceed expectations and hide business complexity for customers with features such as personal catalogs, accurate pricing, large orders, quick reorders, self-service account management, and more.

Therefore, a Solution Architect should highlight that the B2B portal is meant to tackle more routine, low- complexity sales, allowing the Sales team to focus on the more complex sales and priority accounts. This way, UC can lower the cost of sales by automating simple transactions and freeing up sales resources for higher- value opportunities.

A Solution Architect should also highlight that the B2B portal will help the company grow and expand into new geographies where the company does not currently have a sales footprint, resulting in more rewards for everyone. This way, UC can leverage its online presence to reach new markets and customers without investing in physical infrastructure or personnel.

https://trailhead.salesforce.com/en/content/learn/modules/cc_cccapability/cc_ccbasics_b2b

NEW QUESTION # 22

Northern Trail Outfitters (NTO) is transforming its service experience. NTO has created a RACI matrix to understand the key stakeholders' responsibilities for activities and decisions during a Salesforce Field Service discovery workshop.

Which three NTO stakeholders should a Solution Architect recommend be defined as Consulted during the discovery workshop?

Choose 3 answers

- A. Business Analyst
- B. Field Service Manager
- C. Field Service Agent
- D. Project Manager
- E. NTO employee representing a typical customer

Answer: A,B,C

Explanation:

During the discovery workshop for Salesforce Field Service, consulting with the Field Service Manager, Business Analyst, and Field Service Agent is essential. The Field Service Manager provides insight into operational needs and challenges, the Business Analyst contributes an understanding of technical requirements and process optimizations, and the Field Service Agent offers a frontline perspective on service delivery and customer interactions. Involving these stakeholders ensures that the solution architect gathers comprehensive insights into the service operations, aligning the Salesforce Field Service implementation with the actual needs and workflows of the organization, consistent with Salesforce's best practices for stakeholder engagement in discovery sessions.

NEW QUESTION # 23

Towards the end of the discovery phase, the sales manager and subject matter experts raise a request to get hands-on experience with the solution as soon as possible. They want to ensure the requirements they provided are correctly built out in Salesforce. The project sponsor is unsure how that request may affect the schedule.

Which method should a Solution Architect consider in this scenario to validate the requirements during the build sprint without impacting the project timelines?

- A. Run a User Acceptance Testing discovery session, based on the Functional Specification Document, to ensure the testing script meets the end users' needs.
- B. Give every end user the Functional Specification Document as their training materials and test them on the contents.
- C. Ensure the project sponsor reviews and signs off on the Functional Specification Document as an acknowledgment that what was built aligns with the original requirements.
- D. Give the end users access to a sandbox environment and a testing script for each of the user stories. Ask UAT testers to perform their tasks and collect feedback from them in the testing script.

Answer: D

Explanation:

Allowing end users to interact with the solution in a controlled environment (like a sandbox) and providing them with structured testing scripts ensures that the build aligns with their requirements without disrupting the project timeline. This method enables real-time feedback and iterative improvements, ensuring the final product meets user needs. Salesforce's best practices for UAT and sandbox environments, detailed in the Salesforce Development Lifecycle Guide, support this approach by emphasizing the importance of hands-on testing and feedback in the development process.

<https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video/learn-about-user-acceptance-testing>

NEW QUESTION # 24

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