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B2B Solution Architect

Salesforce Certified B2B Solution Architect Exam



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Salesforce Certified B2B Solution Architect Exam Sample Questions (Q53-Q58):

NEW QUESTION # 53

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 CPQ
- **C. Salesforce Sales Cloud**
- D. Third-party data warehouse

Answer: C

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

NEW QUESTION # 54

Universal Containers is in the process of implementing CPQ and Billing while integrating with ERP for order fulfillment. The Development team is looking to gather regular feedback from the business stakeholders through each sprint. Also, supporting an Agile methodology, they have agreed on a reasonable amount of flexibility in requirements during the course of the project. Which area should a Solution Architect look to receive feedback on at the earliest?

- A. Pricing sync between CPQ and ERP
- **B. Product and Pricing structure setup in CPQ**
- C. Modifications required to ERP for integration purposes
- D. Invoice capabilities in ERP to accommodate billing

Answer: B

Explanation:

it is important to set up the product and pricing structure in CPQ correctly and align it with the business requirements and expectations. This can affect how products are configured, quoted, priced, and ordered in CPQ and Billing, as well as how they are integrated with ERP for order fulfillment¹². Getting feedback on this area early can help avoid rework or errors later.

https://help.salesforce.com/s/articleView?id=blng_overview.htm&language=en_US&type=5 Getting feedback on the Product and Pricing structure setup in CPQ should be the earliest focus. This is foundational to the CPQ process and dictates how pricing sync, discounting, and ultimately invoicing will function. Early validation with business stakeholders ensures that the CPQ solution meets business requirements and can integrate seamlessly with ERP systems. Salesforce's best practices in CPQ implementation stress the importance of early stakeholder engagement, particularly around pricing strategies and product catalog setup.

NEW QUESTION # 55

Different teams at Universal Containers (UC) are experiencing challenges using their existing tools. The Sales team can only access their application from the office, the Marketing team has to manually import leads coming from the website into their campaign tool, and the Support team lacks a communication history repository between email, social networks, and calls. The website was developed by the IT team, and the Legal team is responsible for the Consent Management Platform used to meet GDPR requirements.

UC wants to improve its relationship with customers, so a digital redesign program is starting with the goal of moving to Salesforce solutions.

Which three steps are necessary to set up a program roadmap?

Choose 3 answers

- **A. Prioritize the transformation of activities related to customers' interactions.**
- B. Identify the high-level workload capacity and planning of the IT and Legal teams.
- **C. Explain how the program contributes to the business's goals.**
- D. Prioritize the transformation of activities involving the least development.
- **E. Create project plans for each of the projects that will be on the roadmap.**

Answer: A,C,E

Explanation:

https://trailhead.salesforce.com/content/learn/modules/innovation_solution/innovation_solution_build_business

NEW QUESTION # 56

Universal Containers (UC) is about to develop a new call center solution utilizing Salesforce products including Service Cloud, LiveMessage, Experience Cloud, and MuleSoft. UC would prefer no real customer data to be stored within Salesforce but to be made view only. These views should only be utilized by a select few individuals that may be assigned the ability to view this data temporarily and have it removed.

Which two features should a Solution Architect suggest to maintain these constraints?

- **A. Salesforce Connect, User Permission Sets**
- B. Apex Callouts, User Permissions Sets
- C. Third-party ETL, Profiles
- D. Salesforce Connect, User Profiles

Answer: A

NEW QUESTION # 57

Universal Containers (UC) recently went live with a multi-cloud implementation consisting of Experience Cloud, Service Cloud, and Marketing Cloud Account Engagement. The UC Marketing team wants to generate Marketing Cloud Account Engagement emails using the same dynamic content that users access in Experience Cloud. They want to trigger Marketing Cloud Account Engagement emails based on certain user actions while keeping the content dynamic and configurable via a user-friendly mechanism. Which approach should a Solution Architect recommend in this case?

- A. Consider finding AppExchange packages that support this functionality on Experience Cloud and Marketing Cloud Account Engagement.
- **B. Use Salesforce CMS on Experience Cloud and the new Marketing Cloud Account Engagement Lightning Email Experience.**
- C. Build a custom application using Lightning Web Components to make the email content dynamic and configurable.
- D. Change the data model to support sending Marketing Cloud Account Engagement email via the Experience Cloud site.

Answer: B

Explanation:

Using Salesforce CMS and the new Marketing Cloud Account Engagement Lightning Email Experience can enable the UC Marketing team to generate Marketing Cloud Account Engagement emails with dynamic content accessed through Experience Cloud. This approach can provide a user-friendly mechanism to configure content and trigger email sends based on user actions, without changing the data model.

Additionally, this approach leverages native Salesforce functionality and does not require custom development or third-party packages.

<https://www.salesforce.com/products/experience-cloud/features/customer-engagement-solutions/> Leveraging Salesforce CMS in conjunction with Marketing Cloud Account Engagement's Lightning Email Experience offers a unified and dynamic solution for content management and email marketing. Salesforce CMS enables the creation and management of content in a user-friendly manner, which can then be utilized across different Salesforce platforms, including Experience Cloud. Integrating this content with Marketing Cloud Account Engagement through the Lightning Email Experience allows for the creation of dynamic and personalized email campaigns that reflect the content users interact with on Experience Cloud. This approach ensures consistency in messaging and branding while providing a seamless and engaging user experience, aligning with Salesforce's best practices for integrating content and marketing strategies across multiple clouds.

NEW QUESTION # 58

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