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Salesforce Certified B2B Solution Architect Sample Questions (Q15-Q20):

NEW QUESTION # 15

Universal Containers (UC) is about to implement Sales Cloud, Service Cloud, and Revenue Cloud within its newly created Salesforce environment. But before UC begins, the CIO would like to understand the options for creating and migrating changes within Salesforce. UC is about to use a sandbox for the initial build and will deploy customisation up to the production environment. UC has decided to build packages of metadata to silo the functionality between the three clouds it is implementing for.

What are two key considerations a Solution Architect should keep in mind when recommending packaging?

Choose 2 answers

- A. It is impossible to track source control with package development; either the org owns the source or a source control does, but never both.
- B. Clouds like Revenue Cloud have their own packages so it is easy to work with them because their automation is limited.
- C. Only utilize one functional automation tool (Flow, Workflow Rules, Process Builder) per object.
- D. Design the package as modular, loosely coupled units of metadata rather than large chunks of an org.

Answer: C,D

Explanation:

Modular packaging (A) promotes flexibility, scalability, and ease of maintenance, allowing for targeted deployments and updates. Limiting to one automation tool per object (B) simplifies design, reduces conflicts, and enhances maintainability, ensuring a more streamlined and efficient development and deployment process across Salesforce Clouds.

NEW QUESTION # 16

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. Create project plans for each of the projects that will be on the roadmap.
- 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 related to customers' interactions.
- E. Prioritize the transformation of activities involving the least development.

Answer: B,C,D

Explanation:

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

/innovation_solution_build_business

When setting up a program roadmap for a digital redesign program like the one Universal Containers (UC) is initiating, it's crucial to align the program with the overall business goals, understand the capacity of key teams, and prioritize customer-facing transformations. Therefore:

* A. Identify the high-level workload capacity and planning of the IT and Legal teams. This step is essential to ensure that the IT and Legal teams can support the program, considering their current workload and the additional responsibilities that the Salesforce implementation will bring, especially in terms of integrating existing systems and ensuring GDPR compliance.

* D. Prioritize the transformation of activities related to customers' interactions. Given UC's objective to improve its relationship with customers, focusing on transforming customer-facing processes first will have the most immediate and significant impact. This approach aligns with Salesforce's emphasis on customer relationship management.

* E. Explain how the program contributes to the business's goals. Linking the digital redesign program to the broader business objectives of UC ensures that the initiative has clear strategic value and helps in securing buy-in from stakeholders across the organization.

References for these points can be found in Salesforce's own documentation on best practices for digital transformation and program management, such as the Salesforce Implementation Guide and resources available on the Salesforce Trailhead platform.

NEW QUESTION # 17

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

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

Answer: A

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 # 18

Universal Containers (UC) is about to embark on a digital transformation initiative to make all of its back-office systems data visible to employees, customers, and partners via front-office capabilities like Salesforce.

The CIO has asked the team to identify their various systems, both back- and front-office, and correctly identify the proper use of those systems. The team plans to utilize the Systems of Engagement framework to classify their systems based on how they will be utilized within the enterprise architecture.

Salesforce is being utilized as the master for all sales data-like Opportunities, Quotes, and Cart data-and an ERP is the master for all invoice, order, and payment data.

How should the Solution Architect segment opportunities and order data in Salesforce*

- **A. System of record (SOR) for Opportunities and System of Engagement for Orders**
- B. SOR for Opportunities and System of Intelligence for Orders
- C. SOR for Opportunities and SOR for Orders
- D. System of Engagement for Opportunities and SOR for Orders

Answer: A

Explanation:

In Universal Containers' architecture, Salesforce serves as the System of Record (SOR) for sales data such as Opportunities and Quotes, centralizing sales activities and data management. Orders, once confirmed, transition to the ERP system, where they are processed and fulfilled, making the ERP the SOR for order, invoice, and payment data. This delineation ensures clear data ownership and process efficiency, with Salesforce facilitating customer engagement and sales processes, and the ERP managing financial transactions and fulfillment, in line with best practices for leveraging Salesforce in a multi-system environment.

NEW QUESTION # 19

Universal Containers (UC) needs to support its customers via email, phone, and chat. Service agents are only scheduled to support one communication channel for each shift. UC has implemented a service-focused community but only wants customers to inquire about service in the community through chat.

Which three options should a Solution Architect recommend to meet the requirements defined above?

Choose 3 answers

- **A. Omni-Channel with defined presence, routing configurations, and Service Channels**
- **B. Experience Cloud, web-to-case, and a CTI integration**
- C. Customer Community with ability to create a new support Case
- **D. Customer Community with Live Agent**
- E. CTI adaptor with Omni-Channel integration

Answer: A,B,D

Explanation:

* Experience Cloud². This way, you can create a service-focused community for your customers using Experience Cloud Sites. You can also customize the look and feel of your community and integrate it with other Salesforce products and features.

* Omni-Channel with defined presence, routing configurations, and Service Channels³. This way, you can manage your service

* Customer Community with Live Agent²³. This way, you can enable chat support for your customers in the community using Live Agent. You can also configure chat buttons, invitations, pre-chat forms, and other settings for Live Agent.

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