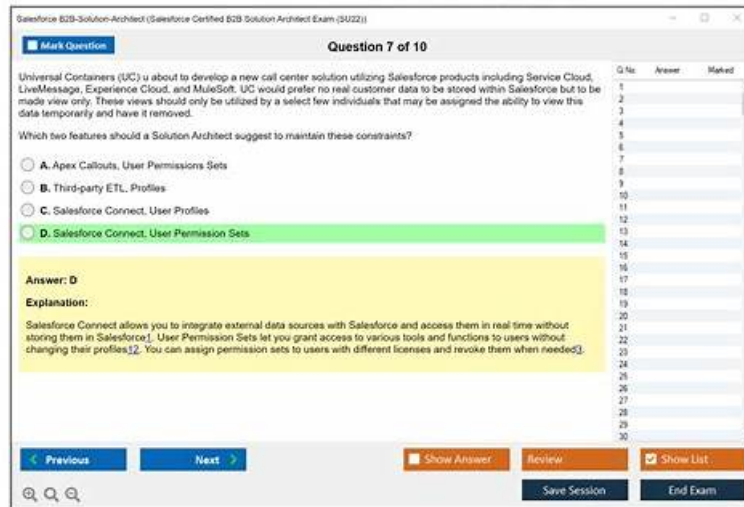


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## Salesforce Certified B2B Solution Architect Exam Sample Questions (Q29-Q34):

### NEW QUESTION # 29

Northern Trail Outfitters (NTO) is running a multi-cloud Salesforce implementation with lots of process integration between the clouds and other systems. During the project, NTO faces many challenges including a lack of agility and business value alignment, as well as silo-thinking. After trying different approaches, NTO begins to use Agile and is successful. The project manager now wonders what the recommended operating model would look like.

What should be a Solution Architect's first recommendation?

- A. NTO should set up a model of continuous backlog with teams aligned to the different products (capabilities) to improve efficiency.
- **B. NTO should establish a Scaled Agile Center of Excellence to continuously improve agility and time to market.**
- C. NTO should set up a model of continuous backlog with teams aligned to the different clouds to drive efficiency and team collaboration.
- D. NTO should set up an Operations team within IT to ensure proper management of the integrations going forward.

**Answer: B**

Explanation:

A Scaled Agile Center of Excellence (LACE) is a small team of people dedicated to implementing the SAFe Lean-Agile way of working<sup>1</sup>. A LACE can be used to gather information, lead change, share best practices, and keep people on the same page as the organization moves forward<sup>2</sup>. A LACE is a cornerstone of successful transformations because it encourages continuity and manages expectations<sup>3</sup>.

By establishing a LACE, NTO can leverage the benefits of agile at scale, such as faster delivery, higher quality, lower costs, and happier customers<sup>31</sup>. A LACE can also help NTO overcome the challenges of silo- thinking and lack of alignment by fostering collaboration and communication across different teams and systems<sup>21</sup>.

### NEW QUESTION # 30

Universal Containers (UC) is currently using Sales Cloud, Revenue Cloud, Experience Cloud, and B2B Commerce. B2B Commerce and Experience Cloud are used for UC's end customers while the direct Sales team sells with partners through Revenue Cloud. However, partners want to work digitally versus through email.

The direct Sales team has asked the CIO how they can expose their Revenue Cloud capabilities to their partners and vendors using Salesforce. The CIO knows they are currently using B2B Commerce for customers and is wondering if they can do something similar for partners by exposing CPQ capabilities in Experience Cloud for partners.

What are two questions a Solution Architect should ask when evaluating either B2B Commerce or CPQ for partners via Experience Cloud?

Choose 2 answers

- A. What do we need to invest in order to build the channel and where does that investment come from?
- B. Will partners be using CPQ to sell to our customers that are utilizing our B2B Commerce tool today?
- **C. Do partners need to do complex configurations or create their special pricing?**
- **D. Does the direct Sales team co-sell with partners or sell to partners in this new channel model?**

**Answer: C,D**

Explanation:

When evaluating B2B Commerce or CPQ for partners via Experience Cloud, the Solution Architect should ask:

B) Does the direct Sales team co-sell with partners or sell to partners in this new channel model? This question helps to understand the relationship between the direct Sales team and the partners, which impacts how CPQ is set up and used.

C) Do partners need to do complex configurations or create their special pricing? This will determine if CPQ's advanced configuration and pricing capabilities are necessary for the partners, which may not be as effectively supported by B2B Commerce alone.

Understanding the sales process and the complexity of transactions is crucial to deciding whether CPQ or B2B Commerce is the right tool for partners, as described in Salesforce documentation for both CPQ and B2B Commerce.

### NEW QUESTION # 31

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 2 answers

- **A. Implement a custom Experience Cloud site with "product configurator" functionality first, then add headless commerce functionality in a follow-up phase.**
- B. 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.

- C. Implement Salesforce CPQ internally first, then build "product configurator" functionality in a custom Experience Cloud site in a follow-up phase.
- D. Implement B2B Commerce on Experience Cloud to allow customers to purchase simple products with Add complex product configurations in a follow-up phase.

**Answer: A,D**

#### NEW QUESTION # 32

Universal Containers (UC) acquired two companies. As part of its transformation and consolidation program, UC needs to bring all of its disparate partner strategies together and see what can be combined across all of its indirect sales channels. Each company currently has its own Salesforce environment utilizing Sales Cloud and Experience Cloud for Partners. Each company also follows its own unique business processes for partners. However, UC has recently developed a new vision and journey focused on a single indirect channel with a single Salesforce environment aligned to its corporate strategy.

Given UC's new journey for engaging its indirect channel, what are the next two steps the Solution Architect should recommend? Choose 2 answers

- A. Identify the need for multiple Partner Communities by Indirect Sales Channel with branding and content specific to each channel.
- B. Completely unify all the channel strategies under the acquiring company's brand and strategy.
- C. Tell the stakeholders to focus on having a single Partner Community across all channels with a singular branding.
- D. Create an adoption plan for the Direct Sales team to engage with the Indirect Sales team in a sell-with model within the new Partner Communities.

**Answer: B,C**

#### NEW QUESTION # 33

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

**Answer: C**

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 # 34

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