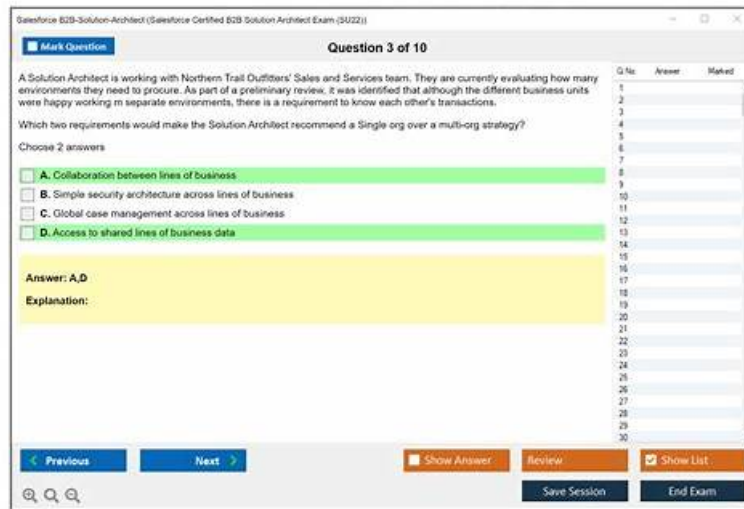


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Salesforce Certified B2B Solution Architect Exam Sample Questions (Q67-Q72):

NEW QUESTION # 67

Universal Containers uses the Salesforce Platform to track customer payments and any late payments. This is accomplished with an

architecture that includes Marketing Cloud, Service Cloud, and an integration to the back-office billing system via MuleSoft. Invoices and payments are mastered in the billing system and exposed to Salesforce via MuleSoft. Notifications about customer payments are orchestrated out of Salesforce and emails are sent via Marketing Cloud. The late payment invoice data is required for service representatives to be able to reference within Salesforce.

What should the Solution Architect recommend when determining the role of each system for a use case of sending payment reminders?

- A. Integrate the billing system directly with Marketing Cloud via MuleSoft to trigger based on events from the billing system.
- **B. Load the payment and invoicing data within Salesforce from the billing system with MuleSoft, and drive payment notifications via Marketing Cloud.**
- C. Create cases within Salesforce from the billing system based on payment statuses with MuleSoft event orchestration and send payment notifications via Marketing Cloud.
- D. Recommend a trigger from the billing system into Marketing Cloud, which sends customer formatted emails.

Answer: B

Explanation:

Universal Containers use Salesforce as the source of truth for customer payments and late payments, and leverage Marketing Cloud to send personalized and timely payment reminders based on customer segments and preferences¹. By loading the payment and invoicing data within Salesforce from the billing system with MuleSoft, Universal Containers can also enable service representatives to access and reference the late payment invoice data within Salesforce.

<https://docs.mulesoft.com/salesforce-marketing-cloud-connector/3.2/>

NEW QUESTION # 68

Mask Makers LLC has a traditional sales channel that uses an existing CPQ implementation to process orders. Customers frequently reorder previous purchases quickly and split the order into several deliveries for different locations. Additionally, these customers are given special pricing through Price Books in CPQ based on annual spending and other parameters. The customer currently makes their purchase by sending an email or calling their appointed sales representative, and then waits to receive a quote.

Mask Makers LLC wants to move away from this very manual and time-consuming process. The company wants to provide its customers with a personalized experience that is simplified and streamlined with existing special pricing visible and the option to self-serve. Mask Makers LLC would also like to deliver this within a short timeframe, as business must continue to grow.

Which design approach should a Solution Architect recommend to meet these requirements within the timeframe while adhering to best practices.

- A. Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. Set B2B Commerce as the Product and Pricing master.
- **B. Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. Keep CPQ as the Product and Pricing master.**
- C. Implement B2B Commerce and build a custom integration to CPQ. Keep CPQ as the Product and Pricing master.
- D. Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. Allow bidirectional updates to Products and Pricing.

Answer: B

Explanation:

* Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ¹. This is a fast and easy way of enabling self-service ordering for customers with existing special pricing from CPQ.

* Keep CPQ as the Product and Pricing master¹. This is a recommended practice to avoid data duplication and inconsistency between CPQ and B2B Commerce.

For Mask Makers LLC, implementing Salesforce B2B Commerce with integration to the existing CPQ system via the CPQ B2B Commerce Connector is the optimal approach. Keeping CPQ as the Product and Pricing master ensures that the complex pricing rules and special pricing agreements already established in CPQ are maintained and leveraged within the B2B Commerce environment. This setup allows customers to benefit from a streamlined and personalized self-service experience while ensuring pricing consistency and accuracy.

The CPQ B2B Commerce Connector facilitates the seamless flow of product and pricing information from CPQ to B2B Commerce, enabling Mask Makers LLC to provide a simplified and efficient ordering process for its customers, adhering to Salesforce best practices for integrating CPQ and B2B Commerce.

NEW QUESTION # 69

Northern Trail Health has clients that have more than 10,000 employees. The company's Customer Service team handles requests from its client's employees directly and tracks various rebate programs per employee. Private information should not be shared with the Sales team and they should only see contacts that are relevant to the sales process. Assuming that Sales and Service teams share certain contacts, in which two ways should a Solution Architect ensure optimal performance?
Choose 2 answers

- **A. For each Account, assign Sales Contacts to the Sales team and all the rest to a Customer Service representative assigned to the Account.**
- B. Use profiles and/or permission sets to give View All access to Customer Service on the Contact object.
- **C. Assign all contacts to Sales team members to ensure sharing is streamlined and hide private fields from them.**
- D. Set the Contact object to Public Read Only so that the sharing rules do not bog down performance for sharing.

Answer: A,C

NEW QUESTION # 70

Universal Containers (UC) is implementing a Salesforce B2B multi-cloud project with large volumes of data and daily transactions from multiple third-party systems via multiple integrations. UC is looking at transactions of more than 1 million records a week and, in higher seasons, 10 million records a week. UC has made the decision to get a full copy sandbox to use to test all of its third-party integrations across its multiple clouds. UC has also invested in MuleSoft and the Anypoint Platform as the single enterprise service bus for all of the third-party data going into Salesforce. Which type of performance testing should a Solution Architect recommend for testing data at scale on this project?

- A. Perform page load testing against production after go live.
- **B. Perform API load test against the full copy sandbox before go live.**
- C. Perform unit testing against the full copy sandbox codebase before go live in production.
- D. Perform API load test against the partial copy sandbox before go live.

Answer: B

Explanation:

There are different types of performance testing, such as load testing, stress testing, endurance testing, and spike testing. Each type has a different purpose and goal.

the best type of performance testing is API load test against the full copy sandbox before go live. This type of test can help you evaluate how well your integrations handle high volumes of data and transactions from multiple sources. It can also help you validate the functionality and performance of your MuleSoft Anypoint Platform.

To perform an API load test, you need to create a test plan that defines the test scenarios, test data, test tools, and test metrics. You also need to submit a request for performance testing to Salesforce2 and follow their guidelines and best practices.

A full copy sandbox is a good environment for API load test because it has the same data and metadata as your production org3. This can help you simulate realistic conditions and avoid data skew issues.

When dealing with large volumes of data and multiple integrations, it is important to perform load testing to ensure that the system can handle the expected load. An API load test against the full copy sandbox will simulate the expected load and help identify any performance bottlenecks before the system goes live in production. This type of testing should be performed prior to go live to ensure that the system can handle the expected load and provide a good user experience.

NEW QUESTION # 71

Universal Containers uses the Salesforce Platform to track customer payments and any late payments. This is accomplished with an architecture that includes Marketing Cloud, Service Cloud, and an integration to the back-office billing system via MuleSoft. Invoices and payments are mastered in the billing system and exposed to Salesforce via MuleSoft. Notifications about customer payments are orchestrated out of Salesforce and emails are sent via Marketing Cloud. The late payment invoice data is required for service representatives to be able to reference within Salesforce.

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- B. Create cases within Salesforce from the billing system based on payment statuses with MuleSoft event orchestration and send payment notifications via Marketing Cloud.
- C. Recommend a trigger from the billing system into Marketing Cloud, which sends customer formatted emails.

- D. Load the payment and invoicing data within Salesforce from the billing system with MuleSoft, and drive payment notifications via Marketing Cloud.

NEW QUESTION # 72

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