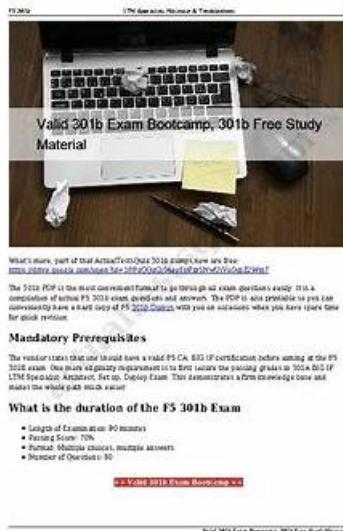


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## Salesforce Certified B2B Solution Architect Sample Questions (Q83-Q88):

### NEW QUESTION # 83

AC Computers is getting ready to go live with automated subscription invoicing using Sales Cloud and Revenue Cloud. AC Computers' primary goal is to retire its homegrown system used for manual invoicing and migrate any outstanding bookings. The company wants to make sure there is little disruption to a customer's current invoicing schedule when it goes live with Salesforce Billing and retires the existing system.

Which three recommendations should a Solution Architect make to reduce customer impact?

Choose 3 answers

- A. Create a release and change management process to incorporate feedback and fix issues.
- B. **Migrate all historical payment methods from the homegrown system**
- C. Provide training and enablement for end users and admins prior to go live.
- D. **Compare invoices as produced in both systems to ensure customer invoices are as expected.**
- E. Utilize the standard user adoption reports and dashboards to track invoice data.

**Answer: B,C,D**

Explanation:

To minimize disruption during the transition to Salesforce Billing, migrating historical payment methods ensures continuity in payment processes and customer convenience. Providing comprehensive training and enablement for end users and admins is crucial for smooth adoption and effective use of the new system.

Comparing invoices from both systems helps verify accuracy and consistency, ensuring that customers receive correct billing information, thus maintaining trust and satisfaction. These steps are in line with Salesforce's best practices for system migration and adoption, emphasizing the importance of data integrity, user preparedness, and continuity in customer-facing processes during system transitions.

### NEW QUESTION # 84

During a B2B multi-cloud implementation, an executive sponsor from Universal Containers (UC) approaches the Solution Architect to discuss ongoing support and new functionality that will be rolled out to support UC.

The current implementation supports Experience Cloud, Service Cloud, and Sales Cloud.

Which three recommendations should a Solution Architect make to ensure features are enabled without impacting user efficiency?

Choose 3 answers

- A. **Fully document all customizations added to the system**
- B. Give users a way to raise support tickets for new features they do not understand.
- C. **Communicate and train users on new features.**
- D. **Ensure development, training, and production environments are in place.**
- E. Give users the ability to opt-out of any new feature they dislike.

**Answer: A,C,D**

Explanation:

\* Option C seems correct because it is important to document all the customizations added to the system, such as code, configuration, integrations, etc., so that they can be easily understood, maintained, and updated by the support team or future developers.

\* Option D seems correct because it is essential to communicate and train users on new features that are rolled out to support UC's business needs and goals. This can help users adopt the new features faster and more effectively, as well as reduce confusion or frustration.

\* Option E seems correct because it is advisable to have separate environments for development, training, and production purposes. This can help ensure that new features are developed and tested in a safe and isolated environment before being deployed to the production environment where they can affect real users and data.

### NEW QUESTION # 85

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

**Answer: A,B**

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 # 86**

Universal Containers (UC) uses Marketing Cloud and recently added Sales Cloud to manage its business activities, as well as B2B Commerce to redesign its website. Today, a lead is created each time a customer leaves the site without finalizing their purchase. The number of leads created is increasing and representatives can no longer meet their callback deadlines.

With the new website, UC wants to increase the number of finalized sales and offer similar products to customers while reducing the Sales team's workload. Sales representatives should only call back customers if there is an upsell or cross-sell opportunity.

Which three recommendations should a Solution Architect make to meet these needs? Choose 3 answers

- A. Set up lead nurturing with Marketing Cloud and automate emails through journeys.
- B. Stop creating leads in Sales Cloud for abandoned carts.
- C. Send automated emails in Sales Cloud with discounted offers to customers who abandoned their cart.
- D. Put all leads from the abandoned carts in a queue.
- E. Create an opportunity when a customer clicks a cross-sell or upsell email link.

**Answer: A,B,D**

Explanation:

To address the challenges of increasing leads from abandoned carts and the workload on sales representatives, the following recommendations are made:

- \* C. Set up lead nurturing with Marketing Cloud and automate emails through journeys. Automating lead nurturing with targeted journeys allows UC to engage potential customers effectively, providing personalized follow-ups and offers based on their interactions, which can increase conversion rates without adding to the sales team's workload.
- \* D. Stop creating leads in Sales Cloud for abandoned carts. By not automatically creating leads for every abandoned cart, UC can reduce the volume of leads that sales representatives need to follow up on, allowing them to focus on more qualified opportunities.
- \* E. Put all leads from the abandoned carts in a queue. Organizing leads from abandoned carts into a queue allows for better management and prioritization. Sales representatives can then focus on leads with higher potential, based on predefined criteria such as cart value or customer behavior.

These strategies leverage Salesforce's capabilities in Marketing Cloud and Sales Cloud to optimize lead management and sales processes, as supported by Salesforce's documentation on lead management best practices and Marketing Cloud journey automation.

#### **NEW QUESTION # 87**

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. Assign all contacts to Sales team members to ensure sharing is streamlined and hide private fields from them.
- C. Set the Contact object to PublicRead Only so that the sharing rules do not bog down performance for sharing.

- **D. Explanation:**

For optimal performance and data access control, the Solution Architect should:

\* A. Use profiles and/or permission sets to give View All access to Customer Service on the Contact object. This allows Customer Service to access the necessary contact information while maintaining the principle of least privilege.

\* D. For each Account, assign Sales Contacts to the Sales team and all the rest to a Customer Service representative assigned to the Account. This approach ensures that each team has access to the relevant contacts while keeping External Sharing Model to create external organization-wide secure and maintaining system performance by minimizing complex sharing rules.

Salesforce's documentation on sharing and visibility best practices recommends such strategies to manage access to records efficiently and securely.

<https://trailhead.salesforce.com/en/credentials/sharingandvisibilityarchitect> QUESTION NO: 39 A Solution Architect is working with a complex enterprise architecture that supports multiple business processes. Many previous transformation projects have struggled because of the interdependencies between the Salesforce production environment and other systems, as well as a lack of documentation.

In which two ways can a Solution Architect gain a better understanding of the current state of the Salesforce production environment?

Choose 2 answers

A: Speak to the business stakeholders to gather their suggestions for improvement.

B: Identify which system integrator did the previous implementation and ask them to document their work.

C: Examine the details of the current configuration to see how it is set up.

D: Work with the system administrator to identify who has the most knowledge of the current configuration.

- E. Use profiles and/or permission sets to give View All access to Customer Service on the Contact object.

**Answer: A,D,E**

Explanation:

\* Examine the details of the current configuration to see how it is set up. This way, you can get a clear picture of what features and functionalities are being used, how they are configured, and how they support the business processes. You can also identify any technical debt, customizations, or integrations that may impact performance or scalability.

\* Work with the system administrator to identify who has the most knowledge of the current configuration. This way, you can leverage their expertise and experience to understand how the system works and why it was designed that way. You can also get their feedback on any issues or challenges they face with maintaining or updating the system.

<https://trailhead.salesforce.com/credentials/b2bsolutionarchitect>

## NEW QUESTION # 88

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