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## Salesforce Certified B2B Solution Architect Sample Questions (Q81-Q86):

### NEW QUESTION # 81

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 2answers

- A. Only utilize one functional automation tool (Flow, Workflow Rules, Process Builder) per object.
- B. Clouds like Revenue Cloud have their own packages so it is easy to work with them because their automation is limited.
- C. Design the package as modular, loosely coupled units of metadata rather than large chunks of an org.
- 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,C**

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 # 82

Universal Containers (UC) has expanded rapidly in recent year following a number of acquisitions. The new CMO wants to use all Leads from one of the acquired Salesforce orgs to kick-start a new targeted campaign in UC's main Salesforce org. The acquired company would like to keep its Lead data because it enriches the Lead before it comes into Salesforce via third-party marketing tool and supports its direct sales channel. Beyond the Lead use case, both Salesforce orgs will remain completely independent from one another.

Which integration approach should a Solution Architect recommend between the UC main org (the target org) and the acquired org (the source org)?

- A. Discuss a strategy between the source org and target org Sales teams on the criteria of Leads to migrate from the source org to the target org, and migrate Leads to the target org after they are enriched in the source org.
- B. Discuss long-term strategies around deprecating the source org's ability to collect and enrich Lead data, and start to direct all Leads to the target org and ignore the source org.
- C. Discuss a strategy that includes manually migrating all Leads from the source org to the target org every day using data loader.
- D. Discuss a strategy between the source org and target org Sales teams on the criteria of Leads to migrate from the source org to the target org, and migrate Leads to the target org before the enrichment within the source org.

**Answer: A**

Explanation:

Option D would involve discussing a strategy between the source org and target org Sales teams on the criteria of Leads to migrate from the source org to the target org, and migrating Leads to the target org after they are enriched in the source org. This would allow both Salesforce orgs to remain independent from each other, while also enabling UC to use all Leads from one of the acquired Salesforce orgs for its new targeted campaign. This would also preserve the value of Lead enrichment that happens in the source org via third-party marketing tool.

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

### NEW QUESTION # 83

A Solution Architect was asked by AC Computers to provide solution recommendations for a rebate enrollment and management solution on Salesforce. The primary goal and requirement is to easily launch rebate programs for partners that an administrator can implement and manage in Salesforce. AC Computers currently uses Sales Cloud, Salesforce CPQ, and Experience Cloud to expose opportunity and quote information to partners.

Based on the business requirements, which solution should the Solution Architect recommend?

- A. Implement Salesforce Service Contracts with lineitems to track rebate accruals and expose the data in the Experience Cloud site.
- B. Implement B2B Commerce on Lightning Experience to track rebates and expose the data in the Experience Cloud site.
- C. Implement Salesforce Rebate Management Module and expose the data in the Experience Cloud site.
- D. Implement a custom solution to track rebates, accruals, and actuals and expose the data in the Experience Cloud site.

**Answer: C**

Explanation:

This solution can help AC Computers easily launch rebate programs for partners that an administrator can implement and manage in Salesforce. Rebate Management is a new module that integrates out-of-the-box into any Salesforce product and gives all employees

and channel partners visibility into rebate programs<sup>2</sup>. It also automates, scales and leverages AI-driven insights for better and faster decisions<sup>1</sup>. Rebate Management can be exposed in the Experience Cloud site using custom components or standard objects<sup>4</sup>. <https://www.salesforce.com/products/manufacturing-cloud/rebate-management/> Salesforce Rebate Management is a managed package that enables companies to create, manage, and track rebates in Salesforce. With this solution, administrators can easily set up and manage rebate programs, track accruals and actuals, and generate detailed reports. Exposing the data in the Experience Cloud site will allow partners to view and track their rebate status, further enhancing the rebate management process.

Reference: Salesforce Help - Salesforce Rebate Management Overview.

## NEW QUESTION # 84

Universal Containers is at the start of a digital transformation program. Members of the executive leadership team have provided a list of internal and external stakeholders who are dedicated to formulating the vision and desired business outcomes in a 2-day workshop. The executive leadership team has made the request to understand what the customer experience will look like out of this workshop.

What should a Solution Architect do to help formulate the high-level business vision and desired business outcomes?

- A. Facilitate a strategy session with the executive leadership team to better understand their individual business units' priorities to achieve the business objectives.
- B. Ask to follow the Customer Service team for a day to gain a better understanding of how they work and identify their pain points to formulate this vision.
- C. **Facilitate a workshop with the executive leadership team, applying the journey mapping process to create a vision and align customer journey to business objectives.**
- D. Facilitate a business process mapping workshop with the executive leadership team to better understand the potential process improvements.

### Answer: C

Explanation:

Journey mapping is a process that helps understand and improve the customer experience across different touchpoints and channels. Journey mapping can help formulate the high-level business vision and desired business outcomes by:

- \* Identifying the customer segments, personas, needs, goals, and pain points
- \* Mapping out the current state of the customer journey across different stages and channels
- \* Analyzing the gaps, opportunities, and risks in the current state
- \* Envisioning the future state of the customer journey that meets or exceeds customer expectations
- \* Aligning the future state with the business objectives, value proposition, and success metrics
- \* Prioritizing and planning the initiatives and solutions that will enable the future state

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

## NEW QUESTION # 85

Universal Containers (UC) is about to undergo its first release of its digital transformation initiative across clouds like Sales Cloud, B2B Commerce, Marketing Cloud Account Engagement, Experience Cloud, and MuleSoft. UC recently developed its Center of Excellence (CoE) model and is working on how to make sure its developers and administrators can go through a continuous release cycle. The product owner would like to make sure no work is overridden in sandboxes or production.

What is the first thing a Solution Architect should recommend within UC's DevOps setup?

- A. **Set up a source control based development process that's understood and followed by administrators and developers.**
- B. Appoint a release manager who will keep track of all changes made and which changes have been deployed to the QA, SIT, and UAT environments as part of the sprint.
- C. Appoint a release manager who will set up the required environments and automated deployments in tandem with a source control based development process.
- D. Make sure the developers all have access to the CLI so that they can package and push their changes to the next environment.

### Answer: A

Explanation:

Salesforce DevOps is a set of practices designed to help teams build, test, and release software faster and more reliably. It stems from the need to combine the responsibilities of both software development teams ('Dev') and operations teams ('Ops').

Salesforce DevOps Center is a new feature that enables admins and developers to manage releases and collaborate on a single set of configuration and code using an elegant point-and-click interface. It also integrates with version control, automates workflows,

and releases with confidence using CI tools and the Metadata API.

Therefore, a Solution Architect should recommend setting up a source control based development process that's understood and followed by administrators and developers. This way, UC can ensure that no work is overridden in sandboxes or production, as well as improve team collaboration, code quality, and deployment speed.

<https://www.salesforceben.com/salesforce-devops/>

## NEW QUESTION # 86

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