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Salesforce Certified B2B Solution Architect Sample Questions (Q68-Q73):

NEW QUESTION # 68

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 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.
- B. Implement Salesforce CPQ internally first, then build "product configurator" functionality in a custom Experience Cloud site in a follow-up phase.
- C. Implement a custom Experience Cloud site with "product configurator" functionality first, then add headless commerce functionality 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

Explanation:

For UC's requirement to offer self-service capabilities while managing complex product configurations, the recommended options are:

* A. Implement B2B Commerce on Experience Cloud to allow customers to purchase simple products with the addition of complex product configurations in a follow-up phase. This approach enables UC to quickly provide a self-service portal for straightforward products, with the flexibility to enhance the platform with more complex configuration capabilities later. It addresses the CIO's concern about time to market.

* C. 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.

This solution allows UC to leverage Experience Cloud for immediate needs while planning for a more comprehensive B2B Commerce implementation. It provides a scalable way to enhance customer engagement and streamline the sales process.

These recommendations are based on Salesforce's best practices for implementing B2B Commerce and Experience Cloud, as detailed in Salesforce's B2B Commerce implementation guides and Experience Cloud documentation.

NEW QUESTION # 69

The Northern Trail Outfitters (NTO) sales department currently uses Sales Cloud for its Sales team. The management team decided that the Sales team needs to start creating quotes based on the input from the finance department. NTO would like to implement quotes, contracted pricing, and invoicing for its customers.

Invoicing will be done based on an agreed billing cycle. The finance department would like to see a report on the invoices sent and track the details of the payments received. NTO also has a need for partners to be able to self-service their pipeline and quoting through a portal.

NTO's internal team decided to use Revenue Cloud and Experience Cloud as its solution.

What should a Solution Architect recommend as NTO begins its implementation?

- A. Advise the client to start with Experience Cloud.
- **B. Develop an architectural plan to incorporate Revenue Cloud and Experience Cloud.**
- C. Advise the client that Revenue Cloud is the starting point.
- D. Select an AppExchange product focused on contract lifecycle management.

Answer: B

Explanation:

Revenue Cloud is a product suite that enables businesses to streamline their revenue processes, such as quoting, contracting, billing, and invoicing. It also allows businesses to create new revenue streams and improve revenue efficiency.

Experience Cloud is a digital experience platform that allows businesses to create personalized and connected sites and portals for their customers, partners, and employees. It also enables businesses to leverage their CRM data in Salesforce and integrate with other services.

Implementing Revenue Cloud and Experience Cloud can provide many benefits for businesses, such as faster and easier buying process, better visibility of revenue performance, increased customer satisfaction and loyalty, and enhanced partner collaboration. Therefore, a Solution Architect should recommend developing an architectural plan to incorporate Revenue Cloud and Experience Cloud for NTO's implementation. This way, NTO can leverage both products' capabilities to meet its needs for quotes, contracted pricing, invoicing, reporting, payments tracking, and partner self-service.

<https://www.salesforce.com/products/cpq/overview/>

<https://www.salesforce.com/news/stories/introducing-revenue-cloud/>

NEW QUESTION # 70

Universal Containers (UC) is an international company with activities in Europe and the U.S. UC has two separate Salesforce orgs, one for each region. Quotes are built in different legacy systems, depending on their country. Orders are processed centrally by the back-office team with an ERP. Customer information is saved in both legacy systems and the ERP. The analyst team complains about the inconsistency of customer data between different systems and the lack of connection between a single piece of customer data across all of the systems.

Which approach would make it possible to set up this single source of truth and ensure scalability for orders?

- **A. Use MuleSoft Anypoint Platform as the single point of data orchestration across the different systems and Salesforce environments.**
- B. Map all of the points of data with a different ETL tool for each Salesforce environment and drive synchronisation from Salesforce to the other systems.

- C. Map all of the points of data within a custom data manager and drive synchronization between the different systems with a point-to-point approach.
- D. Use each Salesforce org as its own system of record (SOP.) and use Salesforce Connect to synchronise the two Salesforce orgs.

Answer: A

Explanation:

According to 1, a single source of truth (SSOT) is the practice of aggregating the data from many systems within an organization to a single location. A SSOT is not a system, tool, or strategy, but rather a state of being for a company's data in that it can all be found via a single reference point.

According to 2, 3 and 4, Salesforce has introduced the Customer360 Truth Platform, which includes MuleSoft. This is a new set of data and identity services that enable companies to build a single source of truth across all of their customer relationships. This connects data from all Salesforce clouds to create a single view of the customer.

MuleSoft Anypoint Platform is an integration platform that allows companies to connect any application, data source or device using APIs. MuleSoft enables companies to leverage their existing systems and data sources without having to replace them or create custom integrations.

NEW QUESTION # 71

Universal Containers (UC) needs to provide a portal for its customers to order spare parts for the equipment that has been sold to them. Spare parts orders are fulfilled in UC's ERP system and need to be integrated with the solution. Order status would need to be reflected in the solution. Additionally, in the future, UC wants this order integration scaled to additional applications. UC also needs customers to be able to schedule appointments for service for their equipment.

Which products should a Solution Architect recommend implementing to meet these requirements?

- A. B2B Commerce, Service Cloud, Experience Cloud, and Salesforce Connect
- B. B2B Commerce, Salesforce Field Service, Experience Cloud, and Sales Cloud
- C. B2B Commerce, Salesforce Field Service, Experience Cloud, and MuleSoft
- **D. B2B Commerce, Salesforce Field Service, Experience Cloud, and MuleSoft**

Answer: D

Explanation:

* B2B Commerce is a solution that allows you to create ecommerce websites for your business customers¹.

* Salesforce Field Service is a solution that allows you to manage your field service operations, such as scheduling appointments, dispatching technicians, and tracking assets².

* Experience Cloud is a solution that allows you to create digital experiences for your customers, partners, and employees using templates and components².

* MuleSoft is a solution that allows you to integrate data from different systems using APIs^{3,4}.

To fulfill Universal Containers' requirement for a customer portal to order spare parts and schedule service appointments, the combination of B2B Commerce, Salesforce Field Service, and Experience Cloud, integrated with MuleSoft, offers a comprehensive solution. B2B Commerce enables a self-service ordering platform for spare parts, while Salesforce Field Service facilitates the scheduling and management of service appointments. Experience Cloud provides the framework for building a customer-facing portal that integrates these functionalities. MuleSoft serves as the integration layer to connect these Salesforce solutions with UC's ERP system, ensuring seamless data flow and order fulfillment processes. This architecture supports scalability for future integrations, aligning with Salesforce's best practices for building connected and customer-centric solutions.

NEW QUESTION # 72

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. 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 # 73

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