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Salesforce B2B-Solution-Architect Exam covers a wide range of topics related to B2B solution architecture, including Salesforce's B2B Commerce platform, customer data management, and advanced analytics. B2B-Solution-Architect exam also tests candidates on their ability to design and implement complex B2B solutions using Salesforce's suite of products and services.

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Salesforce Certified B2B Solution Architect Certification Exam is a professional certification designed for individuals who wish to demonstrate their expertise in designing and implementing solutions for complex business-to-business (B2B) scenarios using the Salesforce platform. Salesforce Certified B2B Solution Architect Exam certification is intended for professionals who have extensive experience in Salesforce implementations and are skilled in designing and implementing solutions that meet the specific needs of B2B organizations.

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## Salesforce Certified B2B Solution Architect Exam Sample Questions (Q53-Q58):

**NEW QUESTION # 53**

Universal Containers (UC) wants to add and integrate Marketing Cloud Account Engagement after a recent acquisition. The integration into the global architecture will be as follows:
* Marketing Cloud Account Engagement will be used for lead nurturing with Engagement Studio.
* Marketing Cloud Account Engagement forms will be set up in a website.
* Sales Cloud will manage leads created by Marketing Cloud Account Engagement.
UC wants to facilitate adoption by giving sales representatives and marketers enough time to learn about new features on a training platform.
Which approach should a Solution Architect recommend in order to set up an environment in which users can test the functionalities from end to end?

- A. Create Marketing Cloud Account Engagement training environments, synchronize the environments, and link it to a full copy Sales Cloud sandbox.
- B. Create a new Marketing Cloud Account Engagement business unit, recreate the configuration, and link it to the production Sales Cloud org.
- C. Create a new Marketing Cloud Account Engagement business unit, recreate the configuration, and link it to a full copy Sales Cloud sandbox.
- D. Create a new Marketing Cloud Account Engagement business unit, synchronize the production unit and the training unit, and link it to a full copy Sales Cloud sandbox.

**Answer: D**


**NEW QUESTION # 54**
During a go-live planning session, the business sponsor expressed some concerns related to achieving high adoption of the solution. Which two recommendations should a Solution Architect provide that can achieve higher adoption rates for a Salesforce multi-cloud implementation?
Choose 2 answers

- A. Suggest that the executive team tie performance metrics to Salesforce usage.
- B. Create recurring office hours for end users to call in to speak directly with the Solution Architect.
- C. Create a feedback loop to give end users the ability to share ideas on how to improve the solution and report bugs.
- D. Suggest continuous training methods such as Trailhead, in-app guidance, or embedded videos so end users feel supported using the solution.

**Answer: B,D**


**NEW QUESTION # 55**
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 2answers

- 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 withAdd 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 # 56

Universal Containers (UC) recently went live with a multi-cloud implement at ton consisting of Experience Cloud, Service Cloud, and Marketing Cloud Account Engagement. The UC Marketing team wants to generate Marketing Cloud Account Engagement emails using the same dynamic content that users access in Experience Cloud. They want to trigger Marketing Cloud Account Engagement emails based on certain user actions while keeping the content dynamic and configurable via a user- friendly mechanism. Which approach should a Solution Architect recommend m this case?

- A. Change the data model to support sending Marketing Cloud Account Engagement email via the Experiencecloud site.
- B. Use Salesforce CMS on Experience Cloud and the new Marketing Cloud Account Engagement Lightning Email Experience.
- C. Build a custom application using Lightning Web Components to make the email content dynamic and configurable.
- D. Consider finding AppExchange packages that support this functionality on Experience Cloud and Marketing Cloud Account Engagement.

**Answer: B**

Explanation:
Using Salesforce CMS and the new Marketing Cloud Account Engagement Lightning Email Experience can enable the UC Marketing team to generate Marketing Cloud Account Engagement emails with dynamic content accessed through Experience Cloud. This approach can provide a user-friendly mechanism to configure content and trigger email sends based on user actions, without changing the data model.

Additionally, this approach leverages native Salesforce functionality and does not require custom development or third-party packages.

https://www.salesforce.com/products/experience-cloud/features/customer-engagement-solutions/ Leveraging Salesforce CMS in conjunction with Marketing Cloud Account Engagement's Lightning Email Experience offers a unified and dynamic solution for content management and email marketing. Salesforce CMS enables the creation and management of content in a user-friendly manner, which can then be utilized across different Salesforce platforms, including Experience Cloud. Integrating this content with Marketing Cloud Account Engagement through the Lightning Email Experience allows for the creation of dynamic and personalized email campaigns that reflect the content users interact with on Experience Cloud. This approach ensures consistency in messaging and branding while providing a seamless and engaging user experience, aligning with Salesforce's best practices for integrating content and marketing strategies across multiple clouds.

## NEW QUESTION # 57

Universal Export has implemented multiple Salesforce products and has made it clear that it wants to maximize its investment and avoid buying any new products. For the company's next release, its business requirements seem to be a close fit for a product that Salesforce has. out it wants to develop a custom extension that replicates the functionality of that Salesforce module.
Which two actions should a Solution Architect take?
Choose 2 answers

- A. Begin requirements gathering for integrations and data migration
- B. Advise the customer to use the out-of-the-box approach to avoid unnecessary technical debt.
- C. Consult with the IT department to review the extension requirements.
- D. Evaluate the business benefit of the requested functionality to see if it justifies investment in the Salesforce product.

**Answer: B,D**

## NEW QUESTION # 58

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