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### NEW QUESTION: 1

Universal Containers (UC) needs to support its customers via email, phone, and chat. Service agents are only scheduled to support one communication channel for each shift. UC has implemented a service-focused community but only wants customers to inquire about service in the community through chat.

Which three options should a Solution Architect recommend to meet the requirements defined above?

Choose 3 answers

- A. CTI adaptor with Omni-Channel integration
- B. Customer Community with ability to create a new support Case
- C. Experience Cloud, web-to-case, and a CTI integration
- D. Omni-Channel with defined presence, routing configurations, and Service Channels
- E. Customer Community with Live Agent

**Answer: C,D,E (LEAVE A REPLY)**

Experience Cloud<sup>2</sup>. This way, you can create a service-focused community for your customers using Experience Cloud Sites. You can also customize the look and feel of your community and integrate it with other Salesforce products and features.

Omni-Channel with defined presence, routing configurations, and Service Channels<sup>3</sup>. This way, you can manage your service agents' availability and workload across different communication channels such as email, phone, and chat. You can also use service channels to define which objects and records are routed to your agents using Omni-Channel.

Customer Community with Live Agent<sup>23</sup>. This way, you can enable chat support for your customers in the community using Live Agent. You can also configure chat buttons, invitations, pre-chat forms, and other settings for Live Agent.

### NEW QUESTION: 2

Universal Containers (UC) delivers packaging solutions to its customers based on volume schedule, which is part of a contract that UC is closing. Customers place orders against these contracts, and the orders are maintained in an ERP system outside of Salesforce. Employees of UC want to track invoicing payment status on a monthly basis so that they can identify early when customer orders fall short of the contractual target.

Which two solution components should a Solution Architect recommend to meet this requirement?

Choose 2 answers

- A. Opportunities and Opportunity Products from Sales Cloud
- B. Product and Revenue Schedules from Sales Cloud
- C. Invoicing payment status sync between Salesforce Billing and ERP
- D. Orders and Order Products from Sales Cloud and a MuleSoft integration with the ERP

**Answer: B,D (LEAVE A REPLY)**

Orders and order products are objects that represent customer requests for products or services after a contract has been signed or an opportunity has been closed. Orders and order products can be used to track fulfillment status, invoicing status, revenue recognition, and contract compliance.

Orders and order products can be integrated with external systems using MuleSoft, which is a platform that enables data integration and API management across different applications and sources. MuleSoft can help sync data between Salesforce and ERP systems, such as order details, inventory levels, payment status, etc.

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=om_order_management.htm&language=en_US)

[id=om\\_order\\_management.htm&language=en\\_US](https://help.salesforce.com/s/articleView?id=om_order_management.htm&language=en_US)

### **NEW QUESTION: 3**

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. 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.

**Answer: (SHOW ANSWER)**

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 preferences<sup>1</sup>. 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: 4**

Universal Containers has recently provided its call center team the ability to troubleshoot issues coming from its B2B Commerce customers. Currently, the team utilizes Service Cloud and, specifically, the Service Console. The CIO's concern is now different the experience will be as it relates to B2B Commerce for Visualforce versus what the team sees today within the Service Console.

Which recommendation should the Solution Architect voice to the CIO to ensure higher adoption by the call center team?

- A.** Implement an embedded web view of B2B Commerce within the Service Console.
- B.** Implement the CSR flow so that call center agents can log in as the buyer within B2B Commerce and see their cart.
- C.** Provide access to B2B Commerce data within the Service Console so they can see the cart.
- D.** Implement Experience Cloud login as user so that call center agents can log in as the buyer within B2B Commerce and see their cart.

**Answer: A (LEAVE A REPLY)**

The Solution Architect should recommend implementing an embedded web view of B2B Commerce within the Service Console, or providing access to B2B Commerce data within the Service Console so that call center agents can see the cart. This will allow the call center team to access the same information they are used to seeing in the Service Console, while still providing access to B2B Commerce data. Additionally, they could also implement the CSR flow so that call center agents can log in as the buyer within B2B Commerce and see their cart. Implementing Experience Cloud login as user is not necessary for this purpose.

This option would allow the call center team to see what the B2B Commerce customers see on their storefronts without leaving the Service Console. This would enhance their experience and efficiency when troubleshooting issues.

According to Salesforce documentation<sup>2</sup>, B2B Commerce for Visualforce is a set of Visualforce pages and components that can be integrated with your Experience Cloud site. You can also customize these pages and components to suit your business needs.

### NEW QUESTION: 5

Widgets Wonderful, a manufacturing company, wants to provide a better customer experience and enable field service resources to provide a quote to customers while still on site. The company has complex products that come with warranties that include preventative maintenance work. Additionally, certain warranty repair work has specific SLAs associated with it. There are 10 Field Service team members and 20 sales representatives, all of whom need to view Salesforce Field Service objects and be able to create quotes for the customer.

Widgets Wonderful's project owner has some questions regarding the number and types of licenses needed for the users and would like to better understand how warranties will be addressed.

Which two combined options should a Solution Architect suggest?

Choose 2 answers

- A. Salesforce Field Service and Service Cloud for Salesforce CPQ will need to be installed and customizations will need to be made to handle Entitlements.
- B. Purchase 30 CPQ licenses and 10 Salesforce Field Service licenses.
- C. Purchase 30 CPQ licenses and 30 Salesforce Field Service licenses.
- D. Salesforce Field Service, Salesforce CPQ, and Service Cloud for Salesforce CPQ need will need to be installed and customizations will not be needed for Entitlements.

**Answer: B,D (LEAVE A REPLY)**

CPQ licenses are required for users who need to create quotes for customers, which includes both field service team members and sales representatives. Therefore, 30 CPQ licenses are needed for 10 field service team members and 20 sales representatives. According to 23, Salesforce Field Service licenses are required for users who need to access the dispatcher console or the mobile app, which includes only field service team members. Therefore, 10 Salesforce Field Service licenses are needed for 10 field service team members.

Salesforce CPQ is a software that automates pricing and proposal generation of complex products/services, which matches the company's needs. According to 2, Salesforce Field Service is a software that enables scheduling and optimization of field service resources, which also matches the company's needs. According to 5, Service Cloud for Salesforce CPQ is an add-on that allows users to manage entitlements (warranties) and contracts (SLAs) within Salesforce CPQ without customizations.

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

<https://www.salesforce.com/editions-pricing/service-cloud/field-service/>

### NEW QUESTION: 6

A Solution Architect is delivering a multi-cloud implementation to a client. A diagram is required to communicate the vision and strategy of the solution to the business executives and stakeholders at a high level without going into too much detailed technical information.

Which type of architecture diagram should the Solution Architect use?

- A. Master Data Management (MDM) Diagram
- B. Reference Architecture Diagram
- C. Lightning Platform Architecture Diagram
- D. Solution Architecture Diagram

**Answer: (SHOW ANSWER)**

A Solution Architecture Diagram shows the high-level view of the solution components and how they relate to each other. It also shows the key business capabilities and objectives that the solution supports. It does not go into too much detail about the technical implementation or configuration of each component.

A Solution Architecture Diagram can help you communicate the vision and strategy of your multi-cloud solution to the business executives and stakeholders at a high level without overwhelming them with too much technical information.

### **NEW QUESTION: 7**

AC Computers is hitting governor limits when trying to create orders and activate orders in Salesforce. Upon further investigation, it's discovered that AC Computers is trying to process hundreds of order products on a single order. The Order object also has various automation processes to update fields and integrate with a third-party order management system.

What is one solution a Solution Architect should evaluate first to resolve this issue?

- A. Create a custom object to hold orders in queue for processing.
- B. Review to determine if moving automation to asynchronous Apex is required.
- C. Enable Advanced Order Management to process large orders.
- D. Install a third-party solution to process large orders.

**Answer: (SHOW ANSWER)**

Option B is a solution that can help AC Computers avoid hitting governor limits when processing large orders because asynchronous Apex can run in a separate thread and use higher limits than synchronous Apex<sup>1</sup>. For example, asynchronous Apex can process up to 50 million records per transaction, while synchronous Apex can only process up to 50 thousand records per transaction<sup>2</sup>. By moving some of their automation processes to asynchronous Apex, AC Computers can reduce the load on their Salesforce environment and improve performance.

A Solution Architect should evaluate moving automation to asynchronous Apex to resolve the issue of hitting governor limits when trying to create and activate orders in Salesforce. By moving the automation to asynchronous Apex, the automation processes can be run in a separate thread and will not affect the transaction limit for the current thread. This will prevent governor limits from being hit and ensure that the order creation and activation processes can be completed successfully.

### **NEW QUESTION: 8**

AW Heat & Cooling is a mid-sized manufacturing company that sells special purpose heating and cooling solutions. Sales have declined significantly, and analysis shows that customers are leaving due to long turnaround times for quotes, lack of flexibility, and confused salespeople that do not understand their customers and do not collaborate with each other. The company wants to streamline and improve the customer experience from end to end, including new communication channels and digital self-service offerings. How should the Solution Architect arrange the roadmap to implement the company's stated priorities?

**A.** Start with Service Cloud and Revenue Cloud, followed by Experience Cloud and, later, Sales Cloud.

**B.** Develop a comprehensive solution that includes Sales Cloud, Revenue Cloud, Service Cloud, and Experience Cloud as a basic version from the start.

**C.** Fast-track Service Cloud followed by Sales Cloud, Revenue Cloud, and, later, Experience Cloud.

**D.** Start with Sales Cloud and Revenue Cloud, followed by Service Cloud and, later, Experience Cloud.

**Answer: C (LEAVE A REPLY)**

Fast-track Service Cloud followed by Sales Cloud, Revenue Cloud, and, later, Experience Cloud. Service Cloud should be implemented first in order to quickly improve the customer experience. This should be followed by Sales Cloud and Revenue Cloud, which will allow the company to better manage customer relationships and revenue. Finally, Experience Cloud should be implemented to provide additional channels of communication and digital self-service offerings.

<https://admin.salesforce.com/blog/2021/new-ideas-on-the-product-roadmap-admins-will-love>

## **NEW QUESTION: 9**

Universal Containers (UC) is a global organisation that wants to establish a 628 Commerce site to meet changing customer expectations and expand into new markets. These expectations include being able to self-serve 24x7 and get automated updates on orders. There are existing sales channels used at UC. Including a standard Sales team as well as a partner sales channel.

The sales leader met with a Solution Architect and shared that they want to grow their digital capabilities over the next 2 years. Time is of the essence and the sales leader needs to have the ecommerce solution in place as soon as possible to capture market share in new geographies before other competitors move in. The executive team has promised prompt access to key stakeholders as needed.

What is the appropriate next step 'or the Solution Architect?

**A.** Propose the introduction of B2B Commerce and CPQ to address the key areas of need such as global commerce, complex pricing, quoting and discounting needs; highlight the key features 6r>a the alignment of the features to the needs outlined.

**B.** Propose a set of high-level design options with architecture diagrams depicting the potential elements of a solution that would meet the needs of the enterprise, including pros and cons to help the stakeholders make final decisions.

**C.** Recommend an iterative rollout strategy for one of the new geographies where B2B Commerce is first rolled out to secure first mover status, while the Solution Architect gathers more requirements around other capabilities and requirements, and then roll those out over subsequent phases.

**D.** Recommend discovery meetings with additional stakeholders to gather information on the functional and technical requirements across the sales and other functional areas, then provide a recommendation based on information gathered to deliver an MVP.

**Answer: D (LEAVE A REPLY)**

The B2B Solution Architect views more on the overall solution architecture in pure B2B scenarios. The certificate covers different aspects of the duties of an enterprise solution architect, such as understanding business requirements in the whole customer journey and understanding best practices to implement multi-cloud solutions. Therefore, it is important to conduct discovery meetings with key stakeholders to understand their needs and pain points before proposing a solution.

#### **NEW QUESTION: 10**

A corporate bank has decided to use a multi-cloud solution to reduce time to market, showcase a 360-degree view of the bank's business customers, and improve CSAT rating by increasing channels for customer service. The CIO has asked to run a discovery workshop with one goal: understanding existing technical dependencies within the organisation.

What should a Solution Architect recommend as the top priority to start this journey?

**A.** Plot the map of the future system landscape by making assumptions about the changes needed to improve customer satisfaction.

**B.** Plot the map of the current system landscape and identify key areas where the B2B multi-cloud solution will fit in.

**C.** Plot the process map using Universal Process Notation (UPN) through workshops involving a diverse set of stakeholders.

**D.** Plot what the customer is thinking, doing, and feeling at the varying stages of their experience, and connect them to interactions with the bank.

**Answer: B (LEAVE A REPLY)**

Plot the map of the current system landscape and identify key areas where the B2B multi-cloud solution will fit in. This is an important step to understand the existing technical dependencies within the organisation, such as data sources, integrations, applications, and platforms. It also helps to identify the gaps and opportunities for improvement that can be addressed by the B2B multi-cloud solution.

#### **NEW QUESTION: 11**

Universal Containers (UC) has its product and primary pricing in an ERP. For data consumption to other systems, the ERP is integrated to a separate third-party data warehouse. The cart-to-quote process is supported by Salesforce's multi-cloud solution spanning Sales Cloud, CPQ, and B2B Commerce.

The sales process is structured so that the customers add products to the cart through the Storefront and request a quote from UC's sales representatives. The representatives can work on the quote in CPQ and push back the updated pricing to the Storefront. The overall pipeline is tied back to opportunities and opportunity products for forecasting.

Where does UC house the system of record for its sales process?

- A. Salesforce B2B Commerce
- B. Salesforce CPQ
- C. Salesforce Sales Cloud
- D. Third-party data warehouse

**Answer: C (LEAVE A REPLY)**

Salesforce Sales Cloud is the system of record for the sales process because it contains information about opportunities and opportunity products, which are used for forecasting and reporting. It also integrates with other clouds such as B2B Commerce and CPQ to support the cart-to-quote process.

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=icx_b2c_crosscloudengagement_systems_of_record.htm&language=en_US&type=5)

[id=icx\\_b2c\\_crosscloudengagement\\_systems\\_of\\_record.htm&language=en\\_US&type=5](https://help.salesforce.com/s/articleView?id=icx_b2c_crosscloudengagement_systems_of_record.htm&language=en_US&type=5)

### **NEW QUESTION: 12**

A Solution Architect has gathered requirements from discovery with Northern Trail Hot Tubs below:

- \* Northern Trail Hot Tubs sells through a B2B2C model with Dealers.
- \* Northern Trail Hot Tubs tracks Dealer Opportunities in Salesforce, but wishes to have more insight into the sales process from its Dealers.
- \* Dealers would like to be able to get custom Hot Tub pricing quickly from Northern Trail Hot Tubs without having to wait for configuration estimates to come back from Northern Trail Hot Tubs.
- \* Northern Trail Hot Tubs supports its Dealers and Customers directly, and Dealers would like better insight into support that their Customers receive.

Which capabilities should a Solution Architect suggest to provide to Northern Trail Hot Tub Dealers?

- A. Experience Cloud and Revenue Cloud for Dealers to get Quotes and view Cases
- B. B2B Commerce for Dealers to get pricing and Service Cloud for Cases
- C. Experience Cloud and Sales Cloud for Dealers to be able to create Opportunities and add Opportunity Products
- D. Experience Cloud and Service Cloud for Dealers to be able to request pricing through Cases and track Customer Cases

**Answer: B (LEAVE A REPLY)**

B2B Commerce is a solution that enables B2B buyers to purchase products online from a branded storefront. It can help Northern Trail Hot Tubs provide custom pricing and configuration options for their Hot Tubs without having to wait for estimates. It can also help them track and manage their orders and inventory<sup>1</sup>.

Service Cloud is a solution that enables customer service agents to manage and resolve customer issues across multiple channels. It can help Northern Trail Hot Tubs support their Dealers and Customers directly and provide them with visibility into their case history and status<sup>2</sup>. It can also help them leverage AI and automation to improve service efficiency and quality.

By integrating B2B Commerce and Service Cloud, Northern Trail Hot Tubs can create a seamless B2B2C experience that enhances customer satisfaction and loyalty<sup>3</sup>

### **NEW QUESTION: 13**

Northern Trail Outfitters (NTO) currently use Sales Cloud to track deals and now wants to use channel sales to distribute and sell products through resellers (partners). As part of the channel strategy, NTO will be implementing a Partner Community for resellers to register deals or generate quotes. NTO needs to establish metrics to measure each reseller's performance based on the reseller's activities within the Partner Community. NTO wants to focus on leading metrics as opposed to lagging metrics to get early feedback on how the portal is being used by partners.

Which three leading metrics should a Solution Architect recommend to help NTO measure each reseller's goals through the Partner Community?

Choose 3 answers

- A. Product types sold
- B. Opportunities generated
- C. Number of quotes generated
- D. Logins into Partner Community
- E. Opportunity win rates

**Answer: B,C,D (LEAVE A REPLY)**

The best three leading metrics to help NTO measure each reseller's goals through the Partner Community are logins into Partner Community, number of quotes generated, and opportunities generated. These metrics will give NTO early feedback on how the portal is being used by their partners and will provide insight into their success in using the Partner Community. Product types sold and opportunity win rates are lagging metrics and may not provide timely feedback on the success of the Partner Community.

Leading metrics are indicators that show what's happening and can have real-time impact on your bottom line<sup>12</sup>.

Lagging metrics are indicators that show the outcome of what happened in a previous time period<sup>12</sup>.

Leading metrics are useful for predicting future performance and making adjustments, while lagging metrics are useful for evaluating past performance and setting goals<sup>34</sup>.

### NEW QUESTION: 14

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.** Use each Salesforce org as its own system of record (SOR) and use Salesforce Connect to synchronise the two Salesforce orgs.
- D.** 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.

**Answer: A (LEAVE A REPLY)**

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 Customer 360 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: 15

Universal Containers (UC) currently utilizes Sales Cloud and Experience Cloud for its customers. For the next phase in its digital transformation, UC would like to enable its vast dealer network with the kinds of tools its direct Sales teams are currently using. UC is considering Partner Communities (PRM) on Experience Cloud. UC's concern at the moment is making sure that its dealer network only gets access to the opportunities they themselves bring to UC or that UC submits to the dealer to close. This is a concern for the VP of direct sales who has issues with bringing PRM in at all.

What is the initial suggestion a Solution Architect should provide to make Partner Communities work for UC?

- A.** Create two account lookups on the opportunity, one for dealer and one for partner company, and create sharing rules to share the records.
- B.** Create public groups of partner companies and users at dealers, and share the opportunities using sharing rules.
- C.** Utilize the external sharing model to differentiate the sharing models between Internal Sales users and External Communities users.
- D.** Utilize the same sharing model within the Partner Community that customers are currently using within the Customer Community.

**Answer: C (LEAVE A REPLY)**

According to 1, Partner Communities have access to the full sharing model, while Customer Communities can only access Sharing Sets and Sharing Groups. This means that you can use different sharing settings for your internal and external users, depending on their roles and profiles.

The external sharing model allows you to specify a default level of access for each object for your external users. You can also use criteria-based sharing rules, manual sharing, Apex managed sharing, and implicit sharing<sup>23</sup> to grant additional access as needed.

#### **NEW QUESTION: 16**

Universal Containers (UC) is using Service Cloud and B2B Commerce to allow resellers the ability to purchase and support farming equipment UC maintains. UC has invested in smart devices which allows that equipment to inform UC when a part becomes faulty. The data from these devices goes to a public cloud solution where every row of sensor data is received every second from every device. There are 100,000 devices on various farms being actively used. The CIO would like this data to be connected to Salesforce in some manner.

What kind of integration method should a Solution Architect suggest to accommodate this need?

- A.** Embed the devices' sensor data in a view on the Asset record.
- B.** Load the public cloud solution directly to Salesforce using MuleSoft.
- C.** Utilize Platform Events based on the devices' state change.
- D.** Utilize Apex Callouts based on the devices' state change.

**Answer: C (LEAVE A REPLY)**

Platform Events are a Salesforce-native feature that enable apps to communicate inside and outside of Salesforce using an event-driven messaging architecture. An event producer creates an event and adds it onto the event bus, which operates as a queue with a strict chronological order. An event consumer subscribes to an event and gets notified when the event is put onto the event bus.

According to 3, Platform Events can be used to define and manage custom notifications within the Salesforce platform and in external apps. They can also be used to integrate Salesforce with external systems and devices in near real-time.

Therefore, a Solution Architect should suggest utilizing Platform Events based on the devices' state change. This way, UC can connect the data from the smart devices to Salesforce in a scalable and reliable manner, without having to poll or query for changes constantly. UC can also use Platform Events to trigger workflows or actions based on the device status, such as creating a case, sending an email, or ordering a replacement part.

[https://developer.salesforce.com/docs/atlas.en-](https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_intro.htm)

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#### **NEW QUESTION: 17**

A Solution Architect is working with Northern Trail Outfitters' Sales and Services team. They are currently evaluating how many environments they need to procure. As part of a preliminary review, it was identified that although the different business units were happy working in separate environments, there is a requirement to know each other's transactions.

Which two requirements would make the Solution Architect recommend a Single org over a multi-org strategy?

Choose 2 answers

- A.** Collaboration between lines of business
- B.** Simple security architecture across lines of business
- C.** Global case management across lines of business
- D.** Access to shared lines of business data

**Answer: (SHOW ANSWER)**

1. Collaboration between lines of business. According to 1 and 2, having a single-org architecture can facilitate collaboration between different lines of business by allowing them to share data, processes, workflows, reports, dashboards, etc. This can improve communication, efficiency, and productivity across the organization.

2. Access to shared lines of business data. According to 1 and 3, having a single-org architecture can enable access to shared data across different lines of business by using

common objects, fields, records, etc. This can improve data quality, consistency, and visibility across the organization.

### **NEW QUESTION: 18**

UC Foods, a manufacturing company, has multiple sales channels including a front-line Sales team and channel partners who are currently enabled on Sales Cloud as well as a Partner Community. The company wants to establish a new B2B Commerce portal to lower the cost of sales by enabling self-service capabilities to automate sales wherever possible. The executive sponsor is concerned that sales representatives might see the B2B channel as a threat to their ability to sell and, therefore, earn higher commissions. Which two use cases should the Solution Architect highlight to help the executive sponsor better understand the appropriate role for B2B Commerce as it relates to existing sales channels?

Choose 2 answers

**A.** Highlight that the B2B portal is meant to tackle more routine, low-complexity sales, allowing the Sales team to focus on the more complex sales and priority accounts.

**B.** Highlight that the B2B portal will be a useful tool to help improve customer communications and enhance customer engagement by providing faster updates on their orders as they are fulfilled.

**C.** Highlight that the B2B portal is meant to handle high-complexity sales that are ideal for automation, leaving the Sales team to handle less complex, higher-margin sales.

**D.** Highlight that the B2B portal will help the company grow and expand into new geographies where the company does not currently have a sales footprint, resulting in more rewards for everyone.

**Answer: A,D (LEAVE A REPLY)**

Salesforce B2B Commerce is a solution that enables organizations to create ecommerce storefronts that are specifically designed for businesses making large volume purchases from other businesses online. B2B Commerce customers need easy online access to suppliers so they can buy products to run their businesses.

According to 3, B2B Commerce makes business buying easy and individualized. It provides the ability to exceed expectations and hide business complexity for customers with features such as personal catalogs, accurate pricing, large orders, quick reorders, self-service account management, and more.

Therefore, a Solution Architect should highlight that the B2B portal is meant to tackle more routine, low-complexity sales, allowing the Sales team to focus on the more complex sales and priority accounts. This way, UC can lower the cost of sales by automating simple transactions and freeing up sales resources for higher-value opportunities.

A Solution Architect should also highlight that the B2B portal will help the company grow and expand into new geographies where the company does not currently have a sales footprint, resulting in more rewards for everyone. This way, UC can leverage its online

presence to reach new markets and customers without investing in physical infrastructure or personnel.

[https://trailhead.salesforce.com/en/content/learn/modules/cc\\_cccapability/cc\\_ccbasics\\_b2b](https://trailhead.salesforce.com/en/content/learn/modules/cc_cccapability/cc_ccbasics_b2b)

### **NEW QUESTION: 19**

Universal Containers (UC) is looking to implement a CPQ + B2B Commerce multi-cloud solution and use the CPQ B2B Commerce Connector to keep the two in sync. As part of this implementation, UC is looking to be able to have a streamlined product and pricing experience. As UC would like to sell product kits with tiered pricing through the self-service storefront, it would like to ensure this model can be supported effectively.

Which two considerations should a Solution Architect keep in mind for the implementation?

Choose 2 answers

**A.** for supporting kits in the B2B Commerce Storefront, they need to create equivalent bundle products on the CPQ side.

**B.** For the described multi-cloud solution, it is a best practice to set the CPQ precision to two decimal points.

**C.** On the CPQ 826 Commerce Connector, the default mapping of tiered pricing in 826 Commerce is to Discount Schedules in CPQ.

**D.** It is important to ensure the Price Rules run for Quotes initiated via 628 Commerce Storefront to maintain consistency in business rules being applied.

**Answer: A,C (LEAVE A REPLY)**

The CPQ B2B Commerce Cloud Connector is an unmanaged package from Salesforce Labs that allows B2B Commerce and CPQ customers to configure or customize functionality<sup>12</sup>. It syncs products, pricing, quote requests, and orders in both clouds<sup>12</sup>. For supporting kits in the B2B Commerce Storefront, they need to create equivalent bundle products on the CPQ side<sup>3</sup>. A kit is a product that contains other products as components<sup>3</sup>. A bundle is a product that has one or more options that can be added or removed by a user<sup>4</sup>. The connector maps kits to bundles using a custom field called Kit ID on both objects<sup>3</sup>.

On the CPQ 826 Commerce Connector, the default mapping of tiered pricing in 826 Commerce is to Discount Schedules in CPQ<sup>5</sup>. Tiered pricing lets you set different prices for different quantities of a product<sup>5</sup>. Discount schedules let you apply discounts based on quantity or amount ranges for a product. The connector maps tiered prices to discount schedules using a custom field called Tiered Price ID on both objects<sup>5</sup>.

### **NEW QUESTION: 20**

Universal Containers (UC) is adding to its existing Salesforce implementation and currently uses Saks Cloud and Service Cloud. UC is looking to add Salesforce Field Service and Experience Cloud to allow its third-party contractors easier access to the data they need and to provide its customers a way to self-service.

UC has expressed interest in allowing its customers to be able to self-schedule maintenance work on their Assets. UC wants a solution to display scheduling options for the next month to its customers.

What should a Solution Architect consider in a potential solution?

- A. Lightning Web Components Calendar Module
- B. Appointment-Assistant Self Service Scheduling
- C. Salesforce Scheduler
- D. Standard Salesforce Asset Calendar

**Answer: (SHOW ANSWER)**

Appointment Assistant lets Field Service customers book, confirm, reschedule, or cancel their upcoming appointments. For Self-Service Scheduling, you only need one license per org assigned to one user. You can also customize the look and feel of your self-service scheduling pages and embed them into your Experience Cloud site.

### **NEW QUESTION: 21**

Universal Containers (UC) is currently utilizing Sales Cloud and Revenue Cloud for its direct Sales team. UC would like to create an indirect Sales team with its vendors using Experience Cloud as the front end with the same kind of quoting functionality the direct Sales team uses within Revenue Cloud. However, UC wants to ensure that data from the internal direct Sales team is not visible to the external indirect Sales team in Experience Cloud.

What is the first configuration a Solution Architect should consider when implementing Experience Cloud in this scenario?

- A. Make internal organization-wide defaults Public Read Only to create external visibility.
- B. Enable External Sharing Model to create external organization-wide defaults.
- C. Start creating Sharing Sets for Experience Cloud users to access Sales Cloud.
- D. Add Indirect Sales Team to existing Direct Sales Team Role Hierarchy.

**Answer: (SHOW ANSWER)**

Enable External Sharing Model to create external organization-wide defaults. This allows you to set different sharing settings for internal and external users based on profiles or roles. You can also use criteria-based sharing rules to grant access to records based on field values<sup>1</sup>.

<https://architect.salesforce.com/diagrams/template-gallery/automotive-dealer-solution-architecture>

### **NEW QUESTION: 22**

A software solutions company has created several SaaS applications that it sells to its customers. The company would like an easier way to allow customers to renew their subscriptions each period. Today, the company has to run reports across multiple disparate systems to find out which products each customer has purchased, their usage levels, and when each customer needs to renew. Tracking and identifying when to contact

customers is a very manual process and involves sales people sending emails with invoices attached. Customers often mail paper checks to the company, leading to disconnected invoicing and payment processing.

Which two products should a Solution Architect consider to resolve the subscription, invoicing, and payment issues the company is currently experiencing?

Choose 2 answers

- A.** Salesforce Billing
- B.** Salesforce Order Management
- C.** B2B Commerce
- D.** Salesforce CPQ

**Answer:** ([SHOW ANSWER](#))

Option A would involve using Salesforce Billing, which is a product that automates billing processes such as generating invoices, collecting payments, and managing revenue recognition. Salesforce Billing can also handle subscription billing scenarios such as renewals, amendments, cancellations, and proration. Salesforce Billing can integrate with Salesforce CPQ to create seamless quote-to-cash workflows.

Option D would involve using Salesforce CPQ (Configure Price Quote), which is a product that helps sales teams create accurate and consistent quotes for complex products and services. Salesforce CPQ can also manage subscriptions by creating recurring quotes with flexible pricing models and contract terms. Salesforce CPQ can integrate with Salesforce Billing to create seamless quote-to-cash workflows.

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

### **NEW QUESTION: 23**

SharpField is a fast-growing company that provides SaaS for commercial service providers. SharpField has been acquiring other similar companies and plans to continue to do so for the near future.

After a recent acquisition of a company that also has a Salesforce org, the CIO wants to know the correct path forward on deciding whether to integrate the acquired companies into SharpField's existing landscape.

What should a Solution Architect recommend to the CIO to ensure the correct org strategy for SharpField going forward?

- A.** Recommend a single-org strategy and development of strict processes for all acquired companies to follow.
- B.** Prioritize migrating the newly acquired company to SharpField's Salesforce org first, then perform an org strategy analysis to assess the Business, Technology, Governance, and Operations requirements for any future acquisitions.
- C.** Prioritize completing an in-depth org strategy analysis, focused on the Business, Technology, Governance, and Operations requirements at SharpField.

**D.** Recommend a multi-org strategy and development of required integration layers to move the required shared data between instances of any and all acquired Salesforce instances.

**Answer: C (LEAVE A REPLY)**

there are two possible approaches for Salesforce org strategy: single-org and multi-org. Each approach has its pros and cons depending on the business needs, technology capabilities, governance policies, and operational requirements of the organization. The best recommendation for the CIO is to prioritize completing an in-depth org strategy analysis, focused on the Business, Technology, Governance, and Operations requirements at SharpField. This should include an assessment of the newly acquired company and any other acquisitions that SharpField is considering. Additionally, the Solution Architect should recommend a single-org strategy and the development of strict processes for all acquired companies to follow. This will ensure that the Salesforce environment is organized, integrated, and secure. Finally, the Solution Architect should recommend the development of required integration layers to move the required shared data between instances of any and all acquired Salesforce instances.

<https://www.salesforce.org/blog/develop-a-salesforce-org-strategy-to-achieve-a-unified-experience/>

#### **NEW QUESTION: 24**

Universal Containers (UC) is about to embark on a digital transformation initiative to make all of its back-office systems data visible to employees, customers, and partners via front-office capabilities like Salesforce. The CIO has asked the team to identify their various systems, both back- and front-office, and correctly identify the proper use of those systems. The team plans to utilize the Systems of Engagement framework to classify their systems based on how they will be utilized within the enterprise architecture.

Salesforce is being utilized as the master for all sales data-like Opportunities, Quotes, and Cart data-and an ERP is the master for all invoice, order, and payment data.

How should the Solution Architect segment opportunities and order data in Salesforce\*?

- A.** SOR for Opportunities and System of Intelligence for Orders
- B.** System of record (SOR) for Opportunities and System of Engagement for Orders
- C.** System of Engagement for Opportunities and SOR for Orders
- D.** SOR for Opportunities and SOR for Orders

**Answer: C (LEAVE A REPLY)**

A system of record (SOR) is a source of truth for a specific type of data that needs to be accurate and consistent across different systems<sup>1</sup>. A system of engagement (SOE) is a platform that enables interactions and communications with customers and other stakeholders<sup>1</sup>.

Salesforce is a system of engagement for opportunities because it allows sales reps to create, track, and manage sales deals with customers<sup>23</sup>. Salesforce is also a system of

record for orders because it stores order data that can be synced with other systems like ERP3.

### **NEW QUESTION: 25**

Universal Containers (UC) recently completed a successful implementation of B2B Commerce classic and saw an immediate increase in both its customer experience ratings and overall bottom line due to the influx of sales through its commerce application. After this initial experience, UC decided to target its internal Sales team for the same successful outcome with Salesforce CPQ and Sales Cloud.

UC's requirements include that its internal Sales team be able to sell its current commerce catalog and expand this catalog to include even more products. In addition, UC wants to give its internal Sales team the ability to utilize CPQ's discounting functionality, along with approval rules for its Sales leadership team. Today, product and pricing is mastered in B2B Commerce and orders are fulfilled in the ERP.

What should a Solution Architect recommend when architecting a solution to meet UC's requirements?

- A.** The Product and Pricing Data should be mastered in the ERP and then integrated into both B2B Commerce and CPQ via REST API.
- B.** The Product and Pricing data should be mastered in B2B Commerce and integrated into CPQ via REST API, and finally integrated to the ERP via SOAP API.
- C.** The Product data should be mastered inside B2B Commerce, while Pricing should be mastered inside CPQ. Both solutions should be integrated via Apex and then integrated to the ERP via SOAP API.
- D.** The Product and Pricing data should be mastered in CPQ and integrated to B2B Commerce via Apex, and then finally integrated into the ERP via a middleware solution.

**Answer: B (LEAVE A REPLY)**

it leverages the existing product and pricing data that is mastered in B2B Commerce and integrates it into CPQ via REST API, which is a standard and flexible way of exchanging data between different systems. There are connectors available on AppExchange that can help synchronize product and pricing data between B2B Commerce and CPQ, as well as streamline channel experiences and align order history. Integrating the final orders to the ERP via SOAP API can also ensure that the fulfillment process is consistent and accurate. <https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3u00000MSk6gEAD>

### **NEW QUESTION: 26**

Northern Trail Outfitters (NTO) is in the middle of the buildout of Marketing Cloud Account Engagement and Sales Cloud. NTO has multiple business units, and each business unit has different access to lead and contact records. NTO wants to see how marketing data Sharing Rules are working across different business units to ensure that different business units can only see lead or contact records for their business unit.

What should a Solution Architect demo to the Marketing team to show that the different business units are connected correctly?

- A.** Create a report in 626 Marketing Analytics to show the different business units and the total leads and contacts in each business unit.
- B.** Send test emails from Marketing Cloud Account Engagement to the same list of leads and contacts to show each lead or contact receiving emails from the various business units.
- C.** It's not possible to have sandboxes with Marketing Cloud Account Engagement, and the Solution Architect will need to demo this with a Salesforce Sandbox fixed to a live Marketing Cloud Account Engagement environment.
- D.** Create a dynamic list in multiple business units with the same rules, and show the total leads and contacts in the list per business unit.

**Answer: D (LEAVE A REPLY)**

To demonstrate that different business units can only see lead or contact records for their business unit, a Solution Architect can create a dynamic list that applies the same rules to multiple business units. The dynamic list will show the total leads and contacts in the list for each business unit, demonstrating that the data sharing rules are working correctly.

#### **NEW QUESTION: 27**

What should a Solution Architect do to ensure that all requirements for a multi-cloud implementation are captured during discovery sessions so that project stakeholders are aligned with the project team on deliverables?

- A.** Develop and present the business case to all project stakeholders before beginning the solution design and development phase.
- B.** Develop and present the project scope itemized within the requirements document to all project stakeholders before beginning the solution design and development phase.
- C.** Define and document the user journey map with project stakeholders to capture the customer interactions at all touchpoints.
- D.** Define and document the business value map with project stakeholders to capture the value provided by the implementation.

**Answer: C (LEAVE A REPLY)**

According to 1, customer-centric discovery is the Salesforce method for learning more about customers so you can gain insights into their business challenges and share those insights with them. A user journey map is a tool that helps you visualize how customers interact with your products or services across different channels and stages.

By defining and documenting the user journey map with project stakeholders, you can capture all the requirements for a multi-cloud implementation that aligns with the customer's goals and pain points<sup>2</sup>. You can also identify any gaps or opportunities for improvement in the customer experience.

#### **NEW QUESTION: 28**

At Custom Cabinets LLC, the service appointments often span over multiple days but are 2 to 4 hours in duration per day. The company would like to optimize the service resource's day and have them see as many customers as possible. Additionally, Custom Cabinets LLC would like a customer service representative to follow up with the customer once the field work has been completed.

Which approach should the Solution Architect take to meet these requirements?

- A.** Leverage declarative automata to done Service Appointments for multiple days. Like declarative automation to send a follow-up email to the customer.
- B.** Leverage out-of-the-box Salesforce Field Service Work Types and out-of-the-box Multiday Service Appointments. Use declarative automation to create a follow-up Case for customer service.
- C.** Leverage out-of-the-box Salesforce Field Service Multiday Service Appointments. Use declarative automation to send a follow-up email to the customer.
- D.** Leverage out-of-the-box Salesforce Field Service Work Types and declarative automation to clone Service Appointments for multiple days. Use declarative automation to create a follow-up Case for customer service.

**Answer: (SHOW ANSWER)**

Leverage out-of-the-box Salesforce Field Service Multiday Service Appointments<sup>1</sup>. This is a simple and efficient way of scheduling service appointments that last for more than a day.

### **NEW QUESTION: 29**

Northern Trail Outfitters (NTO) is currently using Salesforce CPQ and would like to implement B2B Commerce Classes. NTO uses a Partner Community to allow partners to build complex bundles to provide detailed quotes to clients. NTO also wants to ensure that it does not have to maintain two databases of products.

Which two considerations should a Solution Architect keep in mind about the CPQ B2B Commerce Connector when synchronizing Product and Price data?

Choose 2 answers

- A.** The connector lets you sync simple products with a flat price.
- B.** The connector does not support syncing complex CPQ bundles.
- C.** Discount schedules from CPQ will sync to discounts and promotions in B2B Commerce Classic
- D.** The connector is a two-way sync for product and pricing logic.

**Answer: A,B (LEAVE A REPLY)**

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.icx_b2b_cart_to_quote_connector.htm&language=en_US&type=5)

[id=sf.icx\\_b2b\\_cart\\_to\\_quote\\_connector.htm&language=en\\_US&type=5](https://help.salesforce.com/s/articleView?id=sf.icx_b2b_cart_to_quote_connector.htm&language=en_US&type=5) According to 1, the connector lets you sync simple products with a flat price between CPQ and B2B Commerce. However, it does not support syncing complex CPQ bundles, such as nested bundles or option constraints. You need to use custom code or a third-party solution to sync complex bundles.

### NEW QUESTION: 30

Universal Containers (UC) currently has Sales Cloud for its direct Sales team and is about to implement Revenue Cloud for them as well. UC is also bringing in Experience Cloud for its indirect Sales team which will integrate with Sales Cloud and Revenue Cloud. The CIO would like to make sure they are working from a single operating model when it comes to defining their cross-departmental process and data utilization. The CIO wants to make sure there is no duplication of any data or processes that will require data hygiene constantly because of duplicative efforts.

What are the two initial questions a Solution Architect should ask the business in order to select the right operating model for business process standardization?

Choose 2 answers

- A. Can the direct Sales team use the standard functionality?
- B. How critical are the business processes?
- C. Are the processes the same for the direct Sales team and indirect Sales team?
- D. Is the data shared between the direct Sales team and indirect Sales team?

**Answer: (SHOW ANSWER)**

According to SOGAF Operating Models<sup>1</sup>, an operating model has two dimensions: business process standardization and business process integration. Business process standardization refers to how similar or different are the processes across different units of an organization, such as direct and indirect sales teams. Business process integration refers to how much data is shared across different units of an organization, such as direct and indirect sales teams.

By asking these two questions, a Solution Architect can determine which of the four types of operating models (coordination, diversification, replication, or unification) best suits Universal Containers' needs for cross-departmental process and data utilization<sup>1</sup>.

### NEW QUESTION: 31

Universal Containers is in the process of implementing a CPQ and B2B Commerce solution. The Technology team has completed the development for the current sprint and is demonstrating the functionalities to the business stakeholders during their sprint demo. While demonstrating products and pricing, and Sync between B2B and CPQ when requesting a quote, the stakeholders make a new request to include tiered pricing and map it to discount schedules on CPQ.

Which approach should a Solution Architect recommend while addressing the feedback from the stakeholders?

- A. Convey that this can be potentially picked up in the next sprint since the technical changes needed for this new user story are low effort.
- B. Include it as a user story and accommodate it in the same sprint, since this is a feasible requirement and the CPQ B2B Commerce Connector is already set up.

**C.** Convey that it is not recommended to include M the initial MVP, since an extension is needed on the CPQ B2B Commerce Connector for the new requirement.

**D.** Add the request as a new user story to the product backlog, and further schedule a meeting for prioritization and grooming.

**Answer: D (LEAVE A REPLY)**

CPQ B2B Commerce Connector is a tool that synchronizes data from CPQ product and pricing objects to B2B Commerce objects<sup>1</sup>.

CPQ uses discount schedules and B2B Commerce uses tiered pricing to handle volume-based pricing<sup>23</sup>.

The connector does not support mapping tiered pricing to discount schedules out of the box<sup>23</sup>.

The connector uses pricing from B2B Commerce to define the pricing on the generated quote lines by setting their Special Price fields<sup>4</sup>.

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### **NEW QUESTION: 32**

Universal Containers (UC) is evaluating Salesforce for a Lead to Invoice solution, as its current process for getting payments from customers as incredibly laborious. UC knows now its current invoice process runs through its back-office ERP, and is unsure how it would work within a front-office tool going from a lead all the way to an invoice. UC is looking to purchase Revenue Cloud, Sales Cloud, Marketing Cloud Account engagement, and MuleSoft to work with its CRP. The CIO also wants to make sure UC is utilizing the data across these clouds in the most automated way possible without a lot of manual data intervention as is required today within its back-office CRP What should the steps in the business process look like when creating a multi-cloud Lead to Invoice solution in Salesforce if UC's CRP will be the system of record for invoices?

**A.** Lead, Opportunity, Quote, Order, Invoice, Payment, ERP

**B.** Lead, Opportunity, Quote, Order, ERP

**C.** Opportunity, Quote. Invoice, Payment, CRP

**D.** Lead, Quote, Opportunity, Order, Invoice. ERP, Payment

**Answer: B (LEAVE A REPLY)**

This option would follow the lead-to-invoice process that Salesforce Billing supports<sup>2</sup>, which involves creating an invoice from an order and then sending it to the ERP system for

payment processing. This option would also leverage Revenue Cloud and Sales Cloud features such as CPQ and Billing to automate and streamline the quoting and invoicing process.

Since UC's CRP will be the system of record for invoices, the order information will need to be passed to the back-office ERP for invoice creation and processing. Therefore, the business process should include Lead, Opportunity, Quote, Order, and then directly into the back-office ERP system. Payment processing can be handled within the back-office system or potentially integrated back into Salesforce with appropriate consideration for data security and compliance.

### **NEW QUESTION: 33**

Universal Containers recently began a project to connect its ERP with Salesforce. One of the requirements is a daily batch process to create and update orders and order product information. The development team, using the corporate ETL tool, has created two processes to create these records using Bulk API. The test in the development environment worked fine, but in the production environment, some order product records were not updated and showed an error "UNABLE\_TO\_LOCK\_ROW:unable to obtain exclusive access to this record". There is one Process Builder on the Order Product object and no async process.

Which two steps should a Solution Architect recommend to avoid this error?

Choose 2 answers

- A.** Use the import wizard instead of Bulk API.
- B.** Sort the order product records by account and order before the Bulk API load.
- C.** Change the Bulk API call to use Bulk API 2.0.
- D.** Add a retry process for the records rejected by this error.

**Answer: B,D (LEAVE A REPLY)**

1. Sort the order product records by account and order before the Bulk API load.

This answer can help avoid this error by reducing the chances of concurrent updates on the same parent record (account or order) by different batches. Sorting the records by account and order can ensure that all records related to a parent record are processed together in a single batch, which can prevent locking conflicts with other batches.

2. Add a retry process for the records rejected by this error.

This answer can help recover from this error by attempting to update the rejected records again after some time interval. This can increase the likelihood of obtaining exclusive access to those records as they may be unlocked by then.

### **NEW QUESTION: 34**

Northern Trail Outfitters (NTO) has a large product catalog containing about 1 million products mastered inside an external PIH system. In its first Salesforce implementation, NTO implemented Salesforce CPQ as its main tool of ... to configure and quote, in

conjunction with a nightly batch integration from its PIM to bring over all products, with pricing also being maintained inside of CPQ.

As part of its new fiscal year initiative, NTO would like to introduce a digital sales channel to its customers to allow for a traditional ecommerce self-service experience, and has decided to use its own custom-built solution as a way to accomplish this. One of the main requirements for this custom ecommerce solution is that it must integrate into CPQ in order to present the same entitlements for pre-negotiated contracts that were created in CPQ. Which two suggestions should a Solution Architect recommend as a starting point to meet NTO's need of effectively integrating both applications together?

Choose 2 answers

- A.** Use MuleSoft to streamline the peering and product integration between the PIM, ecommerce, and CPQ.
- B.** Recommend an ETL tool to synchronize all product data between Salesforce CPQ, PIM, and the custom ecommerce tool.
- C.** Harmonise the Pricing and Product structure of the custom ecommerce tool and CPQ to enable a streamlined integration.
- D.** Implement an external master Pricing database that can be carted by both ecommerce and CPQ.

**Answer: B,C (LEAVE A REPLY)**

These two suggestions will help ensure that product and pricing data is synced between Salesforce CPQ, PIM, and the custom ecommerce tool and that the pricing and product structure between the custom ecommerce tool and CPQ are aligned. This will enable a streamlined integration between the two applications and ensure that pre-negotiated contracts created in CPQ are presented accurately in the custom ecommerce tool. Using an ETL tool will automate the data synchronization process and reduce manual efforts.

1. Recommend an ETL tool to synchronize all product data between Salesforce CPQ, PIM, and the custom ecommerce tool. According to 1 and 2, using an ETL tool can help you integrate Salesforce CPQ with your other systems and keep your product data consistent and updated across all channels. You can use an ETL tool to automate the data transfer between your PIM, ecommerce, and CPQ applications and avoid manual errors or delays.

2. Harmonise the Pricing and Product structure of the custom ecommerce tool and CPQ to enable a streamlined integration. According to 3 and 4, Salesforce CPQ is a powerful tool that allows you to configure, price, and quote complex products and services based on various factors such as features, quantities, discounts, contracts, etc. To integrate your custom ecommerce tool with CPQ, you need to ensure that your pricing and product structure are aligned and compatible with CPQ's logic and rules. This will help you present the same entitlements for pre-negotiated contracts that were created in CPQ.

### **NEW QUESTION: 35**

Big Server Company sells complex server solutions to customers through a reseller channel. Resellers will purchase complex servers as well as have warehouses to store

quick need products for their customers, such as additional hard drives and cables. Big Server Company currently uses Salesforce CPQ for its Sales team. Big Server Company would like to be able to give resellers easy access to purchase warehouse type products through B2B Commerce; however, the company would also like to allow resellers to request additional discounts for large volume orders from the Sales team.

Which recommendation should a Solution Architect make to integrate B2B Commerce and Salesforce CPQ to accomplish this request?

- A.** Utilize an integration software, like MuleSoft, to sync carts and pricing between B2B Commerce and Salesforce CPQ.
- B.** Implement the Salesforce CPQ & Billing and CPQ B2B Commerce Connector and use the Cart to Quote flow to sync the cart to Salesforce CPQ, and have a reseller price rule adjust pricing for the reseller based on volume.
- C.** Create a request special pricing button in B2B Commerce that will create an opportunity for the sales representative and allow the sales representative to follow up.
- D.** Implement the Salesforce CPQ & Billing and CPQ B2B Commerce Connector and use the Cart to Quote flow to create a quote from the Resellers Cart, allowing a sales representative to configure discounts and sync back to cart.

**Answer:** ([SHOW ANSWER](#))

This option allows you to use the Cart to Quote flow to create a quote from the Resellers Cart, allowing a sales representative to configure discounts and sync back to cart1.

<https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3u00000MSk6gEAD>

### **NEW QUESTION: 36**

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 a new Marketing Cloud Account Engagement business unit, recreate the configuration, 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, synchronize the production unit and the training unit, and link it to a full copy Sales Cloud sandbox.

**D.** Create Marketing Cloud Account Engagement training environments, synchronize the environments, and link it to a full copy Sales Cloud sandbox.

**Answer: C (LEAVE A REPLY)**

Create a new MCAE business unit, recreate the configuration, and link it to a full copy Sales Cloud sandbox. This way, users can test the lead nurturing with Engagement Studio, the forms on the website, and the lead management in Sales Cloud without affecting the production data or settings<sup>23</sup>.

The recommended approach for setting up an environment in which users can test the functionalities of Marketing Cloud Account Engagement would be to 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. This allows for a dedicated training environment that can be synchronized with the production environment to ensure that data and configurations are consistent between the two. Additionally, linking it to a full copy Sales Cloud sandbox enables end-to-end testing of the solution. (Reference: Salesforce Help - Create a Marketing Cloud Account, [https://help.salesforce.com/s/articleView?id=sf.mc\\_create\\_account.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_create_account.htm&type=5))

### **NEW QUESTION: 37**

A client is running a project with a 626 multi-cloud setup involving Marketing Cloud, Sales Cloud, Service Cloud, Experience Cloud, and MuleSoft. Currently, MuleSoft is primarily used to integrate with third-party systems. Marketing Cloud is connected to Sales/Service using the standard connector. A recent requirement-gathering session, involving all functional streams, brought up the question of where consolidated reporting will happen. So far, reporting has only been looked at individually per stream.

There is a steering committee meeting 1 week from now. The Solution Architect was asked to provide different solutions to fix the problem. The expectation is that a high-level evaluation will be done prior the steering committee meeting so that an indication of options can be given and additional funding can be requested.

Which three critical steps should the Solution Architect take first?

Choose 3 answers

**A.** Ensure all data objects across the different clouds have a unique external identifier

**B.** Review the established and planned dataflows to understand where the systems of record sit and where data is transported to already.

**C.** Review the system landscape to identify other existing solutions for reporting and start to investigate high-level cost impacts (incl. licenses aspects) for the most viable.

**D.** Identify key drivers and high-level data scope behind the need for a consolidated reporting.

**E.** Draft a solution to show how consolidated reporting can be done using CRM Analytics.

**Answer: B,C,D (LEAVE A REPLY)**

Review the established and planned dataflows to understand where the systems of record sit and where data is transported to already. This is an important step to assess the current

state of data integration and identify any gaps or challenges that might affect the reporting solution.

Identify key drivers and high-level data scope behind the need for a consolidated reporting. This is an essential step to understand the business requirements and expectations for the reporting solution, as well as the key metrics and KPIs that need to be measured and reported on.

Review the system landscape to identify other existing solutions for reporting and start to investigate high-level cost impacts (incl. licenses aspects) for the most viable. This is a useful step to explore the possible options for delivering a consolidated reporting solution, such as using existing tools or platforms, building a custom solution, or leveraging third-party solutions. It also helps to estimate the costs and benefits of each option.

### **NEW QUESTION: 38**

Universal Containers (UC) is currently utilizing Salesforce Revenue Cloud, Service Cloud, and Field Service for its internal Sales teams, call center, and field service teams. The field service team has asked for new data visibility around Sales and Service data because customers in the field will often ask about sales orders that typically exist within Revenue Cloud.

What is an immediate consideration a Solution Architect should provide regarding giving this kind of data access?

- A.** Generate a new permission set that grants access to the Order object and assign it to the field service users.
- B.** Generate a new profile that grants access to the Order object and assign it to the field service users.
- C.** Provide the field service team with CPQ licenses to view Order data.
- D.** Provide the field service team with a Sales Cloud license to view Order data.

**Answer: A (LEAVE A REPLY)**

Generate a new permission set that grants access to the Order object and assign it to the field service users<sup>1</sup>. This way, you can provide granular access to specific fields and records without changing their existing profile or license. This can also improve performance by avoiding unnecessary queries and calculations for sharing.

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

### **NEW QUESTION: 39**

Ohana Cirrus (OC) has around 1,500 support agents working in its global support center operating 24/7 across multiple channels. This center handles around 30,000 cases per day. OC currently uses a custom-developed solution to manage customer complaints and is planning to replace it with a new Salesforce solution. The current system contains more than 250 million records including some still being processed.

Which three recommendations should a Solution Architect suggest to migrate to the new application in the most efficient manner?

Choose 3 answers

- A. Use an interface to copy data from the legacy complaint system to Salesforce using a scheduled MuleSoft batch.
- B. Migrate archived data to Heroku and active and semi-active data to Salesforce.
- C. Migrate all complaint records in the Case object to provide a 360-degree customer view.
- D. Use Deferred Sharing Calculations to avoid record sharing calculations during data migration.
- E. Use an ETL tool that uses the Salesforce Bulk API to migrate the data from the legacy system to the new system.

**Answer: B,D,E (LEAVE A REPLY)**

Data migration is the process of transferring data from one system to another<sup>1</sup>.

Data migration in Salesforce requires careful planning, preparation, and execution<sup>234</sup>.

Data migration best practices include setting up a data governance plan, focusing on data quality, creating templates, verifying proper transfer, and using appropriate tools<sup>2356</sup>.

#### **NEW QUESTION: 40**

Universal Containers (UC) is starting to go through an inventory of capabilities in regard to its many data warehouses. UC's data warehouses are currently being provided with data from OMS, ERP, Accounting, and other inventory management systems. Data warehouses are utilized by those systems for storage or analytics purposes.

UC plans to utilize the Systems of Engagement framework to classify its systems based on how they will be utilized within the enterprise architecture. UC would like to understand which systems it should directly integrate with versus utilizing the data warehouses where that data may also be stored.

How should a Solution Architect classify the data warehouses as systems within the enterprise architecture of this scenario?

- A. System of Reference
- B. System of Engagement
- C. System of Intelligence
- D. System of Record

**Answer: (SHOW ANSWER)**

System of Reference is more appropriate for this question. A system of reference provides data or services for other systems but does not store data itself<sup>2</sup>. A data warehouse can be seen as a system of reference because it provides data for analytics or reporting purposes, but it does not store the original data from other systems.

#### **NEW QUESTION: 41**

Northern Trail Outfitters (WTO) has around 500,000 active customers stored in the Account object. NTO gets an average of two orders per customer each month from both internal and online sales channels. NTO is expecting growth of 15% year-over-year (YoY). Various NTO users have recently started complaining about slower performances while

accessing order information or running reports. NTO customers are also seeing slower responses while accessing their order history on B2B Commerce.

Which two options should a Solution Architect consider to improve performance? Choose 2 answers

- A.** Develop an archiving strategy around order records from Salesforce based on a criteria that works with customer.
- B.** Enable reporting snapshots to store summarised information.
- C.** Create a custom component to display all order information.
- D.** Use external objects instead of standard B2B Commerce Order object.

**Answer: A,B (LEAVE A REPLY)**

1. Develop an archiving strategy around order records from Salesforce based on criteria that works with customers. This will help to reduce the load on the system by removing older order records that are not frequently accessed.

2. Enable reporting snapshots to store summarised information. This will allow users to access summarised data instead of running resource-intensive reports on large datasets.

According to 1, developing an archiving strategy around order records from Salesforce based on a criteria that works with customer can improve performance by reducing the amount of data stored in Salesforce and improving query efficiency. You can use tools like Data Loader or third-party apps to export and archive old order records that are no longer needed.

According to 2, enabling reporting snapshots to store summarised information can improve performance by reducing the need to run complex reports on large data sets. Reporting snapshots let you report on historical data by capturing data from report results and storing them as custom objects. You can then use these custom objects to create reports and dashboards.

## **NEW QUESTION: 42**

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 B2B Commerce on Experience Cloud to allow customers to purchase simple products with Add complex product configurations 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 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.
- D.** Implement a custom Experience Cloud site with "product configurator" functionality first, then add headless commerce functionality in a follow-up phase.

**Answer: (SHOW ANSWER)**

<https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3u00000MSk6gEAD>

Implement B2B Commerce on Experience Cloud to allow customers to purchase simple products with Add complex product configurations in a follow-up phase. This option would allow UC to quickly launch a self-service site for their customers to buy simple products online, while also leveraging the existing Sales Cloud data and processes for Opportunities, Quotes, and Orders. In a follow-up phase, UC can use the Salesforce CPQ and B2B Commerce for Lightning Experience Connector<sup>1</sup> to enable customers to configure complex products on their site and sync them with Sales Cloud<sup>2</sup>.

Implement Salesforce CPQ internally first, then build "product configurator" functionality in a custom Experience Cloud site in a follow-up phase. This option would allow UC to streamline their internal sales process for complex products using Salesforce CPQ, while also maintaining their existing Sales Cloud data and processes for Opportunities, Quotes, and Orders. In a follow-up phase, UC can build custom "product configurator" functionality on their Experience Cloud site using Apex or Lightning Web Components and integrate it with Salesforce CPQ using APIs<sup>3</sup>.

### **NEW QUESTION: 43**

A shipping and logistics company uses Sales Cloud, Service Cloud, and Marketing Cloud. It relies on Salesforce standard reports for its current KPIs. However, the company wants to see report trends and complex analytics. It also wants the reports to be visible to salesforce users as well as non-Salesforce users.

Which recommendation should a solution Architect make to meet the company's needs?

- A.** Sales Cloud Einstein
- B.** Reporting snapshots
- C.** CRM Analytics
- D.** Standard Dashboards

**Answer: C (LEAVE A REPLY)**

CRM Analytics is a platform that provides advanced analytics and AI capabilities for Salesforce users. It allows users to create interactive dashboards and visualizations, explore data with natural language processing, and discover insights with predictive modeling.

<https://www.salesforce.com/products/crm-analytics/overview/>

CRM Analytics provides an enterprise-level, on-demand reporting solution that empowers users to access, analyze, and act upon critical business data in real-time. It includes pre-

built dashboards, reporting tools, and data models to provide advanced analytics and insights. It can also be configured to allow non-Salesforce users to access the reports.

#### **NEW QUESTION: 44**

P&C Hardware is a large manufacturer of computer components and already has an extensive Salesforce technology stack including MuleSoft, Sales Cloud, Service Cloud, and Field Service, as well as Shield capabilities. P&C Hardware is in the process of launching an online store based on Salesforce technology that's supposed to go live in 6 weeks. P&C Hardware needs to analyze performance to identify bottlenecks and optimize the configuration using its agile process with weekly releases. So far, P&C Hardware has covered similar requirements for other technologies using a third-party monitoring and alerting tool it deployed in the cloud.

What are two viable options a Solution Architect should explore in more detail with the client?

Choose 2 answers

- A.** Leverage Shield Event Monitoring and MuleSoft to provide monitoring data to the third-party monitoring and alerting solution that's already in place at P&C Hardware.
- B.** Leverage Shield Event Monitoring in conjunction with the Salesforce Debug Logs, and establish a regular review process for the Operations and Administration team.
- C.** Leverage the B2B Commerce built-in performance monitoring dashboard to analyze performance in near real time.
- D.** Leverage Shield Event Monitoring in combination with the CRM Analytics Event Monitoring app as a simple out-of-the-box solution.

**Answer:** ([SHOW ANSWER](#))

Leverage Shield Event Monitoring and MuleSoft to provide monitoring data to the third-party monitoring and alerting solution that's already in place at P&C Hardware<sup>2</sup>. This option can help P&C Hardware leverage their existing investment and expertise in their cloud-based monitoring tool, while integrating it with Shield Event Monitoring and MuleSoft to capture and analyze performance data from their Salesforce technology stack.

Leverage Shield Event Monitoring in combination with the CRM Analytics Event Monitoring app as a simple out-of-the-box solution<sup>3</sup>. This option can help P&C Hardware quickly set up a performance monitoring dashboard using pre-built reports and dashboards from the CRM Analytics Event Monitoring app, which can be installed from AppExchange. This app can provide insights into user activity, adoption, performance issues, security risks, and more.

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

#### **NEW QUESTION: 45**

A Solution Architect has been hired to help design and implement a quoting solution for AC Computers on Salesforce to support omni-channel selling. During discovery with the client, the Solution Architect learns AC Computers currently uses spreadsheets to manage its

pricing and product catalog, which includes thousands of SKUs with a variety of attributes that determine pricing. The current quoting process is long and tedious because it requires a sales representative to find individual products and manually input that information into Salesforce.

The Sales team complains that they are spending too much time searching for the right product and Product Management is spending too much time trying to manage SKUs. AC Computers wants to move away from manual quoting processes and toward simplifying its product catalog.

Which recommendation should the Solution Architect make given the business requirements?

**A.** Work alongside client stakeholders to perform a SKU optimisation; implement Salesforce CPQ product catalog and guided selling.

**B.** Work alongside client stakeholders to perform a SKU optimisation; implement Salesforce Order Management and special pricing.

**C.** Create Products and Price Books in Salesforce for the current product catalog to streamline future pricing and product catalog management; implement Salesforce CPQ product catalog and guided selling.

**D.** Create Products and Price Books in Salesforce for the current product catalog to streamline future pricing and product catalog management; implement Salesforce Order Management and special pricing.

**Answer: A (LEAVE A REPLY)**

This option addresses both the issues mentioned by the client, the tedious quoting process and product catalog management. A SKU optimization exercise would help simplify the product catalog, and implementing Salesforce CPQ product catalog and guided selling would enable sales representatives to quickly and accurately find the right products and generate quotes. This would also streamline product catalog management by allowing Product Management to easily add and maintain products in the Salesforce CPQ product catalog.

Option A would involve working alongside client stakeholders to perform a SKU optimisation; implementing Salesforce CPQ product catalog and guided selling. This would help AC Computers simplify its product catalog by reducing the number of SKUs and attributes, and streamlining its pricing logic. It would also help AC Computers move away from manual quoting processes by using Salesforce CPQ product catalog and guided selling features. These features allow sales representatives to easily find and select products based on predefined rules and criteria, and generate accurate quotes with dynamic pricing.

#### **NEW QUESTION: 46**

Universal Containers (UC) is about to complete the first phase of its digital transformation with its new Lead to Invoice process that incorporates several clouds like Sales Cloud, Service Cloud, Revenue Cloud, Experience Cloud, and MuleSoft. UC is now creating a

Center of Excellence and focusing on a purely Agile methodology for working on new releases. UC wants to understand some of the considerations around release planning. What are two recommendations a Solution Architect should make to ensure UC's releases to production work within its release schedule and there are no delays in future releases?

Choose 2 answers

- A. Create a regular sprint cadence across the different teams to demonstrate new functionality.
- B. Utilize the last sprint to include functionality that was missed from previous sprints.
- C. Fix the scope of the sprint during release planning regardless of how long it takes.
- D. Use the last sprint of the release to stabilize it and eliminate identified issues.

**Answer: A,D (LEAVE A REPLY)**

Create a regular sprint cadence across the different teams to demonstrate new functionality. This recommendation would help UC to synchronize their work across multiple clouds and teams, as well as get feedback from users and stakeholders on the progress and quality of the release<sup>23</sup>.

Use the last sprint of the release to stabilize it and eliminate identified issues. This recommendation would help UC to ensure that their release is ready for production and meets their quality standards. The last sprint should focus on fixing bugs, improving performance, and conducting user acceptance testing<sup>13</sup>.

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#### **NEW QUESTION: 47**

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 (LEAVE A REPLY)**

Option B would involve advising the customer to use the out-of-the-box approach to avoid unnecessary technical debt. This would mean using the existing Salesforce product that meets their business requirements instead of developing a custom extension that replicates its functionality. This would save time, money, and resources for both the customer and the Solution Architect, as well as reduce maintenance and support issues in the future<sup>2</sup>.

Option D would involve evaluating the business benefit of the requested functionality to see if it justifies investment in the Salesforce product. This would mean analyzing how much value and return on investment (ROI) the customer would get from using the Salesforce product versus developing a custom extension. This would help them make an informed decision based on their business goals and budget<sup>3</sup>.

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