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NEW QUESTION: 1

Universal Containers is currently utilizing B2B Commerce Cloud, Service Cloud, and Field Service for its Sales teams, call center, and Field Service teams. The Field Service team would like to have visibility of Commerce Cloud data because customers in the held will often ask about sales order details.

What should the Solution Architect recommend to give this kind of data access?

- A.** Create a new permission set that grants access to the Order and Order Item object and assign it to the Field Service users.
- B.** Create a new profile that grants access to the Order and Order Item object and assign it to the Field Service users.
- C.** Give Commerce Cloud license to the Field Service team to view Order and Order Item data.
- D.** Give Sales Cloud license to the Field Service team to view Order and Order Item data.

Answer: (SHOW ANSWER)

Create a new permission set that grants access to the Order and Order Item object and assign it to the Field Service users². This is a flexible and granular way of controlling user access without modifying their profiles.

NEW QUESTION: 2

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: A,D (LEAVE A REPLY)

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 prorations. 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: 3

Universal Containers (UC) wants to ensure its field technicians are interacting with customers in a professional manner. The sales department already uses a third-party survey tool.

Which action should a Solution Architect recommend for UC to enable service managers to track customer satisfaction based on the technician and the job?

- A. Use the existing survey tool by integrating the responses to the Service Appointment and Service Resource record.
- B. Build a Salesforce Survey to send out after each service appointment and integrate that data with the third-party survey tool.
- C. Select an AppExchange app that sends a survey to each customer after a work order is completed.
- D. Use the existing survey tool by integrating the responses to Case number and User record.

Answer: (SHOW ANSWER)

According to 1, integrating CSAT with Salesforce can help you turn customer feedback into action and monitor how well issues are resolved. Using the existing survey tool can save you time and money by avoiding duplication of efforts and data. Integrating the responses to the Service Appointment and Service Resource record can help you track customer satisfaction based on the technician and the job.

NEW QUESTION: 4

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: (SHOW ANSWER)

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: 5

Universal Containers (UC) has a multi-cloud environment that includes Sales Cloud, Service Cloud, and CPQ. The environment supports multiple languages via the translation workbench. As part of a roadmap, UC is implementing B2B Commerce. As part of this project, there is a requirement to translate data stored within the Name and Description fields on the Product and Product Category objects.

What should a Solution Architect recommend to achieve this?

- A. Done data records and translate.
- B. Enable Translation Workbench.
- C. Add custom field with translations
- D. Enable Data translation for B2B Commerce.

Answer: (SHOW ANSWER)

Option D would involve enabling Data Translation for B2B Commerce. This feature allows you to translate data stored within standard and custom fields on Product and Product Category objects using a translation workbench-like interface. You can also import and export translations using CSV files.

NEW QUESTION: 6

3D Scanners needs to apply a discount automatically on the Quote Line for Distributors while in the Quote Line Editor. The percentage discount applied depends on attributes of the Distributor Account and that of the specific Product. Sales users can add additional discounts; however, those will need to go through an approval process that allows for resubmitting to only those that previously rejected the additional discount. Which two options should a Solution Architect recommend to meet the requirements while keeping the user experience in mind?

Choose 2 answers

- A. CPQ license
- B. Flow
- C. Price Rules
- D. CPQ Plus license

Answer: A,C (LEAVE A REPLY)

CPQ license2. This way, you can use Salesforce CPQ (Configure Price Quote) to automate complex quoting processes and apply discounts based on product and account attributes. You can also use CPQ

approval rules to trigger approval requests for additional discounts and resubmit them to previous approvers.

Price Rules². This way, you can use CPQ price rules to calculate discounts automatically on quote lines based on conditions and formulas. You can also use price actions to update quote line fields with discount values.

NEW QUESTION: 7

Universal Containers (UC) is a global organisation that wants to establish a B2B 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 for 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 and 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: 8

Universal Containers (UC) has implemented a new ecommerce site for its resellers. UC is leveraging a multi-cloud architecture, B2B Commerce, for building the storefront and Service Cloud Web2Case for offering case management functionality to its resellers. UC notices that the case volume is extremely high and a number of resellers are raising cases for trivial issues on the B2B Commerce site.

Which two recommendations should a Solution Architect make to help resellers use the site more efficiently and lower the case volume?

Choose 2 answers

- A. Offload the number of cases received via Web2Case by using Email2Case.
- B. Implement Case Deflection.
- C. Disable anonymous users on the site.
- D. Plan and conduct User Adoption Trainings for resellers on how to use the site.

Answer: (SHOW ANSWER)

Option B would help resellers find answers to their questions by showing them relevant articles or discussions before they create a case. This way, they can resolve their issues without contacting support¹³.

Option D would help resellers learn how to use the site effectively and avoid common pitfalls. This way, they can reduce errors and confusion that might lead to unnecessary cases².

NEW QUESTION: 9

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. But 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 future².

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 budget³.

NEW QUESTION: 10

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

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

Choose 3 answers

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

Answer: (SHOW ANSWER)

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

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

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

NEW QUESTION: 11

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

Answer: (SHOW ANSWER)

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 release²³.

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 testing¹³.

NEW QUESTION: 12

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: 13

The business model of Universal Containers (UC) puts a strong emphasis on indirect sales and service processes. UC's customers are primarily distributors, resellers, and service providers who either sell or service products independently, or collaborate with UC on joint opportunities and cases. In the past, collaboration was primarily driven through email but UC wants to bring both service and sales collaboration onto one consolidated platform.

Which solution should a Solution Architect recommend to create better collaboration and visibility for UC employees, resellers, and service partners?

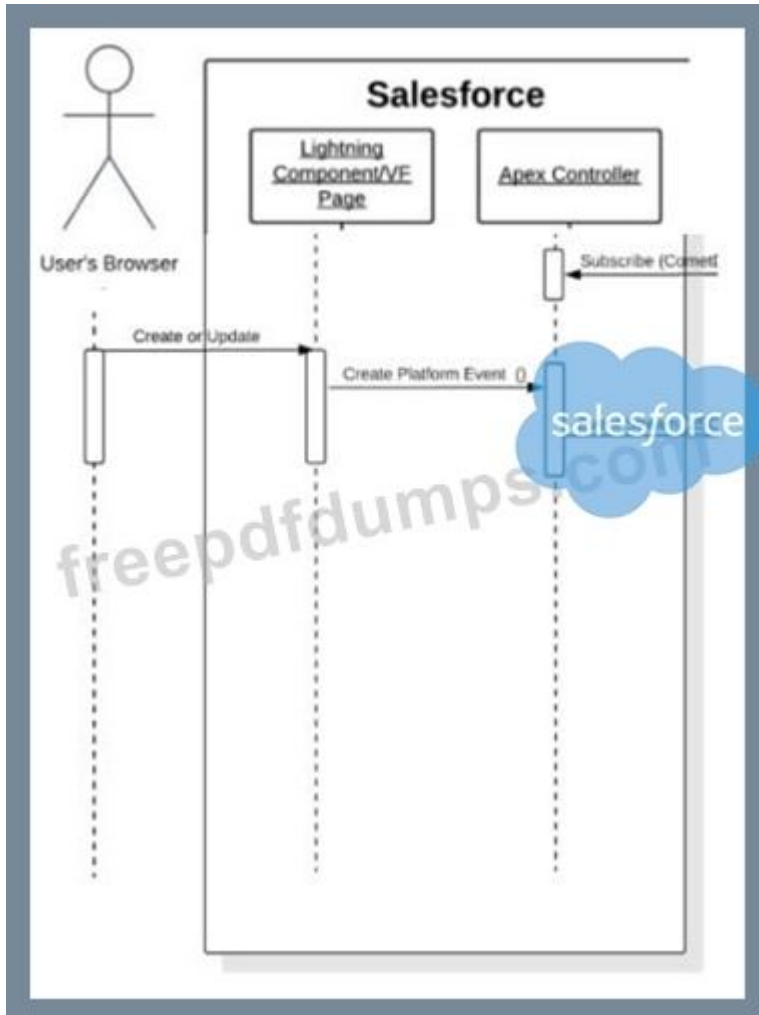
- A. Grant access to resellers and partners by providing Sales Cloud licenses and Service Cloud licenses.
- B. Grant access to resellers and partners by providing Partner Community licenses.
- C. Grant access to resellers and partners by providing Customer Community licenses.
- D. Grant access to resellers and partners by providing Customer Community Plus licenses.

Answer: B (LEAVE A REPLY)

This type of license allows external users to access standard Salesforce objects such as accounts, contacts, leads, opportunities, and cases. It also enables them to collaborate with UC employees and other partners on joint sales and service processes³⁴.

NEW QUESTION: 14

Refer to the images below:



As part of its solution to accelerate overall sales, Universal Containers (UC) has chosen to implement a CPQ solution using Salesforce CPQ. As part of the CPQ solution, there is a requirement to retain UC's ERP as the Pricing and Product master.

UC's business process results in Products and Pricing being updated sporadically once a week, and then on a much larger scale on a monthly basis, which could result in a large amount of records that need to be updated in Salesforce.

Which strategy should the Solution Architect choose to handle this scenario?

- A. Option A, utilizing a VF/Lightning component in combination with an Apex Controller to make a REST call to the external service
- B. Option B, utilizing Process Builder and Platform Events to communicate with the external services Subscriber Listener
- C. Option C, utilizing a VF/Lightning component in combination with an Apex Controller to make a call utilizing the Streaming API
- D. Option D, utilizing an external ETL tool to batch load the records into Salesforce

Answer: (SHOW ANSWER)

Salesforce CPQ is an extension of the Salesforce CRM that automates the generation and processing of quotes, orders, and contracts. It enables your sales team to create quotes quickly and with minimal errors and efforts.

Salesforce CPQ can be integrated with ERP systems by converting Salesforce CPQ lead-to-order data into transactional data. This allows ERP systems to take over matching data and use it for accounting functions.

an external ETL tool can be used to batch load the records into Salesforce from the ERP system. This can handle large amounts of records that need to be updated sporadically or on a monthly basis.

<https://www.rapidionline.com/blog/salesforce-cpq-data-integration-increase-sales>

<https://www.salesforce.com/products/cpq/resources/what-is-salesforce-cpq/>

NEW QUESTION: 15

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 Hardware². 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 solution³. 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: 16

Northern Trail Health has clients that have more than 10,000 employees. The company's Customer Service team handles requests from its client's employees directly and tracks various rebate programs per employee. Private information should not be shared with the Sales team and they should only see contacts that are relevant to the sales process.

Assuming that Sales and Service teams share certain contacts, in which two ways should a Solution Architect ensure optimal performance?

Choose 2 answers

- A. Use profiles and/or permission sets to give View All access to Customer Service on the Contact object.
- B. Set the Contact object to Public Read Only so that the sharing rules do not bog down performance for sharing.
- C. Assign all contacts to Sales team members to ensure sharing is streamlined and hide private fields from them.
- D. For each Account, assign Sales Contacts to the Sales team and all the rest to a Customer Service representative assigned to the Account.

Answer: A,B (LEAVE A REPLY)

Use profiles and/or permission sets to give View All access to Customer Service on the Contact object¹. This way, Customer Service can access all contacts without relying on sharing rules or manual sharing. This can improve performance by reducing the number of queries and calculations needed for sharing. Set the Contact object to Public Read Only so that the sharing rules do not bog down performance for sharing². This way, Sales can see all contacts but not edit them. This can improve performance by avoiding unnecessary locking and contention issues caused by concurrent updates.

<https://trailhead.salesforce.com/en/credentials/sharingandvisibilityarchitect>

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NEW QUESTION: 17

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: (SHOW ANSWER)

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: 18

Universal Containers (UC) is at the end of its first and only design phase. UC decided to go ahead and build against the entire future design that was developed and agreed upon by its internal stakeholders and Center of Excellence. But a concern by the executive team is how UC can de-risk itself and stay within budget during the build while still hitting the objectives that were defined in the design phase. Which recommendation should the Solution Architect make to alleviate the executive team's concerns during the build?

- A.** Help the executive team develop a governance framework; and team to focus on those concerns throughout the build and track the budget.
- B.** Promise the executive team that the project manager will always give comprehensive budget numbers every week and they will never overrun on budget.
- C.** Help the executive team understand that they created their entire complete vision of the solution already and there is no chance anything new will come up during the build.
- D.** Assure the executive team that the current project is at a fixed scope and there will not be any overrun on budget.

Answer: (SHOW ANSWER)

This answer suggests that a governance framework can help ensure alignment between business requirements and solution design, as well as monitor and control costs during the build phase². However, this is not an official answer from Salesforce, so you might want to verify it with other sources or experts.

NEW QUESTION: 19

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: B (LEAVE A REPLY)

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 values¹.

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

NEW QUESTION: 20

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: C,D (LEAVE A REPLY)

According to SOGAF Operating Models¹, 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 utilization¹.

NEW QUESTION: 21

Universal Containers (UC) is undergoing a full digital transformation and has chosen Salesforce as one of the main components. UC will use Sales Cloud for online activities, CPQ for quote generation and

renewals. B2B Commerce for online orders through its partnerships and vendors, an external ERP for fulfillment and invoicing, and Marketing Cloud for customer outreach. UC wants to create fluidity between the entire application landscape, and an integration between systems is required.

The application is expected to be able to generate an order based on any of the channels outlined above, and be utilized in UC's outreach to its customers.

Where should a Solution Architect recommend the system of record (SOR) be for all orders going forward?

- A. In the ERP Order Object
- B. Salesforce Custom Object
- C. Salesforce Order Object
- D. B2B Commerce Order Object

Answer: C (LEAVE A REPLY)

This will ensure that all orders are stored in a single, unified database, and will make it easier to track and manage orders across different channels. Additionally, Salesforce Order Objects have built-in features that make it easy to integrate with ERP systems, B2B Commerce, and Marketing Cloud, allowing UC to create the desired fluidity between its application landscape.

NEW QUESTION: 22

Universal Containers (UC) wants to implement a Salesforce multi-cloud solution that includes CPQ, B2B Commerce, and Sales Cloud. UC wants to use as much of Salesforce's core capabilities as possible for its cart-to-quote customer journey. The order fulfillment process is managed separately in a third-party ERP.

Which two considerations should a Solution Architect keep in mind when thinking about data flows?

Choose 2 answers

- A. Product and Pricing are set up with CPQ as the source of record.
- B. The source for the data feed to ERP is the CPQ Order object.
- C. All data points on products should be mapped and replicated between CPQ and B2B Commerce.
- D. Cart and Order record owners are mapped to Quote and Quote Line record owners.

Answer: A,C (LEAVE A REPLY)

Product and Pricing are set up with CPQ as the source of record. This means that CPQ is responsible for managing the product catalog, price books, price rules, discounts, and other aspects of product configuration and pricing. B2B Commerce syncs products and prices from CPQ using a scheduled job or an API call¹.

All data points on products should be mapped and replicated between CPQ and B2B Commerce. This means that any custom fields or attributes that are added to products in CPQ should also be added to products in B2B Commerce using field sets or custom metadata types. This ensures that both systems have consistent and accurate product information¹.

NEW QUESTION: 23

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 EU tool that uses the Salesforce Bulk API to migrate the data from the legacy system to the new system.

Answer: ([SHOW ANSWER](#))

Data migration is the process of transferring data from one system to another¹.

Data migration in Salesforce requires careful planning, preparation, and execution²³⁴.

Data migration best practices include setting up a data governance plan, focusing on data quality, creating templates, verifying proper transfer, and using appropriate tools²³⁵⁶.

NEW QUESTION: 24

Universal Containers (UC) is about to start a massive digital transformation project across multiple service channels. UC plans on using Service Cloud, Omni-Channel, chatbots, Knowledge, and Einstein AI throughout all the service capabilities. Before discovery can start, the key stakeholder would like to see the automated chat capabilities in action. They currently use a third-party Knowledge Base and are wondering what is the value of it over Salesforce Knowledge. They believe it will be chatbots but they are unsure.

What is one of the key benefits the Solution Architect should address within the context of the demo?

- A.** Demo how the chatbot can utilize Knowledge within it to deflect customer issues before a case is created.
- B.** Demo how a human being can have a real conversation with an Einstein AI-driven chatbot.
- C.** Demo how the chatbot can provide a response to a customer's request by bringing together content from Knowledge articles.
- D.** Demo how the chatbot can anticipate the responses of the customer before they make it, and generate Knowledge article responses based on what they have bought.

Answer: **A** ([LEAVE A REPLY](#))

This answer shows how the chatbot can leverage Knowledge articles to provide relevant and helpful information to customers without requiring them to contact a live agent. This can improve customer satisfaction and reduce service costs.

https://trailhead.salesforce.com/content/learn/modules/service_bots_basics/learn-about-einstein-bots

NEW QUESTION: 25

The Northern Trail Outfitters (NTO) sales department currently uses Sales Cloud for its Sales team. The management team decided that the Sales team needs to start creating quotes based on the input from the finance department. NTO would like to implement quotes, contracted pricing, and invoicing for its customers. Invoicing will be done based on an agreed billing cycle. The finance department would like to see a report on the invoices sent and track the details of the payments received. NTO also has a need for partners to be able to self-service their pipeline and quoting through a portal.

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

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

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

Answer: C (LEAVE A REPLY)

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

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

Implementing Revenue Cloud and Experience Cloud can provide many benefits for businesses, such as faster and easier buying process, better visibility of revenue performance, increased customer satisfaction and loyalty, and enhanced partner collaboration.

Therefore, a Solution Architect should recommend developing an architectural plan to incorporate Revenue Cloud and Experience Cloud for NTO's implementation. This way, NTO can leverage both products' capabilities to meet its needs for quotes, contracted pricing, invoicing, reporting, payments tracking, and partner self-service.

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

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

NEW QUESTION: 26

Universal Containers (UC) is implementing a Salesforce B2B multi-cloud project with large volumes of data and daily transactions from multiple third-party systems via multiple integrations. UC is looking at transactions of more than 1 million records a week and, in higher seasons, 10 million records a week. UC has made the decision to get a full copy sandbox to use to test all of its third-party integrations across its multiple clouds. UC has also invested in MuleSoft and the Anypoint Platform as the single enterprise service bus for all of the third-party data going into Salesforce.

Which type of performance testing should a Solution Architect recommend for testing data at scale on this project?

- A. Perform API load test against the full copy sandbox before go live.
- B. Perform unit testing against the full copy sandbox codebase before go live in production.
- C. Perform page load testing against production after go live.

D. Perform API load test against the partial copy sandbox before go live.

Answer: A (LEAVE A REPLY)

There are different types of performance testing, such as load testing, stress testing, endurance testing, and spike testing. Each type has a different purpose and goal.

the best type of performance testing is API load test against the full copy sandbox before go live. This type of test can help you evaluate how well your integrations handle high volumes of data and transactions from multiple sources. It can also help you validate the functionality and performance of your MuleSoft Anypoint Platform.

To perform an API load test, you need to create a test plan that defines the test scenarios, test data, test tools, and test metrics. You also need to submit a request for performance testing to Salesforce2 and follow their guidelines and best practices.

A full copy sandbox is a good environment for API load test because it has the same data and metadata as your production org3. This can help you simulate realistic conditions and avoid data skew issues.

When dealing with large volumes of data and multiple integrations, it is important to perform load testing to ensure that the system can handle the expected load. An API load test against the full copy sandbox will simulate the expected load and help identify any performance bottlenecks before the system goes live in production. This type of testing should be performed prior to go live to ensure that the system can handle the expected load and provide a good user experience.

NEW QUESTION: 27

GG3 has gone live with a B2B multi-cloud solution and plans to add more functionality over time. The company has a team of system administrators who each focus on a specific cloud and area of functionality. GG3 has decided to use an Org-Based deployment approach. It wants to protect the investment made and set the team up for success in the future.

What should a Solution Architect recommend as a best practice to put checks in place for decisions on changes moving forward?

A. Engage Salesforce services to manage all governance and represent as the Steering Committee.

B. Budget for a Governance and Monitoring structure that includes a communications plan and project methodology for the following year.

C. Set up a Governance and Monitoring structure that includes a Steering Committee, a Center of Excellence, and a Data governance council.

D. Engage a third-party company to manage all governance and represent as the Steering Committee.

Answer: C (LEAVE A REPLY)

governance is the process of defining and enforcing policies, standards, and best practices for managing your Salesforce implementation. It helps you ensure quality, consistency, security, and compliance across your multi-cloud solution.

<https://trailheadacademy.salesforce.com/classes/arc801-Design-and-implement-b2b-multi-cloud-solutions>

NEW QUESTION: 28

Recently, Universal Containers (UC) successfully launched a multi-cloud 62B implementation with Sales Cloud, Service Cloud, Experience Cloud, and B2B Commerce. As the Sales and Service Cloud

development was performed by separate teams, UC created Process Builder automation for the Account object in separate Process Builder processes. As customers go through the sales process within Sales Cloud, the data on their customer account record is updated. As those same customers make purchases within B2B Commerce, the data on their customer account record is updated as well.

What are two reasons why a Solution Architect should recommend uniting these into a single Process Builder process?

Choose 2 answers

- A.** Moving them into a single Process Builder process helps to reduce the number of queries and avoid hitting limits on the Account object.
- B.** Moving them into a single Process Builder process provides control over the order of the updates and actions triggered on the Account object.
- C.** Moving them into a single Process Builder is the only way to ensure a naming convention is followed on the Account object.
- D.** Moving one of the Process Builders into a flow will remove all automation conflicts on the Account object.

Answer: ([SHOW ANSWER](#))

The two reasons why a Solution Architect should recommend uniting the Sales Cloud and Service Cloud Process Builder processes into a single Process Builder process are: (A) Moving them into a single Process Builder process helps to reduce the number of queries and avoid hitting limits on the Account object; and (B) Moving them into a single Process Builder process provides control over the order of the updates and actions triggered on the Account object. By having them all in a single Process Builder process, UC can better manage the order in which updates and actions are triggered on the account object, ensuring that the most important updates and actions are performed first. Additionally, combining multiple Process Builder processes into one reduces the number of queries that need to be performed, helping to avoid hitting limits on the Account object.

NEW QUESTION: 29

Universal Containers (UC) is about to complete an initial planning of a complex solution involving multiple customer personas. UC wants to ensure it has a comprehensive understanding of what kinds of business outcomes the customers want to achieve before presenting them a solution.

Which method of discovery should a Solution Architect suggest to UC?

- A.** Third-party research from well-known organizations
- B.** Jobs To Be Done Framework
- C.** Comprehensive Surveys to End Customers
- D.** User Stories Creation with End Customers

Answer: **D** ([LEAVE A REPLY](#))

This method can help UC understand what kinds of business outcomes the customers want to achieve by capturing their needs, value propositions, and pain points in a structured format.

The Solution Architect should suggest that UC use the Jobs To Be Done Framework and User Stories Creation with End Customers. The Jobs To Be Done Framework involves studying customer behavior to determine what outcomes customers want to achieve and how customers go about achieving those

outcomes. User stories creation with end customers involves gathering information from customers about their goals, needs, and expectations, and using that information to create user stories that can be used to inform the design and development of the solution. Third-party research from well-known organizations and comprehensive surveys to end customers can also provide valuable information, but are not as focused on helping to create a comprehensive understanding of customer outcomes.

NEW QUESTION: 30

Northern Trail Outfitters (NTO) is running a multi-cloud Salesforce implementation with lots of process integration between the clouds and other systems. During the project, NTO faces many challenges including a lack of agility and business value alignment, as well as silo-thinking. After trying different approaches, NTO begins to use Agile and is successful. The project manager now wonders what the recommended operating model would look like.

What should be a Solution Architect's first recommendation?

- A.** NTO should set up an Operations team within IT to ensure proper management of the integrations going forward.
- B.** NTO should set up a model of continuous backlog with teams aligned to the different clouds to drive efficiency and team collaboration.
- C.** NTO should set up a model of continuous backlog with teams aligned to the different products (capabilities) to improve efficiency.
- D.** NTO should establish a Scaled Agile Center of Excellence to continuously improve agility and time to market.

Answer: (SHOW ANSWER)

A Scaled Agile Center of Excellence (LACE) is a small team of people dedicated to implementing the SAFe Lean-Agile way of working¹. A LACE can be used to gather information, lead change, share best practices, and keep people on the same page as the organization moves forward². A LACE is a cornerstone of successful transformations because it encourages continuity and manages expectations³. By establishing a LACE, NTO can leverage the benefits of agile at scale, such as faster delivery, higher quality, lower costs, and happier customers³¹. A LACE can also help NTO overcome the challenges of silo-thinking and lack of alignment by fostering collaboration and communication across different teams and systems²¹.

NEW QUESTION: 31

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

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

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

Answer: ([SHOW ANSWER](#))

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

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

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NEW QUESTION: 32

Northern Trail Outfitters (WO) is transforming its service experience. NTO has created a RACI matrix to understand the key stakeholders' responsibilities for activities and decisions during a Salesforce Field Service discovery workshop.

Which three NTO stakeholders should a Solution Architect recommend be defined as Consulted during the discovery workshop?

Choose 3 answers

- A.** Field Service Manager
- B.** NTO employee representing a typical customer
- C.** Business Analyst
- D.** Field Service Agent
- E.** Project Manager

Answer: B,C,E ([LEAVE A REPLY](#))

A RACI matrix is a tool that defines the roles and responsibilities of different stakeholders in a project or process¹.

The RACI matrix has four categories: Responsible, Accountable, Consulted, and Informed¹².

Responsible means that the stakeholder is directly involved in performing a task or making a decision¹².

Accountable means that the stakeholder has ultimate authority and accountability for a task or decision¹².

Consulted means that the stakeholder provides input or feedback on a task or decision¹².

Informed means that the stakeholder is kept updated on the progress or outcome of a task or decision¹².

NEW QUESTION: 33

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: 34

After a Solution Architect presents the Salesforce User Attribute Chart, the project owner has some concerns and questions regarding the Role Hierarchy choices for the executive assistant who reports to all of the VPs. There are also questions about the ideal license given to the CEO who provides executive oversight and reviews the Executive Dashboard at the end of each accounting period. There are some restrictions on budget spend for overall licenses, and the user base is forecasted to continue to grow. Which two explanations should the Solution Architect use to address the concerns and gain final acceptance?

Choose 2 answers

- A.** The CEO should have a Platform Plus license given that the role is a consumer of information and should be at the top of the Role Hierarchy.
- B.** The CEO should have a Sales Cloud license given that the role is a processor of information and should be at the top of the Role Hierarchy.
- C.** The Role Hierarchy should mirror the organization chart. Therefore, sharing settings need to be put in place for the executive assistant given the need to have access to the data of all of the VPs being supported.
- D.** Given that the executive assistant will need access to the data for all of the VPs being supported, the assistant should be placed higher up in the Role Hierarchy than the VPs.

Answer: B,C (LEAVE A REPLY)

a Sales Cloud license is suitable for users who need full access to standard CRM and Force.com AppExchange apps. The CEO should have this type of license since they are a processor of information and need to review the Executive Dashboard.

a role hierarchy is a mechanism to control the data access to the records on a Salesforce object based on the job role of a user. Users can access the data of all the users directly below them in the hierarchy.

Therefore, the role hierarchy should mirror the organization chart, and sharing settings need to be put in place for the executive assistant who reports to all of the VPs.

<https://www.salesforce.com/resources/guides/salesforce-user-management-guide/>

NEW QUESTION: 35

Universal Containers is in the process of implementing CPQ and Billing while integrating with ERP for order fulfillment. The Development team is looking to gather regular feedback from the business stakeholders through each sprint. Also, supporting an Agile methodology, they have agreed on a reasonable amount of flexibility in requirements during the course of the project.

Which area should a Solution Architect look to receive feedback on at the earliest?

- A.** Pricing sync between CPQ and ERP
- B.** Modifications required to ERP for integration purposes
- C.** Product and Pricing structure setup in CPQ
- D.** Invoice capabilities in ERP to accommodate billing

Answer: C (LEAVE A REPLY)

it is important to set up the product and pricing structure in CPQ correctly and align it with the business requirements and expectations. This can affect how products are configured, quoted, priced, and ordered

in CPQ and Billing, as well as how they are integrated with ERP for order fulfillment¹². Getting feedback on this area early can help avoid rework or errors later.

https://help.salesforce.com/s/articleView?id=blng_overview.htm&language=en_US&type=5

NEW QUESTION: 36

Universal Containers (UC) uses Sales Cloud, Service Cloud, and Experience Cloud. The implementation was completed 5+ years ago, and Service Cloud users are now expressing dissatisfaction with system performance. A custom Visualforce page was developed to show relevant data to Experience Cloud users. The same page is used by the Support team but displays more information based on their profile. UC has a small internal Support team for Salesforce that periodically enables new features in production. Which best practice should the Solution Architect recommend to avoid these types of issues in the future?

- A.** Assess the level of technical debt and test new features with the Product team in a Developer sandbox.
- B.** Assess the level of technical debt and test new features in a sandbox before enabling in production.
- C.** Assess the level of data quality and test new features with a pilot before enabling for all users.
- D.** Assess the level of data quality and test new features with a subset of users in production before enabling all users.

Answer: B (LEAVE A REPLY)

Assess the level of technical debt and test new features in a sandbox before enabling in production. This best practice would help UC to identify and reduce any technical debt that may be affecting their system performance, such as inefficient code, redundant configurations, or outdated features². Testing new features in a sandbox would also help UC to ensure that they work as expected and do not introduce any new issues or conflicts with existing functionality³. A sandbox is an isolated copy of a production environment that allows developers and testers to work safely without affecting live data or users⁴.

<https://admin.salesforce.com/blog/2021/tech-debt-what-it-is-and-why-you-should-care>

NEW QUESTION: 37

Fabulous Flowing has been using Salesforce for 10 years and is starting to notice performance issues. The company anticipates continued growth of 15% each year. It frequently refers to data that is within the past 12 months. Currently, there are 600,000 Cases. Fabulous Flooring realizes it needs to archive some of the data, however, would like it to remain in Salesforce. The leadership team meets for an in-depth strategy and planning session every 3 years and will need reporting on the archived data. The Solution Architect has recommended the use of Big Objects.

What are two considerations the Solution Architect should discuss with Fabulous Flooring?

Choose 2 answers

- A.** Picklist fields will need to be marked as required for indexing in the Big Object
- B.** The company will need to use Async SOQL to pull the data into a subject based on specific criteria, and build reports and dashboards for the strategy and planning session.
- C.** Picklist fields will need to be loaded as Text fields into the big Object.
- D.** The company will need to build reports and dashboards for the strategy and planning session based on specific criteria from the big Object.

Answer: (SHOW ANSWER)

https://developer.salesforce.com/docs/atlas.en-us.222.0.object_reference.meta/api/big_object.htm Big objects are a way to store and manage massive amounts of data on the Salesforce platform¹².

Big objects support custom Salesforce Lightning and Visualforce components rather than standard UI elements³.

Big objects do not support picklist fields, so they need to be loaded as text fields into the big object².

Big objects do not support standard SOQL queries, so they need to use Async SOQL to query data from them².

NEW QUESTION: 38

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

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

Choose 3 answers

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

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

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

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

1. Migrate all historical payment methods from the homegrown system. According to 1, Revenue Cloud helps you manage your billing and payment processes across different channels and systems. To reduce customer impact, you should migrate all historical payment methods from your homegrown system to Revenue Cloud so that you can continue to process payments smoothly and securely for your existing customers.

2. Compare invoices as produced in both systems to ensure customer invoices are as expected.

According to 2 and 3, Revenue Cloud allows you to create and manage invoices for your customers based on various factors such as contracts, subscriptions, usage, etc. To reduce customer impact, you should compare invoices as produced in both systems to ensure that they are accurate and consistent with your customer expectations and agreements.

3. Create a release and change management process to incorporate feedback and fix issues. According to 4, following best practices for release and change management can help you improve your revenue performance and customer satisfaction. To reduce customer impact, you should create a release and change management process that allows you to incorporate feedback from your customers, end users, admins, etc., and fix any issues that may arise during or after the go live.

NEW QUESTION: 39

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

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

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

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

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

Set up lead nurturing with Marketing Cloud and automate emails through journeys. This recommendation would help UC to send personalized and targeted emails to customers who abandoned their cart, based on their behavior or preferences¹. For example, UC could send emails with discounted offers, cross-sell or upsell suggestions, testimonials, or reminders to complete their purchase³. Marketing Cloud journeys can also track customer engagement and measure campaign effectiveness².

Create an opportunity when a customer clicks a cross-sell or upsell email link. This recommendation would help UC to identify customers who are interested in buying more products or services from them, based on their email interactions¹. For example, if a customer clicks on a link that shows similar products to their cart items, UC could create an opportunity in Sales Cloud and assign it to a sales representative for follow-up³. This way, UC could increase their sales revenue and conversion rate by focusing on qualified leads².

Stop creating leads in Sales Cloud for abandoned carts. This recommendation would help UC to reduce the Sales team's workload and avoid cluttering their system with unqualified leads¹. By creating leads only for customers who show interest in buying from UC, UC could streamline their lead management process and improve their lead quality³.

NEW QUESTION: 40

AW Computing (AWC) has just completed a multi-cloud implementation for Salesforce and is facing major user adoption challenges. Users are complaining that the system is complicated and hard to navigate.

What can the Center of Excellence (CoE) for Salesforce do to help increase user adoption?

- A. Record hour-long pieces of training for each job role so users can review on their own time.
- B. Break down training materials into quick reference guides for job-specific functions.
- C. Ensure each team has a Salesforce champion that can provide one-on-one training.
- D. Place all training materials on the home page so users can find them easily.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 41

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: 42

Universal Containers (UC) recently completed its migration to Lightning Experience, with sales users automatically moving to Lightning. This initiative was a massive undertaking by UC, as it had a tremendous amount of legacy functionality migrated over to Lightning from Classic. The CIO would like to make sure that UC is able to track adoption of the migrated functionality over from Classic to Lightning and what specifically was migrated.

Which two proposals should a Solution Architect recommend?

Choose 2 answers

- A.** Provide the CIO the ability to roll back all changes once they feel Lightning is not adequate for their needs.
- B.** Track Adoption Rates within the Lightning Usage, and monitor a change in metrics within existing reports and dashboards.
- C.** Provide the CIO a list of the User Stories around the new functionality and the Gap Analysis done between Classic and Lightning.

D. Align with the CIO around the fact that while the functionality has been migrated, the data created between Classic and Lightning will remain exactly the same.

Answer: (SHOW ANSWER)

The two proposals a Solution Architect should recommend to track adoption of migrated functionality from Classic to Lightning are:

1. Track Adoption Rates within the Lightning Usage, and monitor a change in metrics within existing reports and dashboards. C. Provide the CIO a list of the User Stories around the new functionality and the Gap Analysis done between Classic and Lightning.

Tracking adoption rates and success metrics is one of the best practices for driving Lightning Experience adoption, as it allows UC to measure how well users are using the migrated functionality and identify areas of improvement or feedback. According to 2, monitoring a change in metrics within existing reports and dashboards can also help UC evaluate the impact of Lightning Experience on their business performance and user satisfaction.

Providing a list of user stories around the new functionality can help UC communicate the benefits and value of Lightning Experience to their users and stakeholders, as well as align their expectations and goals with the migration project. According to 3, providing a gap analysis done between Classic and Lightning can also help UC understand what features or customizations are available or not available in Lightning Experience, as well as plan for any necessary changes or enhancements.

https://trailhead.salesforce.com/content/learn/modules/lex_migration_rollout/lex_migration_rollout_enabling

NEW QUESTION: 43

Universal Containers (UC) acquired two companies. As part of its transformation and consolidation program, UC needs to bring all of its disparate partner strategies together and see what can be combined across all of its indirect sales channels. Each company currently has its own Salesforce environment utilizing Sales Cloud and Experience Cloud for Partners. Each company also follows its own unique business processes for partners. However, UC has recently developed a new vision and journey focused on a single indirect channel with a single Salesforce environment aligned to its corporate strategy. Given UC's new journey for engaging its indirect channel, what are the next two steps the Solution Architect should recommend?

Choose 2 answers

- A.** Completely unify all the channel strategies under the acquiring company's brand and strategy.
- B.** Tell the stakeholders to focus on having a single Partner Community across all channels with a singular branding.
- C.** Create an adoption plan for the Direct Sales team to engage with the Indirect Sales team in a sell-with model within the new Partner Communities.
- D.** Identify the need for multiple Partner Communities by Indirect Sales Channel with branding and content specific to each channel.

Answer: C,D (LEAVE A REPLY)

channel sales or indirect sales are sales that use an intermediary such as partners, resellers, dealers, or brokers. Channel sales can provide many benefits for businesses, such as expanding market reach, reducing costs, increasing customer satisfaction, and enhancing brand awareness.

Salesforce Partner Community is a community consisting of different Salesforce partners who work in sync with an organization to achieve specific goals and carry out specific activities. Salesforce Partner Community allows sharing and access to data, managing, tracking, and forecasting partner sales, creating personalized and connected sites and portals for partners, and integrating with other services.

NEW QUESTION: 44

Universal Containers (UC) has a global support model and would like to open up a text message channel to support maintenance supervisors in countries around the world. UC also wants to leverage messaging to market to its business partners, and be able to track open and click-through rates just like it does with email campaigns.

What should a Solution Architect recommend to UC?

- A. Utilize Service Cloud Email to Text Message.
- B. Utilize Marketing Cloud and MobileConnect.
- C. Embed third-party messenger tools.
- D. Utilize Service Cloud and LiveMessage.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 45

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 Appointments¹. This is a simple and efficient way of scheduling service appointments that last for more than a day.

NEW QUESTION: 46

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.

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NEW QUESTION: 47

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: (SHOW ANSWER)

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-us.platform_events.meta/platform_events/platform_events_intro.htm

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