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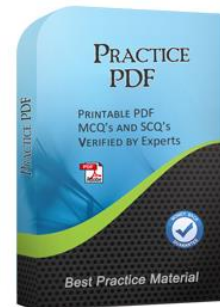
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Exam : **B2B-Solution-Architect**

Title : Salesforce Certified B2B
Solution Architect Exam

Vendor : Salesforce

Version : DEMO

NO.1 Northern Trail Outfitters (NTO) has a requirement to implement an Experience Cloud solution to allow its partners to log and view cases they have submitted, as well as track their opportunities. As part of the solution, NTO wants to be able to create dashboards that its partners can view within the community.

Which Experience Cloud license should the Solution Architect recommend?

- A. Sales Cloud license
- B. Service Cloud license
- C. Partner Community license
- D. Customer Community Plus license

Answer: C

Explanation:

The Solution Architect should recommend a Partner Community license for this requirement. This license is designed for external partners and allows them to access and interact with Salesforce data and features, including submitting and viewing cases and tracking opportunities. Additionally, the Partner Community license includes the ability to create and view dashboards within the community. https://help.salesforce.com/s/articleView?id=users_license_types_communities.htm&language=en_US&type=5

For partners to log and view cases as well as track opportunities, and view dashboards within the community, the Partner Community license is the appropriate choice. This license is designed for partner relationships and provides the necessary access to Salesforce objects and functionality needed for these tasks. Salesforce's licensing guide outlines the features available with the Partner Community license, supporting this recommendation.

NO.2 Universal Containers (UC) is about to implement Sales Cloud, Service Cloud, and Revenue Cloud within its newly created Salesforce environment. But before UC begins, the CIO would like to understand the options for creating and migrating changes within Salesforce. UC is about to use a sandbox for the initial build and will deploy customisation up to the production environment. UC has decided to build packages of metadata to silo the functionality between the three clouds it is implementing for.

What are two key considerations a Solution Architect should keep in mind when recommending packaging?

Choose 2 answers

- A. Design the package as modular, loosely coupled units of metadata rather than large chunks of an org.
- B. Only utilize one functional automation tool (Flow, Workflow Rules, Process Builder) per object.
- C. It is impossible to track source control with package development; either the org owns the source or a source control does, but never both.
- D. Clouds like Revenue Cloud have their own packages so it is easy to work with them because their automation is limited.

Answer: A B

Explanation:

Modular packaging (A) promotes flexibility, scalability, and ease of maintenance, allowing for targeted deployments and updates. Limiting to one automation tool per object (B) simplifies design, reduces conflicts, and enhances maintainability, ensuring a more streamlined and efficient development and deployment process across Salesforce Clouds.

NO.3 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 in 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

Explanation:

* CPQ B2B Commerce Connector is a tool that synchronizes data from CPQ product and pricing objects to B2B Commerce objects¹.

* CPQ uses discount schedules and B2B Commerce uses tiered pricing to handle volume-based pricing²³.

* The connector does not support mapping tiered pricing to discount schedules out of the box²³.

* The connector uses pricing from B2B Commerce to define the pricing on the generated quote lines by setting their Special Price fields⁴.

Incorporating new requirements, such as tiered pricing and mapping to discount schedules in CPQ, into an ongoing Salesforce CPQ and B2B Commerce project requires careful consideration of project scope, timelines, and resource availability. Adding the new requirement as a user story to the product backlog allows for a structured approach to evaluating its impact on the project. Scheduling a subsequent meeting for prioritization and grooming ensures that stakeholders can discuss the new requirement in detail, assess its feasibility, and decide on its inclusion in the project timeline. This approach aligns with agile project management best practices, allowing for flexibility in responding to new requirements while maintaining project focus and efficiency.

NO.4 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: C D

Explanation:

To track invoicing payment status and identify discrepancies in customer orders against contractual targets, integrating Salesforce Billing with the ERP system is essential. This integration allows for real-time synchronization of invoicing and payment statuses, providing UC employees with up-to-date information.

Using MuleSoft for integration facilitates seamless data exchange between Salesforce and the ERP, ensuring that order information is accurately reflected in Salesforce. This setup supports efficient monitoring and management of contractual obligations and financial transactions. Salesforce Billing offers capabilities for managing invoicing and payments within the Salesforce ecosystem, while MuleSoft's Anypoint Platform enables robust API-led connectivity between systems, aligning with Salesforce's recommended practices for system integration and data management.

NO.5 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 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: C

Explanation:

An iterative rollout strategy, starting with B2B Commerce in a new geography, allows Universal Containers to quickly establish a digital presence and capture market share, addressing the urgency conveyed by the sales leader. This phased approach ensures a focused and manageable implementation, providing immediate value and learning from the initial launch to inform subsequent phases. It aligns with Salesforce's recommendations for adopting a scalable and adaptable implementation strategy, particularly for complex, multi-cloud solutions in dynamic market conditions.

NO.6 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: A D

* A. 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.

* D. 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.

NO.7 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

Explanation:

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/>

NO.8 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.** Place all training materials on the home page so users can find them easily.
- B.** Record hour-long pieces of training for each job role so users can review on their own time.
- C.** Break down training materials into quick reference guides for job-specific functions.
- D.** Ensure each team has a Salesforce champion that can provide one-on-one training.

Answer: C

Explanation:

To increase user adoption when users find the system complicated, breaking down training materials into quick reference guides for specific job functions can be very effective. This makes the learning process more manageable and relevant to users' daily tasks. Salesforce's own training approach often includes such job-specific materials, recognizing that targeted, role-based guidance can improve user competence and confidence.

NO.9 Universal Containers (UC) has acquired four companies and is looking to manage revenue across all mergers' territories seamlessly. UC wants to drive major business decision and selling strategies based on an efficient, complete, real-time view of team forecasts across territories from Salesforce. A sales user can be part of multiple territories and is usually working on multiple opportunities at a time.

Which technical consideration should a Solution Architect make when designing collaborative forecasting?

- A.** Archiving a territory model does not impact forecasts, quotas, and adjustments for all territories in the model.
- B.** If the sales user has many territories assigned to them, it can impact the performance of the forecast.
- C.** Important details should be tracked at the opportunity line level.
- D.** Forecast category names can be customized by submitting a Salesforce Support case.

Answer: B

Explanation:

In designing collaborative forecasting, especially in a complex organization like UC with multiple acquisitions and territories, it's crucial to consider the system's performance. When a sales user is assigned to multiple territories, and they work on numerous opportunities, it can significantly impact the system's ability to generate accurate and timely forecasts. Salesforce's own documentation on collaborative forecasting emphasizes the need to carefully manage territory assignments and forecast calculations to maintain system performance and forecast accuracy.

References to these considerations can be found in Salesforce's Release Notes and Administrator Guide, where Salesforce discusses best practices for managing territories and forecasts in complex sales environments.

https://help.salesforce.com/s/articleView?id=000199046&language=en_US&type=1

NO.10 Universal Containers (UC) recently went live with a multi-cloud implement at ton consisting of Experience Cloud, Service Cloud, and Marketing Cloud Account Engagement. The UC Marketing team wants to generate Marketing Cloud Account Engagement emails using the same dynamic content that users access in Experience Cloud. They want to trigger Marketing Cloud Account Engagement emails based on certain user actions while keeping the content dynamic and configurable via a user-friendly mechanism.

Which approach should a Solution Architect recommend in this case?

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

Answer: B

Explanation:

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

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

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

NO.11 Universal Containers (UC) is in the process of identifying if Revenue Cloud will work for its business processes. UC has already implemented Sales Cloud, which includes complex steps and checklists that are orchestrated based on changes made to an Opportunity. Based on the current Sales Cloud implementation, UC has concerns about how Revenue Cloud will interact with its current customizations on the Opportunity object and if it will be difficult to customize the solution in the

future.

Which design approach should a Solution Architect recommend to mitigate concerns about custom processes on any single object?

- A.** Use an event-driven design to separate automations that could run asynchronously from the save cycle with a third-party tool like Heroku.
- B.** Migrate automations from Process Builder to a single flow that is triggered by record updates, using only the "After Save" context so that all operations can be organized in a single flow.
- C.** Leave the orchestration of the automation to Process Builder, but invoke autolaunched flows from Process Builders so that the actual operations run in flows.
- D.** Migrate automations from Process Builder to flows triggered by record updates, organizing operations in separate flows for the "Before Save" and "After Save" contexts.

Answer: D

Explanation:

Migrate automations from Process Builder to flows triggered by record updates, organizing operations in separate flows for the "Before Save" and "After Save" contexts. This approach will allow UC to keep their current customizations on the Opportunity object, while allowing for greater control and flexibility when customizing the solution in the future. Additionally, this approach will allow UC to better orchestrate the automations and ensure that operations are being run in the right order and context.

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