Free Questions for B2B-Solution-Architect by certsinside

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Question 1

Question Type: **MultipleChoice**

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

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

Choose 3 answers

Options:

A- Product types sold

B- Opportunities generated

C- Number of quotes generated

D- Logins into Partner Community

E- Opportunity win rates

Answer:

B, C, D

Explanation:

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

Leading metrics are indicators that show what's happening and can have real-time impact on your bottom line12.

Lagging metrics are indicators that show the outcome of what happened in a previous time period12.

Leading metrics are useful for predicting future performance and making adjustments, while lagging metrics are useful for evaluating past performance and setting goals34.

To measure each reseller's performance in Northern Trail Outfitters' Partner Community effectively, focusing on leading metrics such as opportunities generated, number of quotes generated, and logins into the Partner Community provides early indicators of engagement and potential sales success. These metrics offer insights into the resellers' active participation and their potential impact on sales, allowing NTO to identify trends and address issues proactively. Leading metrics, unlike lagging metrics, provide real-time data that can inform strategic decisions and adjustments in the channel sales strategy, aligning with best practices for performance measurement and partner management in Salesforce communities.

Question 2

Question Type: **MultipleChoice**

Universal Containers is in the process of implementing a CPQ and B2B Commerce solution. The Technology team hascompleted 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?

Options:

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 m the same sprint, since this is a feasible requirement and the CPQ B2B Commerce Connector is already set up.

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

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

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.

Question 3

Question Type: **MultipleChoice**

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

Options:

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 m 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:

B, D, E

Explanation:

Data migration is the process of transferring data from one system toanother1.

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.

For Ohana Cirrus' transition to Salesforce from a custom solution, efficiently managing the migration of a large volume of complaint records is crucial. Migrating archived data to Heroku provides a scalable storage solution while keeping active and semi-active data in Salesforce ensures accessibility and integration with service processes. Using Deferred Sharing Calculations during migration helps maintain system performance by temporarily suspending real-time sharing rule calculations. Utilizing an ETL (Extract, Transform, Load) tool with Salesforce Bulk API facilitates efficient data transfer, minimizing system downtime and ensuring data integrity. This strategic approach to data migration aligns with Salesforce's best practices for handling large datasets and complex migrations, ensuring a smooth transition to the new Salesforce solution.

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters (WO) istransforming 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

Options:

A- Field Service Manager

B- NTO employee representing a typical customer

C- Business Analyst

D- Field Service Agent

E- Project Manager

Answer:

A, C, D

Explanation:

During the discovery workshop for Salesforce Field Service, consulting with the Field Service Manager, Business Analyst, and Field Service Agent is essential. The Field Service Manager provides insight into operational needs and challenges, the Business Analyst contributes an understanding of technical requirements and process optimizations, and the Field Service Agent offers a frontline perspective on service delivery and customer interactions. Involving these stakeholders ensures that the solution architect gathers comprehensive insights into the service operations, aligning the Salesforce Field Service implementation with the actual needs and workflows of the organization, consistent with Salesforce's best practices for stakeholder engagement in discovery sessions.

Question 5

Question Type: **MultipleChoice**

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

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

Options:

A- B2B Commerce. Salesforce Field Service, Experience Cloud, and Meroku

B- B2B Commerce, Salesforce Field Serv.ee, Experience Cloud, and Sales Cloud

C- B2B Commerce, Service Cloud, Experience Cloud, and Salesforce Connect

D- B2B Commerce. Salesforce Field Service, Experience Cloud, and MuleSoft

Answer:

D

Explanation:

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

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

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

MuleSoft is a solution that allows you to integrate data from different systems using APIs34.

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

Question 6

Question Type: **MultipleChoice**

A Solution Architect is presenting a design for the Phase 1rollout of a B2B multi-cloud solution that includes CPQ and B2B Commerce using the CPQ B2B Commerce Connector. During the presentation, business stakeholders push bade on some of the key design aspects. The business is keen to have the product images and SCO data pushed back to CPQ from 828 Commerce, which is not incorporated in the current design. Further, the business wants the Solution Architect to find a way to map discounts and promotions in 828 Commerce to CPQ pricing and add that to the Phase 1 deliverables.

Which two responses should a Solution Architect present to the stakeholder s?

Choose 2 answers

Options:

A- There are significant differences in the discounting models and options between B2B Commerce and CPQ, and for that reason, it is better to handle them separately. without syncing to CPQ.

B- Product Images and SCO data are B2B Commerce specific metadata. It is recommended to keep them only in 828 Commerce, and not push to CPQ.

C- Map the product images from B2B Commerce to CPQ, by passing the URL of theimage File from CC Product to Product2 object. SEO data sync will require additional customization and it is recommended for Phase 2.

D- Map the discounts and promotions to Additional Discounts field on the quote Int. However, we would need to ensure thatthe price rules do not run for quotes originated from B2B Commerce unless there is a specific business need.

Answer:

C, D

Explanation:

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

Addressing stakeholder feedback on syncing product images and SEO data from B2B Commerce to CPQ, and aligning discounts and promotions, involves a balanced approach. Mapping product images by passing the URL from B2B Commerce to CPQ ensures that product visual representation is consistent across platforms. Considering the complexity of syncing SEO data, it is pragmatic to plan this for a subsequent phase, allowing for proper customization and integration work. For discounts and promotions, mapping them to the Additional Discounts field on the quote line in CPQ is feasible, but it's crucial to manage the execution of price rules carefully to maintain pricing integrity. This approach aligns with best practices for integrating B2B Commerce and CPQ, ensuring a cohesive and functional solution that meets business requirements while managing technical complexities and scope.

Question 7

Question Type: MultipleChoice

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

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

Options:

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

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

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

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

Answer:

B

Explanation:

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

For the corporate bank embarking on a multi-cloud solution journey, mapping the current system landscape is a critical first step. This involves documenting existing systems, applications, and their interconnections to identify integration points and potential overlaps with the new B2B multi-cloud solution. Understanding the current technical ecosystem allows for the identification of key areas where Salesforce solutions can be integrated to enhance customer service, improve visibility into business customer activities, and increase customer satisfaction. This foundational analysis is essential for informed decision-making and strategic planning, ensuring that the new solutions complement and enhance the existing technical infrastructure, in line with Salesforce's recommendations for successful multi-cloud implementations.

Question 8

Question Type: **MultipleChoice**

Mask Makers LLC has a traditional sales channel that uses an existing CPQ implementation to process orders. Customers frequently reorder previous purchases quickly and split the order into several deliveries for different locations. Additionally, these customers are given special pricing through Price Books m CPQ based on annual spending and other parameters. The customer currently makes their purchase by sending an email or calling their appointed sales representative, and then waits to receive a quote.

Mask Makers LLC wants to move away from this very manual and time-consuming process. The company wants to provide its customers with a personalized experience that is simplified and streamlined with existing special pricing visible and the option to selfserve- Mask Makers LLC would also like to deliver this within a short timeframe, as business must continue to grow.

Which design approach should a Solution Architect recommend to meet these requirements within the timeframe while adhering to best practices.

Options:

A- Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. Set B2B Commerce as the Product and Pricing master.

B- Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. Keep CPQ as the Product and Pricing master.

C- Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. Allow bidirectional updates to Products and Pricing.

D- Implement B2B Commerce and build a custom integration to CPQ. Keep CPQ as the Product and Pricing master.

Answer:

B

Explanation:

Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ1. This is a fast and easy way of enabling self-service ordering for customers with existing special pricing from CPQ.

Keep CPQ as the Product and Pricing master1. This is a recommended practice toavoid data duplication and inconsistency between CPQ and B2B Commerce.

For Mask Makers LLC, implementing Salesforce B2B Commerce with integration to the existing CPQ system via the CPQ B2B Commerce Connector is the optimal approach. Keeping CPQ as the Product and Pricing master ensures that the complex pricing rules and special pricing agreements already established in CPQ are maintained and leveraged within the B2B Commerce environment. This setup allows customers to benefit from a streamlined and personalized self-service experience while ensuring pricing consistency and accuracy. The CPQ B2B Commerce Connector facilitates the seamless flow of product and pricing information from CPQ to B2B Commerce, enabling Mask Makers LLC to provide a simplified and efficient ordering process for its customers, adhering to Salesforce best practices for integrating CPQ and B2B Commerce.

Question 9

Question Type: MultipleChoice

A client is running a project with a 626 multi-cloud setup involving Marketing Cloud, Sales Cloud, ServiceCloud, 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 mil 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

Options:

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 transportedto already.

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

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

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

Answer:

B, D, E

Explanation:

For a multi-cloud setup involving various Salesforce clouds and MuleSoft, understanding the current data architecture and the need behind consolidated reporting is crucial. Reviewing established and planned data flows provides insight into the existing data landscape, identifying systems of record and current data integrations. Identifying the key drivers and high-level data scope for consolidated reporting helps in aligning reporting solutions with business needs. Drafting a high-level solution using CRM Analytics (formerly known as Einstein Analytics) showcases the potential for unified reporting across multiple Salesforce clouds, leveraging its powerful data integration, transformation, and visualization capabilities. This approach aligns with Salesforce's best practices for data management and analytics, providing a foundation for informed decision-making in the steering committee meeting.