



Free Salesforce ARC-801 Practice Questions

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Question 1

Question Type: MultipleChoice

Universal Containers is at the start of a digital transformation program. Members of the executive leadership team have provided a list of internal and external stakeholders who are dedicated to formulating the vision and desired business outcomes in a 2-day workshop. The executive leadership team has made the request to understand what the customer experience will look like out of this workshop.

What should a Solution Architect do to help formulate the high-level business vision and desired business outcomes?

Options:

- A- Facilitate a workshop with the executive leadership team, applying the journey mapping process to create a vision and align customer journey to business objectives.
- B- Facilitate a strategy session with the executive leadership team to better understand their individual business units' priorities to achieve the business objectives.
- C- Ask to follow the Customer Service team for a day to gain a better understanding of how they work and identify their pain points to formulate this vision.
- D- Facilitate a business process mapping workshop with the executive leadership team to better understand the potential process improvements.

Answer:

A

Explanation:

Journey mapping is a process that helps understand and improve the customer experience across different touchpoints and channels. Journey mapping can help formulate the high-level business vision and desired business outcomes by:

Identifying the customer segments, personas, needs, goals, and pain points

Mapping out the current state of the customer journey across different stages and channels

Analyzing the gaps, opportunities, and risks in the current state

Envisioning the future state of the customer journey that meets or exceeds customer expectations

Aligning the future state with the business objectives, value proposition, and success metrics

Prioritizing and planning the initiatives and solutions that will enable the future state

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

Question 2

Question Type: MultipleChoice

Universal Containers (UC) uses Salesforce Sales Cloud to track Opportunities, Quotes, and Orders and is interested in offering self-service capability to its customers via an Experience Cloud site. Most products that UC offers are relatively simple, but some are complex and need to be configured and reviewed by a sales representative before an order can be officially placed. The CIO is concerned about the time to market and would like to see two options to address UC's need.

Which two options should a Solution Architect recommend and present to UC?

Choose 2 answers

Options:

- A- Implement B2B Commerce on Experience Cloud to allow customers to purchase simple products with the addition of complex product configurations in a follow-up phase.
- B- Implement Salesforce CPQ internally first, then build 'product configurator' functionality in a custom Experience Cloud site in a follow-up phase.
- C- Implement a templated self-service Experience Cloud site to show product information, add a 'Request a Quote' component, and recommend B2B Commerce implementation in a follow-up phase.
- D- Implement a custom Experience Cloud site with 'product configurator' functionality first, then add headless commerce functionality in a follow-up phase.

Answer:

A, C

Explanation:

For UC's requirement to offer self-service capabilities while managing complex product configurations, the recommended options are:

A) Implement B2B Commerce on Experience Cloud to allow customers to purchase simple products with the addition of complex product configurations in a follow-up phase. This approach enables UC to quickly provide a self-service portal for straightforward products, with the flexibility to enhance the platform with more complex configuration capabilities later. It addresses the CIO's concern about time to market.

C) Implement a templated self-service Experience Cloud site to show product information, add a 'Request a Quote' component, and recommend B2B Commerce implementation in a follow-up phase. This solution allows UC to leverage Experience Cloud for immediate needs while planning for a more comprehensive B2B Commerce implementation. It provides a scalable way to enhance customer engagement and streamline the sales process.

These recommendations are based on Salesforce's best practices for implementing B2B Commerce and Experience Cloud, as detailed in Salesforce's B2B Commerce implementation guides and Experience Cloud documentation.

Question 3

Question Type: MultipleChoice

Universal Containers (UC) is selling containers globally via distributors and is experiencing significant double-digit growth year-over-year. UC uses a centralized ERP system that holds the financial information of the distributors. The ERP system is siloed but offers connectivity via APIs. The account managers need to reference the financial information stored in the ERP while approving an order of a distributor inside Salesforce. The financial information of a distributor may change ad-hoc during the day in the ERP system and account managers need the latest data in front of them.

What should a Solution Architect recommend while designing an integrated, scalable solution to meet UC's needs?

Options:

- A- Use Change Data Capture to update the changes on the financial information inside Salesforce in near-real time.
- B- Use the scheduled data loader to extract the financial information every night from the ERP and save it inside Salesforce.
- C- Retrieve the financial information on-demand from the ERP via API and display the information as read-only using a lightning component.
- D- Schedule a MuleSoft batch job to retrieve financial information from the ERP every night and store it inside Salesforce for quick access.

Answer:

C

Explanation:

Salesforce integration patterns are strategies for common integration scenarios between

Salesforce and other systems¹.

The five most common Salesforce integration patterns are: Migration, Broadcast, Aggregation, Bi-directional synchronization, Correlation²³.

The financial information of a distributor is an example of data virtualization, which is a type of correlation pattern⁴.

Data virtualization involves retrieving data on-demand from a remote system via API and displaying it as read-only using a lightning component⁴.

Question 4

Question Type: MultipleChoice

Universal Containers (UC) is an international company with activities in Europe and the U.S. UC has two separate Salesforce orgs, one for each region. Quotes are built in different legacy systems, depending on their country. Orders are processed centrally by the back-office team with an ERP. Customer information is saved in both legacy systems and the ERP. The analyst team complains about the inconsistency of customer data between different systems and the lack of connection between a single piece of customer data across all of the systems.

Which approach would make it possible to set up this single source of truth and ensure scalability for orders?

Options:

- A- Use MuleSoft Anypoint Platform as the single point of data orchestration across the different systems and Salesforce environments.
- B- Map all of the points of data with a different ETL tool for each Salesforce environment and drive synchronisation from Salesforce to the other systems.
- C- Use each Salesforce org as its own system of record (SOP.) and use Salesforce Connect to synchronise the two Salesforce orgs.
- D- Map all of the points of data within a custom data manager and drive synchronization between the different systems with a point-to-point approach.

Answer:

A

Explanation:

According to¹, a single source of truth (SSOT) is the practice of aggregating the data from many

systems within an organization to a single location. A SSOT is not a system, tool, or strategy, but rather a state of being for a company's data in that it can all be found via a single reference point.

According to 2, 3 and 4, Salesforce has introduced the Customer 360 Truth Platform, which includes MuleSoft. This is a new set of data and identity services that enable companies to build a single source of truth across all of their customer relationships. This connects data from all Salesforce clouds to create a single view of the customer.

MuleSoft Anypoint Platform is an integration platform that allows companies to connect any application, data source or device using APIs. MuleSoft enables companies to leverage their existing systems and data sources without having to replace them or create custom integrations.



Question 5

Question Type: MultipleChoice

A Solution Architect is presenting a design for the Phase 1 rollout of a B2B multi-cloud solution that includes CPQ and B2B Commerce using the CPQ B2B Commerce Connector. During the presentation, business stakeholders push back 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 stakeholders?

Select 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 the image 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 that the 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 6

Question Type: MultipleChoice

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

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

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

Options:

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

Answer:

C

Explanation:

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

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

In the described sales process, Salesforce Sales Cloud serves as the system of record. This is because the overall pipeline, including opportunities and opportunity products, which are central to forecasting and sales management, is managed within Sales Cloud. While CPQ and B2B Commerce play crucial roles in quoting and online purchasing respectively, and the ERP system houses product and primary pricing information, it is Sales Cloud that integrates these elements to provide a comprehensive view of the sales pipeline and performance. This alignment with sales processes makes Sales Cloud the authoritative source for sales-related data and activities, aligning with Salesforce's best practices for sales management and forecasting.

Question 7

Question Type: MultipleChoice

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?

Options:

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

D- Create a dynamic list in multiple business units with the same rules, and show the total leads and contacts in the list per business unit.

Answer:

D

Explanation:

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.

To demonstrate that Marketing Cloud Account Engagement (formerly Pardot) is correctly connected with Sales Cloud across different business units, creating dynamic lists with identical criteria in each business unit and comparing the total leads and contacts can effectively showcase proper segmentation and access control. This approach allows the Solution Architect to visually represent how marketing data and activities are appropriately partitioned and managed across the business units, ensuring that leads and contacts are only accessible by the relevant teams, in line with Salesforce's best practices for managing data in multi-business unit environments.

Question 8

Question Type: MultipleChoice

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?

Options:

- 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

Explanation:

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 fulfillment. 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

Getting feedback on the Product and Pricing structure setup in CPQ should be the earliest focus. This is foundational to the CPQ process and dictates how pricing sync, discounting, and ultimately invoicing will function. Early validation with business stakeholders ensures that the CPQ solution meets business requirements and can integrate seamlessly with ERP systems. Salesforce's best practices in CPQ implementation stress the importance of early stakeholder engagement, particularly around pricing strategies and product catalog setup.

Question 9

Question Type: MultipleChoice

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?

Options:

- 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

Explanation:

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

Question 10

Question Type: MultipleChoice

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 itsbusiness 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?

Options:

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

Answer:

D

Explanation:

Marketing Cloud, with its MobileConnect application, is the recommended solution for sending text messages at scale, tracking open and click-through rates, and integrating with marketing campaigns. MobileConnect provides SMS capabilities that can support UC's global support model and marketing needs, offering features similar to those available for email campaigns. Salesforce Marketing Cloud documentation describes how MobileConnect can be used for such requirements.

Question 11

Question Type: MultipleChoice

Universal Containers (UC) sells automotive spare parts through a large network of partner retail outlets. UC's business model relies on partners (retail outlets) reaching out to UC to get access to its product catalog, selecting the product(s) they require, and then making bulk purchases. The partners occasionally reach out to UC sales representatives for advice or clarifications regarding particular SKUs on an opportunity on which they are co-sellers.

UC wants to offer discounts to partners who make large purchases. Further, UC wants to provide its partners with reports detailing their sales, including reports that summarize sales by partner, to help UC classify its partners accordingly.

Which solution should a Solution Architect recommend to meet UC's requirements?

Options:

- A- Sales Cloud, B2B Commerce, and Partner Relationship Management
- B- Sales Cloud, B2B Commerce, and Customer Community
- C- Sales Cloud, Service Cloud, and Partner Relationship Management
- D- Sales Cloud, Partner Relationship Management, and Einstein

Answer:

A

Explanation:

Sales Cloud provides the CRM capabilities needed to track opportunities and sales processes, B2B Commerce provides the platform for partners to make bulk purchases, and Partner Relationship Management (PRM) enables the management of partner relationships, including offering discounts for large purchases and providing reports to partners. This integrated solution meets all of UC's requirements for sales, bulk purchasing, and partner management. Salesforce documentation supports the use of PRM alongside Sales Cloud and B2B Commerce for managing complex partner relationships and sales processes.

Question 12

Question Type: MultipleChoice

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?

Options:

- 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.

Question 13

Question Type: MultipleChoice

UC Foods, a manufacturing company, has multiple sales channels including a front-line Sales team and channel partners who are currently enabled on Sales Cloud as well as a Partner Community. The company wants to establish a new B2B Commerce portal to lower the cost of sales by enabling self-service capabilities to automate sales wherever possible. The executive sponsor is concerned that sales representatives might see the B2B channel as a threat to their

ability to sell and, therefore, earn higher commissions.

Which two use cases should the Solution Architect highlight to help the executive sponsor better understand the appropriate role for B2B Commerce as it relates to existing sales channels?

Select 2 answers

Options:

- A- Highlight that the B2B portal is meant to tackle more routine, low-complexity sales, allowing the Sales team to focus on the more complex sales and priority accounts.
- B- Highlight that the B2B portal will be a useful tool to help improve customer communications and enhance customer engagement by providing faster updates on their orders as they are fulfilled.
- C- Highlight that the B2B portal is meant to handle high-complexity sales that are ideal for automation, leaving the Sales team to handle less complex, higher-margin sales.
- D- Highlight that the B2B portal will help the company grow and expand into new geographies where the company does not currently have a sales footprint, resulting in more rewards for everyone.

Answer:

A, D

Explanation:

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

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

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

A Solution Architect should also highlight that the B2B portal will help the company grow and expand into new geographies where the company does not currently have a sales footprint, resulting in more rewards for everyone. This way, UC can leverage its online presence to reach new markets and customers without investing in physical infrastructure or personnel.

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