



Free Questions for **ARC-801**

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# Question 1

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Question Type: MultipleChoice

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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 in 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 self-serve. 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:

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- 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:

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B

## Explanation:

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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 to avoid 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 2

Question Type: MultipleChoice

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?

Options:

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

Answer:

A

Explanation:

For Universal Containers (UC), maintaining the system of record (SOR) for all orders in the ERP Order Object is the most strategic approach, especially given the ERP's role in fulfillment and

invoicing. This ensures that the ERP remains the authoritative source for order data, providing a single point of truth for financial transactions and order management. Integrating Salesforce clouds with the ERP allows for seamless data flow and operational efficiency, supporting UC's digital transformation goals while leveraging the ERP's robust capabilities for order processing and financial management.

## Question 3

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Question Type: MultipleChoice

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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?

Options:

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- 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:

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C

Explanation:

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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.

## Question 4

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Question Type: MultipleChoice

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Universal Containers (UC) is currently using Sales Cloud, Revenue Cloud, Experience Cloud, and B2B Commerce. B2B Commerce and Experience Cloud are used for UC's end customers while the direct Sales team sells with partners through Revenue Cloud. However, partners want to work digitally versus through email.

The direct Sales team has asked the CIO how they can expose their Revenue Cloud capabilities to their partners and vendors using Salesforce. The CIO knows they are currently using B2B Commerce for customers and is wondering if they can do something similar for partners by exposing CPQ capabilities in Experience Cloud for partners.

What are two questions a Solution Architect should ask when evaluating either B2B Commerce or CPQ for partners via Experience Cloud?

Choose 2 answers



### Options:

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- A- Will partners be using CPQ to sell to our customers that are utilizing our B2B Commerce tool today?
- B- Does the direct Sales team co-sell with partners or sell to partners in this new channel model?
- C- Do partners need to do complex configurations or create their special pricing?
- D- What do we need to invest in order to build the channel and where does that investment come from?

### Answer:

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B, C

### Explanation:

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When evaluating B2B Commerce or CPQ for partners via Experience Cloud, the Solution Architect should ask:

B) Does the direct Sales team co-sell with partners or sell to partners in this new channel model? This question helps to understand the relationship between the direct Sales team and the partners, which impacts how CPQ is set up and used.

C) Do partners need to do complex configurations or create their special pricing? This will determine if CPQ's advanced configuration and pricing capabilities are necessary for the partners, which may not be as effectively supported by B2B Commerce alone.

Understanding the sales process and the complexity of transactions is crucial to deciding whether CPQ or B2B Commerce is the right tool for partners, as described in Salesforce documentation for both CPQ and B2B Commerce.

## Question 5

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Question Type: MultipleChoice

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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?

### Options:

- 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

### Explanation:

To avoid issues related to system performance and ensure the scalability of Salesforce solutions, it's crucial to manage technical debt and thoroughly test new features in a controlled environment. A sandbox provides a safe space for testing, allowing UC to simulate the impact of changes without affecting the production environment. This practice helps in identifying potential issues and resolving them before they can impact end-users.

Salesforce's documentation on best practices for managing technical debt and the use of sandboxes for testing provides guidance on these processes, emphasizing the importance of a proactive approach to system maintenance and feature testing.

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

## Question 6

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Question Type: MultipleChoice

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Universal Containers (UC) has gone through the design phase of its large initiative involving multiple Salesforce clouds and is about to go into the build phase. The CIO would prefer to create an internal Center of Excellence (CoE) to implement the solution versus make a third-party organisation responsible for the entire build given that they have the talent internally to support the initiative.

Which two recommendations should a Solution Architect make toward creating a CoC?

Select 2 answers



### Options:

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- A- All development decisions will be made by internal resources.
- B- Documentation around the solution will not be a concern.
- C- Knowledge of the solution will stay within the organization.
- D- It will be much more cost effective to create a CoE.

### Answer:

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A, C

### Explanation:

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A Salesforce Center of Excellence (COE) is a centralized division within your company that oversees and manages all aspects of the Salesforce instance, including projects, maintenance, and support<sup>12</sup>. A COE acts as a central governing body for the entire organization and funnels all decision making and product ownership through a single group<sup>2</sup>. By creating a COE, you can ensure that all development decisions will be made by internal resources who have direct relationships with stakeholders throughout the company<sup>12</sup>.

Another benefit of creating a COE is that knowledge of the solution will stay within the organization<sup>3</sup>. A COE provides leadership, best practices, research, support and training for Salesforce<sup>3</sup>. By having an internal team that is responsible for implementing and maintaining the solution, you can avoid relying on external vendors or consultants who may not have your best interests at heart or who may leave after the project is done<sup>4</sup>.

## Question 7

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Question Type: MultipleChoice

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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?



### Options:

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- 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 it 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:

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D

### Explanation:

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

CPQ uses discount schedules and B2B Commerce uses tiered pricing to handle volume-based pricing<sup>2,3</sup>.

The connector does not support mapping tiered pricing to discount schedules out of the box<sup>2,3</sup>.

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

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 8

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Question Type: MultipleChoice

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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, in the future, UC wants this order integration scaled to additional applications. UC also needs customers to be able to schedule appointments for service for their equipment.

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

### Options:

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

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D

### Explanation:

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B2B Commerce is a solution that allows you to create ecommerce websites for your business customers<sup>1</sup>.

Salesforce Field Service is a solution that allows you to manage your field service operations, such as scheduling appointments, dispatching technicians, and tracking assets<sup>2</sup>.

Experience Cloud is a solution that allows you to create digital experiences for your customers, partners, and employees using templates and components<sup>2</sup>.

MuleSoft is a solution that allows you to integrate data from different systems using APIs<sup>34</sup>.

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 9

Question Type: MultipleChoice

Universal Containers serves customers globally across two businesses. Each business has its own org for managing its sales and support operations. Each line of business also maintains its own reporting systems using both CRM Analytics and Salesforce reports, but the CEO is asking for a unique dashboard that includes the global opportunity pipeline with data from both orgs.

What should a Solution Architect propose?

### Options:

- A- Use CRM Analytics in the primary org and create a Salesforce External Connection. Then, create a dataflow to combine data from both orgs.
- B- Use one org as primary and create external objects for the accounts and opportunities of the other one. Then, use standard reports.
- C- Use one org as primary and an ETL tool to synchronize the accounts and opportunities of the other org. Then, use standard reports.
- D- Use CRM Analytics in the primary org and then, in the dashboards, use Salesforce Connect to query the data from the other org.

### Answer:

A

### Explanation:

CRM Analytics (formerly known as Tableau CRM) allows for the creation of powerful dashboards that can incorporate data from multiple Salesforce orgs. By using CRM Analytics with an external

connection and creating a dataflow, data from both orgs can be combined into a unified dashboard, providing the global visibility the CEO is requesting. This aligns with Salesforce's guidance on multi-org reporting using CRM Analytics, which enables cross-org data integration and visualization.



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