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Question 1

Northern Trail Outfitters (WTO) has around 500,000 active customers stored m 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 teeing slower responses while accessing their order history on B2B Commerce.

Which two options should a Solution Architect consider to improve performance'

Choose 2 answers

Options:

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

Explanation:

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 to1, 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 to2, 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.

Question 2

Question Type: **MultipleChoice**

Universal Containers (UC) is an international company with activities m Europe and the U.S. UC has two separate Salesforce orgs, one for each region. Quotes are built m different legacy systems, depending on their country. Orders are processed centrally by the back-

office team with an ERP. Customer information is saved m 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 ETI 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

Question 3

Question Type: **MultipleChoice**

Universal Containers (UC) is adding to its existing Salesforce implementation and currently uses Saks Cloud and Service Cloud. UC is looking to add Salesforce Field Service and Experience Cloud to allow its third-party contractors easier access to the data they need and to provide its customers a way to self-service.

UC has expressed interest m allowing its customers to be able to self-schedule maintenance work on their Assets. UC wants a solution to display scheduling options for the next month to its customers.

What should a Solution Architect consider m a potential solution?

Options:

A- Lightning Web Components Calendar Module

B- Appointment-Assistant Self Service Scheduling

C- Salesforce Scheduler

D- Standard Salesforce Asset Calendar

Answer:

B

Explanation:

Appointment Assistant lets Field Service customers book, confirm, reschedule, or cancel their upcoming appointments. For Self-Service Scheduling, you only need one license per org assigned to one user. You can also customize the look and feel of your self-service scheduling pages and embed them into your Experience Cloud site.

Question 4

Question Type: **MultipleChoice**

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 'or the Solution Architect?

Options:

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 6r>a 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 in 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 requirement across the sales and other functional areas, then provide a recommendation based on information gathered to deliver an MVP.

Answer:

D

Explanation:

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.

Question 5

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 m multiple business units with the same rules, and show the total leads and contacts m 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.

Question 6

Question Type: **MultipleChoice**

Northern Trail Outfitters (NTO) is currently using Salesforce CPQ and would like to implement B2B Commerce Classes. NTO uses a Partner Community to allow partners to build complex bundles to provide detailed quotes to clients. NTO also wants to ensure that it does not have to maintain two databases of products.

Which two considerations should a Solution Architect keep in mind about the CPQ B28 Commerce Connector when synchronizing Product and Price data?

Choose 2 answers

Options:

A- The connector lets you sync simple products with a flat price.

B- The connector does not support syncing complex CPQ bundles.

C- Discount schedules from CPQ will sync to discounts and promotions m B2B Commerce Classic

D- The connector is a two-way sync for product and pricing logic.

Answer:

A, B

Explanation:

According to1, the connector lets you sync simple products with a flat price between CPQ and B2B Commerce. However, it does not support syncing complex CPQ bundles, such as nested bundles or option constraints. You need to use custom code or a third-party solution to sync complex bundles.

Question 7

Question Type: **MultipleChoice**

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 enab4e service managers to track customer satisfaction based on the technician and the job?

Options:

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:

A

Explanation:

According to1, 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.

Question 8

Question Type: MultipleChoice

Universal Containers (UC) manufactures automobile engine components. UC wants to set up an ecommerce website to deliver a seamless customer purchasing experience, both through self-service and field sales. UC also wants to showcase its extensive product offerings, operate regional promotions and discounts, and managed routing and contracting. UC is looking for guidance on a Salesforce

multi-cloud solution to be implemented across phases.

What should a Solution Architect recommend to meet UC's business requirements?

Options:

A- Phase 1: Sales Cloud - - Phase 2: Service Cloud -- Phase 3B2B Commerce

B- Phase 1: Sates Cloud -- Phase 2: B2B Commerce -- Phase 3: Salesforce Field Service

C- Phase 1: Service Cloud -- Phase 2: CPQ -- Phase 3: B2B Commerce

D- Phase 1: Sates Cloud - - Phase 2: CPQ -- Phase 3: B2B Commerce

Answer:

D

Explanation:

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

According to1, this is a recommended approach to design domain-specific, multi-cloud solutions using Customer 360 to create frictionless B2B customer experiences that maximize business value. Sales Cloud can help UC manage its field sales and contracts, CPQ can help UC automate its quoting and pricing processes, and B2B Commerce can help UC deliver a seamless ecommerce experience for its customers across digital platforms.

Question 9

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 m Salesforce. The leadership team meets for an in-depth strategy and planning session every 3 years and will need reporting on the archived dat

a. 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

Options:

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 dg Object.

Answer:

B, C

Explanation:

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.

Question 10

Question Type: MultipleChoice

Universal Containers (UC) u 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 m 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.