

## Get Ready to Boost your Prepare for your ARC-801 Exam with 115 Questions [Q50-Q74]



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**Get Ready to Boost your Prepare for your ARC-801 Exam with 115 Questions Use Free ARC-801 Exam Questions that Stimulates Actual EXAM Q50.** 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?

- \* Assess the level of technical debt and test new features with the Product team in a Developer sandbox.
- \* Assess the level of technical debt and test new features in a sandbox before enabling in production.
- \* Assess the level of data quality and test new features with a pilot before enabling for all users.
- \* Assess the level of data quality and test new features with a subset of users in production before enabling all users.

Assess the level of technical debt and test new features in a sandbox before enabling in production. This best practice would help UC to identify and reduce any technical debt that may be affecting their system performance, such as inefficient code, redundant configurations, or outdated features<sup>2</sup>. Testing new features in a sandbox would also help UC to ensure that they work as expected and do not introduce any new issues or conflicts with existing functionality<sup>3</sup>. A sandbox is an isolated copy of a production environment that allows developers and testers to work safely without affecting live data or users<sup>4</sup>.

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

**Q51.** Different teams at Universal Containers (UC) are experiencing challenges using their existing tools. The Sales team can only access their application from the office, the Marketing team has to manually import leads coming from the website into their campaign tool, and the Support team lacks a communication history repository between email, social networks, and calls. The website was developed by the IT team, and the Legal team is responsible for the Consent Management Platform used to meet GDPR requirements.

UC wants to improve its relationship with customers, so a digital redesign program is starting with the goal of moving to Salesforce solutions.

Which three steps are necessary to set up a program roadmap?

Choose 3 answers

- \* Identify the high-level workload capacity and planning of the IT and Legal teams.
- \* Prioritize the transformation of activities involving the least development.
- \* Create project plans for each of the projects that will be on the roadmap.
- \* Prioritize the transformation of activities related to customers' interactions.
- \* Explain how the program contributes to the business's goals.

[https://trailhead.salesforce.com/content/learn/modules/innovation\\_solution/innovation\\_solution\\_build\\_business](https://trailhead.salesforce.com/content/learn/modules/innovation_solution/innovation_solution_build_business)

**Q52.** A Solution Architect has been hired to help design and implement a quoting solution for AC Computers on Salesforce to support omni-channel selling. During discovery with the client, the Solution Architect learns AC Computers currently uses spreadsheets to manage its pricing and product catalog, which includes thousands of SKUs with a variety of attributes that determine pricing. The current quoting process is long and tedious because it requires a sales representative to find individual products and manually input that information into Salesforce.

The Sales team complains that they are spending too much time searching for the right product and Product Management is spending too much time trying to manage SKUs. AC Computers wants to move away from manual quoting processes and toward simplifying its product catalog.

Which recommendation should the Solution Architect make given the business requirements?

- \* Work alongside client stakeholders to perform a SKU optimisation; implement Salesforce CPQ product catalog and guided selling.
- \* Work alongside client stakeholders to perform a SKU optimisation; implement Salesforce Order Management and special pricing.
- \* Create Products and Price Books in Salesforce for the current product catalog to streamline future pricing and product catalog management; implement Salesforce CPQ product catalog and guided selling.
- \* Create Products and Price Books in Salesforce for the current product catalog to streamline future pricing and product catalog management; implement Salesforce Order Management and special pricing.

This option addresses both the issues mentioned by the client, the tedious quoting process and product catalog management. A SKU optimization exercise would help simplify the product catalog, and implementing Salesforce CPQ product catalog and guided selling would enable sales representatives to quickly and accurately find the right products and generate quotes. This would also streamline product catalog management by allowing Product Management to easily add and maintain products in the Salesforce CPQ product catalog.

Option A would involve working alongside client stakeholders to perform a SKU optimisation; implementing Salesforce CPQ product catalog and guided selling. This would help AC Computers simplify its product catalog by reducing the number of SKUs and attributes, and streamlining its pricing logic. It would also help AC Computers move away from manual quoting processes by using Salesforce CPQ product catalog and guided selling features. These features allow sales representatives to easily find and select

products based on predefined rules and criteria, and generate accurate quotes with dynamic pricing.

**Q53.** Universal Containers (UC) needs to support its customers via email, phone, and chat. Service agents are only scheduled to support one communication channel for each shift. UC has implemented a service-focused community but only wants customers to inquire about service in the community through chat.

Which three options should a Solution Architect recommend to meet the requirements defined above?

Choose 3 answers

- \* CTI adaptor with Omni-Channel integration
- \* Customer Community with ability to create a new support Case
- \* Experience Cloud, web-to-case, and a CTI integration
- \* Omni-Channel with defined presence, routing configurations, and Service Channels
- \* Customer Community with Live Agent

Experience Cloud<sup>2</sup>. This way, you can create a service-focused community for your customers using Experience Cloud Sites. You can also customize the look and feel of your community and integrate it with other Salesforce products and features.

Omni-Channel with defined presence, routing configurations, and Service Channels<sup>3</sup>. This way, you can manage your service agents' availability and workload across different communication channels such as email, phone, and chat. You can also use service channels to define which objects and records are routed to your agents using Omni-Channel.

Customer Community with Live Agent<sup>23</sup>. This way, you can enable chat support for your customers in the community using Live Agent. You can also configure chat buttons, invitations, pre-chat forms, and other settings for Live Agent.

**Q54.** P&C Hardware is a large manufacturer of computer components and already has an extensive Salesforce technology stack including MuleSoft, Sales Cloud, Service Cloud, and Field Service, as well as Shield capabilities. P&C Hardware is in the process of launching an online store based on Salesforce technology that's supposed to go live in 6 weeks. P&C Hardware needs to analyze performance to identify bottlenecks and optimize the configuration using its agile process with weekly releases. So far, P&C Hardware has covered similar requirements for other technologies using a third-party monitoring and alerting tool it deployed in the cloud.

What are two viable options a Solution Architect should explore in more detail with the client?

Choose 2 answers

- \* Leverage Shield Event Monitoring and MuleSoft to provide monitoring data to the third-party monitoring and alerting solution that's already in place at P&C Hardware.
- \* Leverage Shield Event Monitoring in conjunction with the Salesforce Debug Logs, and establish a regular review process for the Operations and Administration team.
- \* Leverage the B2B Commerce built-in performance monitoring dashboard to analyze performance in near real time.
- \* Leverage Shield Event Monitoring in combination with the CRM Analytics Event Monitoring app as a simple out-of-the-box solution.

Leverage Shield Event Monitoring and MuleSoft to provide monitoring data to the third-party monitoring and alerting solution that's already in place at P&C Hardware<sup>2</sup>. This option can help P&C Hardware leverage their existing investment and expertise in their cloud-based monitoring tool, while integrating it with Shield Event Monitoring and MuleSoft to capture and analyze performance data from their Salesforce technology stack.

Leverage Shield Event Monitoring in combination with the CRM Analytics Event Monitoring app as a simple out-of-the-box solution<sup>3</sup>. This option can help P&C Hardware quickly set up a performance monitoring dashboard using pre-built reports and dashboards from the CRM Analytics Event Monitoring app, which can be installed from AppExchange. This app can provide insights into user activity, adoption, performance issues, security risks, and more.

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

**Q55.** At Custom Cabinets LLC, the service appointments often span over multiple days but are 2 to 4 hours in duration per day. The company would like to optimize the service resource's day and have them see as many customers as possible. Additionally, Custom Cabinets LLC would like a customer service representative to follow up with the customer once the field work has been completed.

Which approach should the Solution Architect take to meet these requirements?

- \* Leverage declarative automation to create Service Appointments for multiple days. Use declarative automation to send a follow-up email to the customer.
- \* Leverage out-of-the-box Salesforce Field Service Work Types and out-of-the-box Multiday Service Appointments. Use declarative automation to create a follow-up Case for customer service.
- \* Leverage out-of-the-box Salesforce Field Service Multiday Service Appointments. Use declarative automation to send a follow-up email to the customer.
- \* Leverage out-of-the-box Salesforce Field Service Work Types and declarative automation to clone Service Appointments for multiple days. Use declarative automation to create a follow-up Case for customer service.

Leverage out-of-the-box Salesforce Field Service Multiday Service Appointments. This is a simple and efficient way of scheduling service appointments that last for more than a day.

**Q56.** 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

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

Do partners need to do complex configurations or create their special pricing? This question can help UC determine if they need to use CPQ for partners, which can provide more flexibility and functionality for configuring products and applying discounts than B2B Commerce.

Will partners be using CPQ to sell to our customers that are utilizing our B2B Commerce tool today? This question can help UC understand if they need to integrate CPQ and B2B Commerce for partners, which can enable a seamless experience for both partners and customers across different channels.

**Q57.** 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?

- \* 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.
  - \* 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.
  - \* 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.
  - \* Add the request as a new user story to the product backlog, and further schedule a meeting for prioritization and grooming.
- CPQ B2B Commerce Connector is a tool that synchronizes data from CPQ product and pricing objects to B2B Commerce objects.

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

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

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

**Q58.** 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?

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

Salesforce integration patterns are strategies for common integration scenarios between Salesforce and other systems.

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

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

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

**Q59.** 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

- \* Implement B2B Commerce on Experience Cloud to allow customers to purchase simple products with Add complex product configurations in a follow-up phase.
- \* Implement Salesforce CPQ internally first, then build a product configurator functionality in a custom Experience

Cloud site in a follow-up phase.

\* 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.

\* Implement a custom Experience Cloud site with **product configurator**; functionality first, then add headless commerce functionality in a follow-up phase.

<https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3u00000MSk6gEAD> Implement B2B Commerce on Experience Cloud to allow customers to purchase simple products with Add complex product configurations in a follow-up phase. This option would allow UC to quickly launch a self-service site for their customers to buy simple products online, while also leveraging the existing Sales Cloud data and processes for Opportunities, Quotes, and Orders. In a follow-up phase, UC can use the Salesforce CPQ and B2B Commerce for Lightning Experience Connector1 to enable customers to configure complex products on their site and sync them with Sales Cloud2.

Implement Salesforce CPQ internally first, then build **product configurator**; functionality in a custom Experience Cloud site in a follow-up phase. This option would allow UC to streamline their internal sales process for complex products using Salesforce CPQ, while also maintaining their existing Sales Cloud data and processes for Opportunities, Quotes, and Orders. In a follow-up phase, UC can build custom **product configurator**; functionality on their Experience Cloud site using Apex or Lightning Web Components and integrate it with Salesforce CPQ using APIs3.

**Q60.** Universal Containers (UC) is about to complete the first phase of its digital transformation with its new Lead to Invoice process that incorporates several clouds like Sales Cloud, Service Cloud, Revenue Cloud, Experience Cloud, and MuleSoft. UC is now creating a Center of Excellence and focusing on a purely Agile methodology for working on new releases. UC wants to understand some of the considerations around release planning.

What are two recommendations a Solution Architect should make to ensure UC's releases to production work within its release schedule and there are no delays in future releases?

Choose 2 answers

- \* Create a regular sprint cadence across the different teams to demonstrate new functionality.
- \* Utilize the last sprint to include functionality that was missed from previous sprints.
- \* Fix the scope of the sprint during release planning regardless of how long it takes.
- \* Use the last sprint of the release to stabilize it and eliminate identified issues.

Create a regular sprint cadence across the different teams to demonstrate new functionality. This recommendation would help UC to synchronize their work across multiple clouds and teams, as well as get feedback from users and stakeholders on the progress and quality of the release23.

Use the last sprint of the release to stabilize it and eliminate identified issues. This recommendation would help UC to ensure that their release is ready for production and meets their quality standards. The last sprint should focus on fixing bugs, improving performance, and conducting user acceptance testing13.

**Q61.** AC Computers is hitting governor limits when trying to create orders and activate orders in Salesforce. Upon further investigation, it's discovered that AC Computers is trying to process hundreds of order products on a single order. The Order object also has various automation processes to update fields and integrate with a third-party order management system.

What is one solution a Solution Architect should evaluate first to resolve this issue?

- \* Create a custom object to hold orders in queue for processing.
- \* Review to determine if moving automation to asynchronous Apex is required.
- \* Enable Advanced Order Management to process large orders.
- \* Install a third-party solution to process large orders.

Option B is a solution that can help AC Computers avoid hitting governor limits when processing large orders because asynchronous Apex can run in a separate thread and use higher limits than synchronous Apex1. For example, asynchronous Apex can process up

to 50 million records per transaction, while synchronous Apex can only process up to 50 thousand records per transaction<sup>2</sup>. By moving some of their automation processes to asynchronous Apex, AC Computers can reduce the load on their Salesforce environment and improve performance.

A Solution Architect should evaluate moving automation to asynchronous Apex to resolve the issue of hitting governor limits when trying to create and activate orders in Salesforce. By moving the automation to asynchronous Apex, the automation processes can be run in a separate thread and will not affect the transaction limit for the current thread. This will prevent governor limits from being hit and ensure that the order creation and activation processes can be completed successfully.

**Q62.** Universal Containers (UC) has expanded rapidly in recent year following a number of acquisitions. The new CMO wants to use all Leads from one of the acquired Salesforce orgs to kick-start a new targeted campaign in UC's main Salesforce org. The acquired company would like to keep its Lead data because it enriches the Lead before it comes into Salesforce via third-party marketing tool and supports its direct sales channel. Beyond the Lead use case, both Salesforce orgs will remain completely independent from one another.

Which integration approach should a Solution Architect recommend between the UC main org (the target org) and the acquired org (the source org)?

- \* Discuss a strategy that includes manually migrating all Leads from the source org to the target org every day using data loader.
- \* Discuss a strategy between the source org and target org Sales teams on the criteria of Leads to migrate from the source org to the target org, and migrate Leads to the target org before the enrichment within the source org.
- \* Discuss long-term strategies around deprecating the source org's ability to collect and enrich Lead data, and start to direct all Leads to the target org and ignore the source org.
- \* Discuss a strategy between the source org and target org Sales teams on the criteria of Leads to migrate from the source org to the target org, and migrate Leads to the target org after they are enriched in the source org.

Option D would involve discussing a strategy between the source org and target org Sales teams on the criteria of Leads to migrate from the source org to the target org, and migrating Leads to the target org after they are enriched in the source org. This would allow both Salesforce orgs to remain independent from each other, while also enabling UC to use all Leads from one of the acquired Salesforce orgs for its new targeted campaign. This would also preserve the value of Lead enrichment that happens in the source org via third-party marketing tool.

<https://trailhead.salesforce.com/credentials/b2bsolutionarchitect>

**Q63.** Widgets Wonderful, a manufacturing company, wants to provide a better customer experience and enable field service resources to provide a quote to customers while still on site. The company has complex products that come with warranties that include preventative maintenance work. Additionally, certain warranty repair work has specific SLAs associated with it. There are 10 Field Service team members and 20 sales representatives, all of whom need to view Salesforce Field Service objects and be able to create quotes for the customer.

Widgets Wonderful's project owner has some questions regarding the number and types of licenses needed for the users and would like to better understand how warranties will be addressed.

Which two combined options should a Solution Architect suggest?

Choose 2 answers

- \* Salesforce Field Service and Service Cloud for Salesforce CPQ will need to be installed and customizations will need to be made to handle Entitlements.
- \* Purchase 30 CPQ licenses and 10 Salesforce Field Service licenses.
- \* Purchase 30 CPQ licenses and 30 Salesforce Field Service licenses.
- \* Salesforce Field Service, Salesforce CPQ, and Service Cloud for Salesforce CPQ need will need to be installed and customizations will not be needed for Entitlements.

CPQ licenses are required for users who need to create quotes for customers, which includes both field service team members and sales representatives. Therefore, 30 CPQ licenses are needed for 10 field service team members and 20 sales representatives. According to 23, Salesforce Field Service licenses are required for users who need to access the dispatcher console or the mobile app, which includes only field service team members. Therefore, 10 Salesforce Field Service licenses are needed for 10 field service team members.

Salesforce CPQ is a software that automates pricing and proposal generation of complex products/services, which matches the company's needs. According to 2, Salesforce Field Service is a software that enables scheduling and optimization of field service resources, which also matches the company's needs. According to 5, Service Cloud for Salesforce CPQ is an add-on that allows users to manage entitlements (warranties) and contracts (SLAs) within Salesforce CPQ without customizations.

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

<https://www.salesforce.com/editions-pricing/service-cloud/field-service/>

**Q64.** 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?

- \* Sales Cloud, B2B Commerce, and Partner Relationship Management
- \* Sales Cloud, B2B Commerce, and Customer Community
- \* Sales Cloud, Service Cloud, and Partner Relationship Management
- \* Sales Cloud, Partner Relationship Management, and Einstein

Sales Cloud can help UC manage its direct sales team and track opportunities and revenue.

B2B Commerce can help UC provide its partners with access to its product catalog and enable them to make bulk purchases online.

Partner Relationship Management (PRM) can help UC offer discounts to partners who make large purchases, provide them with reports detailing their sales, and allow them to collaborate with UC sales representatives.

**Q65.** Recently, Universal Containers (UC) successfully launched a multi-cloud B2B implementation with Sales Cloud, Service Cloud, Experience Cloud, and B2B Commerce. As the Sales and Service Cloud development was performed by separate teams, UC created Process Builder automation for the Account object in separate Process Builder processes. As customers go through the sales process within Sales Cloud, the data on their customer account record is updated. As those same customers make purchases within B2B Commerce, the data on their customer account record is updated as well.

What are two reasons why a Solution Architect should recommend uniting these into a single Process Builder process?

Choose 2 answers

- \* Moving them into a single Process Builder process helps to reduce the number of queries and avoid hitting limits on the Account object.
- \* Moving them into a single Process Builder process provides control over the order of the updates and actions triggered on the Account object.
- \* Moving them into a single Process Builder is the only way to ensure a naming convention is followed on the Account object.
- \* Moving one of the Process Builders into a flow will remove all automation conflicts on the Account object.



The two reasons why a Solution Architect should recommend uniting the Sales Cloud and Service Cloud Process Builder processes into a single Process Builder process are: (A) Moving them into a single Process Builder process helps to reduce the number of queries and avoid hitting limits on the Account object; and (B) Moving them into a single Process Builder process provides control over the order of the updates and actions triggered on the Account object. By having them all in a single Process Builder process, UC can better manage the order in which updates and actions are triggered on the account object, ensuring that the most important updates and actions are performed first. Additionally, combining multiple Process Builder processes into one reduces the number of queries that need to be performed, helping to avoid hitting limits on the Account object.

**Q66.** Universal Containers (UC) acquired two companies. As part of its transformation and consolidation program, UC needs to bring all of its disparate partner strategies together and see what can be combined across all of its indirect sales channels. Each company currently has its own Salesforce environment utilizing Sales Cloud and Experience Cloud for Partners. Each company also follows its own unique business processes for partners. However, UC has recently developed a new vision and journey focused on a single indirect channel with a single Salesforce environment aligned to its corporate strategy.

Given UC's new journey for engaging its indirect channel, what are the next two steps the Solution Architect should recommend?

Choose 2 answers

- \* Completely unify all the channel strategies under the acquiring company's brand and strategy.
  - \* Tell the stakeholders to focus on having a single Partner Community across all channels with a singular branding.
  - \* Create an adoption plan for the Direct Sales team to engage with the Indirect Sales team in a sell-with model within the new Partner Communities.
  - \* Identify the need for multiple Partner Communities by Indirect Sales Channel with branding and content specific to each channel.
- channel sales or indirect sales are sales that use an intermediary such as partners, resellers, dealers, or brokers. Channel sales can provide many benefits for businesses, such as expanding market reach, reducing costs, increasing customer satisfaction, and enhancing brand awareness.

Salesforce Partner Community is a community consisting of different Salesforce partners who work in sync with an organization to achieve specific goals and carry out specific activities. Salesforce Partner Community allows sharing and access to data, managing, tracking, and forecasting partner sales, creating personalized and connected sites and portals for partners, and integrating with other services.

**Q67.** 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 its business 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?

- \* Utilize Service Cloud and LiveMessage.
- \* Utilize Service Cloud Email to Text Message.
- \* Embed third-party messenger tools.
- \* Utilize Marketing Cloud and MobileConnect.

**Q68.** AC Computers has decided to extend its existing Sales Cloud solution by implementing Service Cloud and Marketing Cloud Account Engagement. AC Computers has defined two different work streams for Service Cloud and Marketing Cloud Account Engagement and wants each workstream to work iteratively in separate sandboxes and migrate to a single sandbox for UAT and integration testing. With the multiple workstreams, AC Computers needs a more rigorous change management process and an audit process.

Which two options should AC Computers consider to support both implementation workstreams?

Choose 2 answers

- \* Use multiple development sandboxes and merge the workstream builds using change sets.
- \* Use a version control system and CLI-based deployment tools to merge the workstream builds.
- \* Use scratch orgs and continuous deployment tools to merge the workstream builds.
- \* Use package-based deployments and scratch orgs to merge the workstream builds.

These answers show how AC Computers can use modern development tools and practices to support multiple workstreams and implement Service Cloud and Marketing Cloud Account Engagement. A version control system can help track changes, manage conflicts, and audit code quality. A CLI-based deployment tool can help automate deployments and run tests across different environments. A scratch org is a source-driven and disposable deployment of Salesforce code and metadata that can be used for development and testing purposes. A continuous deployment tool can help integrate changes from different sources and deploy them automatically to a target environment.

[https://help.salesforce.com/s/articleView?id=sf.deploy\\_connection\\_parent.htm&language=en\\_US&type=5](https://help.salesforce.com/s/articleView?id=sf.deploy_connection_parent.htm&language=en_US&type=5)

**Q69.** 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 in 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 in a potential solution?

- \* Lightning Web Components Calendar Module
- \* Appointment-Assistant Self Service Scheduling
- \* Salesforce Scheduler
- \* Standard Salesforce Asset Calendar

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.

**Q70.** 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?

- \* In the ERP Order Object
- \* Salesforce Custom Object
- \* Salesforce Order Object
- \* B2B Commerce Order Object

This will ensure that all orders are stored in a single, unified database, and will make it easier to track and manage orders across different channels. Additionally, Salesforce Order Objects have built-in features that make it easy to integrate with ERP systems, B2B Commerce, and Marketing Cloud, allowing UC to create the desired fluidity between its application landscape.

**Q71.** Universal Containers (UC) needs to provide a portal for its customers to order spare parts for the equipment that has been sold to them. Spare parts 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?

- \* B2B Commerce, Salesforce Field Service, Experience Cloud, and Meroku
- \* B2B Commerce, Salesforce Field Service, Experience Cloud, and Sales Cloud
- \* B2B Commerce, Service Cloud, Experience Cloud, and Salesforce Connect
- \* B2B Commerce, Salesforce Field Service, Experience Cloud, and MuleSoft

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>3,4</sup>.

**Q72.** A Solution Architect has gathered requirements from discovery with Northern Trail Hot Tubs below:

- \* Northern Trail Hot Tubs sells through a B2B2C model with Dealers.
- \* Northern Trail Hot Tubs tracks Dealer Opportunities in Salesforce, but wishes to have more insight into the sales process from its Dealers.
- \* Dealers would like to be able to get custom Hot Tub pricing quickly from Northern Trail Hot Tubs without having to wait for configuration estimates to come back from Northern Trail Hot Tubs.
- \* Northern Trail Hot Tubs supports its Dealers and Customers directly, and Dealers would like better insight into support that their Customers receive.

Which capabilities should a Solution Architect suggest to provide to Northern Trail Hot Tub Dealers?

- \* Experience Cloud and Revenue Cloud for Dealers to get Quotes and view Cases
- \* B2B Commerce for Dealers to get pricing and Service Cloud for Cases
- \* Experience Cloud and Sales Cloud for Dealers to be able to create Opportunities and add Opportunity Products
- \* Experience Cloud and Service Cloud for Dealers to be able to request pricing through Cases and track Customer Cases

B2B Commerce is a solution that enables B2B buyers to purchase products online from a branded storefront. It can help Northern Trail Hot Tubs provide custom pricing and configuration options for their Hot Tubs without having to wait for estimates. It can also help them track and manage their orders and inventory<sup>1</sup>.

Service Cloud is a solution that enables customer service agents to manage and resolve customer issues across multiple channels. It can help Northern Trail Hot Tubs support their Dealers and Customers directly and provide them with visibility into their case history and status<sup>2</sup>. It can also help them leverage AI and automation to improve service efficiency and quality.

By integrating B2B Commerce and Service Cloud, Northern Trail Hot Tubs can create a seamless B2B2C experience that enhances customer satisfaction and loyalty<sup>3</sup>

**Q73.** Towards the end of the discovery phase, the sales manager and subject matter experts raise a request to get hands-on experience with the solution as soon as possible. They want to ensure the requirements they provided are correctly built out in Salesforce. The project sponsor is unsure how that request may affect the schedule.

Which method should a Solution Architect consider in this scenario to validate the requirements during the build sprint without impacting the project timelines?

- \* Ensure the project sponsor reviews and signs off on the Functional Specification Document as an acknowledgment that what was built aligns with the original requirements.
- \* Run a User Acceptance Testing discovery session, based on the Functional Specification Document, to ensure the testing script meets the end users' needs.
- \* Give every end user the Functional Specification Document as their training materials and test them on the contents.
- \* Give the end users access to a sandbox environment and a testing script for each of the user stories. Ask UAT testers to perform their tasks and collect feedback from them in the testing script.

user acceptance testing (UAT) is a stage in the software development cycle designed to test if the solution supports the business and user needs in a real-world scenario. UAT involves end users or domain experts who follow a series of test steps to verify if specific requirements perform as expected.

Give the end users access to a sandbox environment and a testing script for each of the user stories. Ask UAT testers to perform their tasks and collect feedback from them in the testing script. This method would allow the end users to get hands-on experience with the solution as soon as possible and provide feedback on any issues or gaps they encounter. This would also ensure that what was built aligns with the original requirements and meets their expectations<sup>13</sup>.

<https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video/learn-about-user-acceptance-testing>

**Q74.** Universal Containers (UC) uses Marketing Cloud and recently added Sales Cloud to manage its business activities, as well as B2B Commerce to redesign its website. Today, a lead is created each time a customer leaves the site without finalizing their purchase. The number of leads created is increasing and representatives can no longer meet their callback deadlines.

With the new website, UC wants to increase the number of finalized sales and offer similar products to customers while reducing the Sales team's workload. Sales representatives should only call back customers if there is an upsell or cross-sell opportunity.

Which three recommendations should a Solution Architect make to meet these needs? Choose 3 answers

- \* Create an opportunity when a customer clicks a cross-sell or upsell email link.
- \* Send automated emails in Sales Cloud with discounted offers to customers who abandoned their cart.
- \* Set up lead nurturing with Marketing Cloud and automate emails through journeys.
- \* Stop creating leads in Sales Cloud for abandoned carts.
- \* Put all leads from the abandoned carts in a queue.

Set up lead nurturing with Marketing Cloud and automate emails through journeys. This recommendation would help UC to send personalized and targeted emails to customers who abandoned their cart, based on their behavior or preferences<sup>1</sup>. For example, UC could send emails with discounted offers, cross-sell or upsell suggestions, testimonials, or reminders to complete their purchase<sup>3</sup>. Marketing Cloud journeys can also track customer engagement and measure campaign effectiveness<sup>2</sup>.

Create an opportunity when a customer clicks a cross-sell or upsell email link. This recommendation would help UC to identify customers who are interested in buying more products or services from them, based on their email interactions<sup>1</sup>. For example, if a customer clicks on a link that shows similar products to their cart items, UC could create an opportunity in Sales Cloud and assign it to a sales representative for follow-up<sup>3</sup>. This way, UC could increase their sales revenue and conversion rate by focusing on qualified leads<sup>2</sup>.

Stop creating leads in Sales Cloud for abandoned carts. This recommendation would help UC to reduce the Sales team's workload and avoid cluttering their system with unqualified leads<sup>1</sup>. By creating leads only for customers who show interest in buying from UC, UC could streamline their lead management process and improve their lead quality<sup>3</sup>.

Salesforce ARC-801 exam is an advanced-level certification that requires a thorough understanding of cloud computing, including the different types of clouds, their capabilities, and the best practices for integrating them. ARC-801 exam is ideal for professionals who have experience working with cloud-based solutions and want to take their skills to the next level.

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