[Dec 25, 2023 New Updated B2B-Solution-Architect Exam Questions 2023 [Q20-Q40
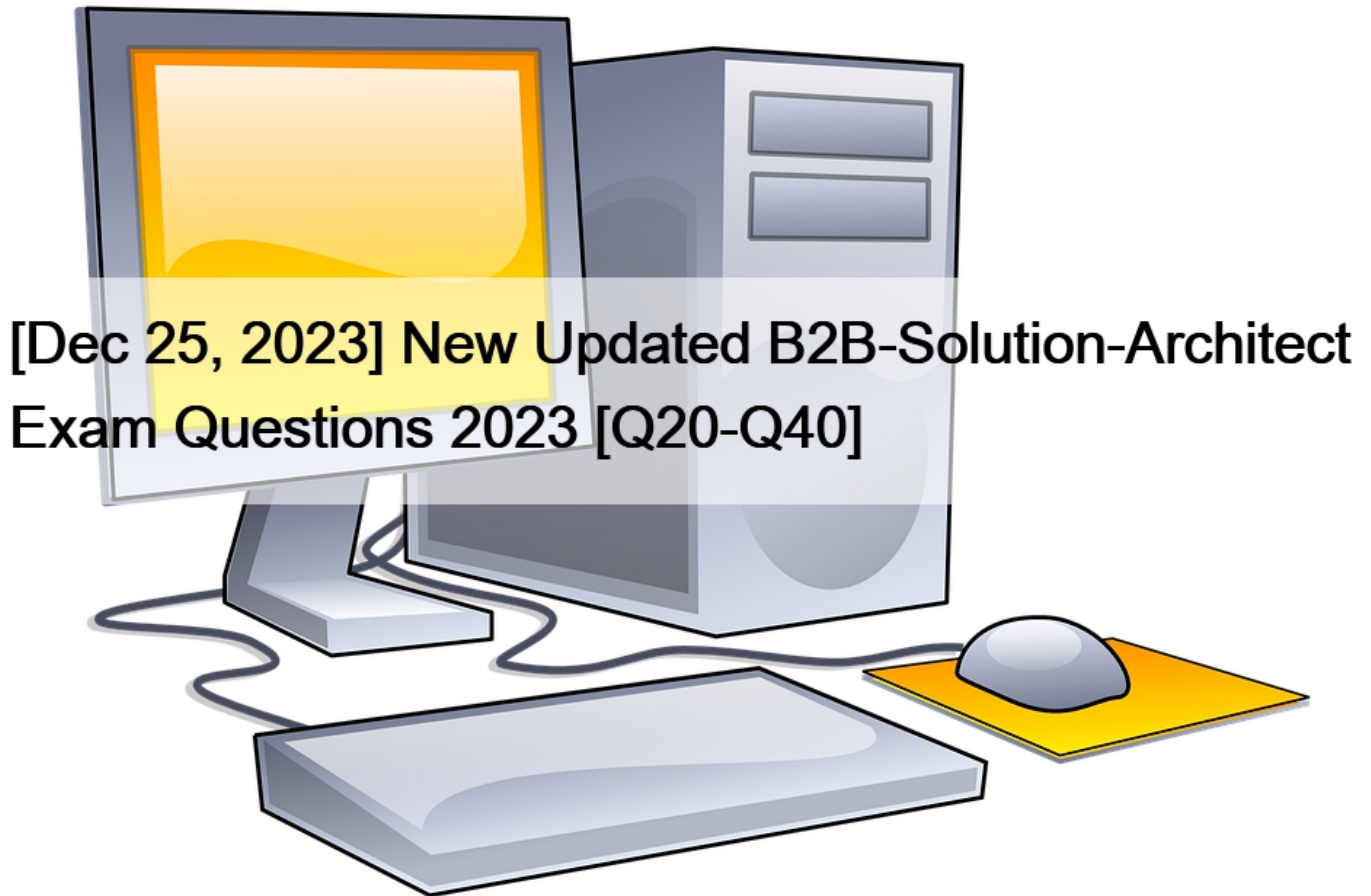

[Dec 25, 2023] New Updated B2B-Solution-Architect Exam Questions 2023
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Q20. Different teams at Universal Containers (UC) are experiencing challenges using their existing tools. The Sales team can only access their application from the office, the Marketing 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

Q21. Universal Containers (UC) is using Sales Cloud and Service Cloud. UC wants a solution that can tend scheduled emails on a dairy, weekly, or monthly basis to existing customers and prospects. UC also wants to track if customers have opened the emails. There can be as little as 1,000 emails in a week or as many as 100,000 emails in a month, depending on the season.

Based on that criteria, which solution should the Solution Architect recommend to UC?
* Set up scheduled flows to handle email sending and tracking.
* Recommend Marketing Cloud Account Engagement.
* Develop a custom solution using scheduled Apex to send emails.
* Recommend Marketing Cloud Personalization.
This is a feature of Salesforce Marketing Cloud that allows you to create and send personalized emails to your existing customers and prospects based on their account data and behavior. It also enables you to track email opens, clicks, bounces, unsubscribes, and more1.

Marketing Cloud Account Engagement can help you handle large volumes of emails and schedule them on a daily, weekly, or monthly basis. It also integrates with Sales Cloud and Service Cloud to provide a unified view of your customers across all channels12.

Q22. At Custom Cabinets LLC, the service appointments often span over multiple days bot 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 automata to done Service Appointments for multiple days. Like 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 Appointments1. This is a simple and efficient way of scheduling service appointments that last for more than a day.

Q23. 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
* Fix the scope of the sprint during release planning regardless of how long it takes.
* Create a regular sprint cadence across the different teams to demonstrate new functionality.
* Use the last sprint of the release to stabilize it and eliminate identified issues.
* Utilize the last sprint to include functionality that was missed from previous sprints.

Q24. AC Computers is getting ready to go live with automated subscription invoicing using Sales Cloud and Revenue Cloud. AC Computers’ primary goal is to retire its homegrown system used for manual invoicing and migrate any outstanding bookings. The company wants to make sure there is little disruption to a customer’s current invoicing schedule when it goes live with Salesforce Billing and retires the existing system.

Which three recommendations should a Solution Architect make to reduce customer impact?

Choose 3 answers
* Migrate all historical payment methods from the homegrown system.
* Utilize the standard user adoption reports and dashboards to track invoice data.
* Provide training and enablement for end users and admins prior to go live.
* Compare invoices as produced in both systems to ensure customer invokes are as expected.
* Create a release and change management process to incorporate feedback and fix issues.
https://www.salesforce.com/news/stories/introducing-revenue-cloud/

https://www.salesforce.com/products/cpq/overview/

1. Migrate all historical payment methods from the homegrown system. According to 1, Revenue Cloud helps you manage your billing and payment processes across different channels and systems. To reduce customer impact, you should migrate all historical payment methods from your homegrown system to Revenue Cloud so that you can continue to process payments smoothly and securely for your existing customers.

2. Compare invoices as produced in both systems to ensure customer invokes are as expected. According to 2 and 3, Revenue Cloud allows you to create and manage invoices for your customers based on various factors such as contracts, subscriptions, usage, etc. To reduce customer impact, you should compare invoices as produced in both systems to ensure that they are accurate and consistent with your customer expectations and agreements.

3. Create a release and change management process to incorporate feedback and fix issues. According to 4, following best practices for release and change management can help you improve your revenue performance and customer satisfaction. To reduce customer impact, you should create a release and change management process that allows you to incorporate feedback from your customers, end users, admins, etc., and fix any issues that may arise during or after the go live.

Q25. Northern Trail Outfitters (WO) is transforming its service experience. NTO has created a RACI matrix to understand the key stakeholders’ responsibilities for activities and decisions during a Salesforce Field Service discovery workshop.

Which three NTO stakeholders should a Solution Architect recommend be defined as Consulted during the discovery workshop?

Choose 3 answers
* Field Service Manager
* NTO employee representing a typical customer
* Business Analyst
* Field Service Agent
* Project Manager

Q26. Universal Containers (UC) has a multi-cloud implementation in place covering Service Cloud and Experience Cloud. As part of UC’s support process, service agents often need to search across an external ERP that hosts the order information of its customers. They would like to see their ERP data in Salesforce but IT is weary of duplicating data across systems.

Which integration mechanism should achievethis with standard capabilities?
* Salesforce Connect
* SOAP API
* Change Data Capture
* Bulk Rest API

Q27. 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 insightinto support thattheir 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

Q28. Refer to the images below:
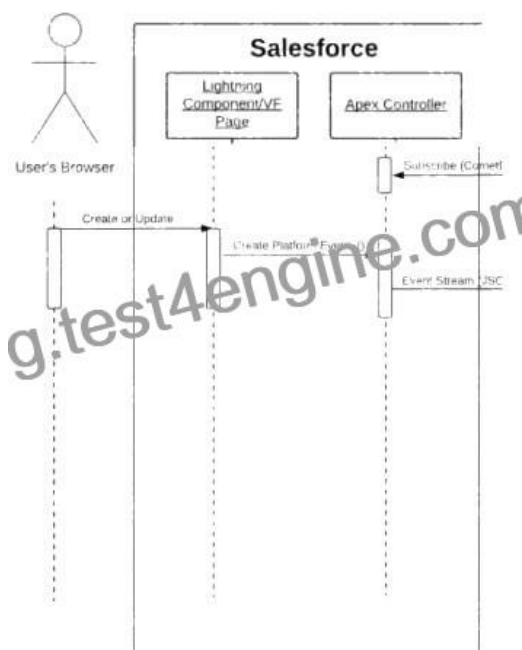
As part of its solution to accelerate overall sales. Universal Containers (UC) has chosen to implement a CPQ solution using Salesforce CPQ. As part of the CPQ solution, there is a requirement to retain UC’s ERP as the Pricing and Product master.

UC’s business process results in Products and Pricing being updated sporadically once a week, and then on a much larger scale on a monthly basis, which could result in a large amount of records that need to be updated in Salesforce.

Which strategy should the Solution Architect choose to handle this scenario?
* Option A, utilizing a VF/Lightning component in combination with an Apex Controller to make a REST call to the external service
* Option 6, utilizing Process Builder and Platform Events to communicate with the external services Subscriber Listener
* Option C, utilizing a VF/Lightning component in combination with an Apex Controller to make a call utilizing the Streaming API
* Option D, utilizing an external ETL tool to batch load the records into Salesforce

Q29. A Solution Architect is working with Northern Trail Outfitters’ Sales and Services team. They are currently evaluating how many environments they need to procure. As part of a preliminary review, it was identified that although the different business units were happy working m separate environments, there is a requirement to know each other’s transactions.

Which two requirements would make the Solution Architect recommend a Single org over a multi-org strategy?

Choose 2 answers
* Collaboration between lines of business
* Simple security architecture across lines of business
* Global case management across lines of business
* Access to shared lines of business data

1. Collaboration between lines of business. According to 1 and 2, having a single-org architecture can facilitate collaboration between different lines of business by allowing them to share data, processes, workflows, reports, dashboards, etc. This can improve communication, efficiency, and productivity across the organization.

2. Access to shared lines of business data. According to 1 and 3, having a single-org architecture can enable access to shared data across different lines of business by using common objects, fields, records, etc. This can improve data quality, consistency, and visibility across the organization.

Q30. 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?

Choose 2 answers
* All development decisions will be made by internal resources.
* Documentation around the solution will not be a concern.
* Knowledge of the solution will stay within the organization.
* It will be much more cost effective to create a CoE.

Q31. 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 features2. 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 functionality3. A sandbox is an isolated copy of a production environment that allows developers and testers to work safely without affecting live data or users4.

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

Q32. Universal Containers (UC) is about to implement Sales Cloud, Service Cloud, and Revenue Cloud within its newly created Salesforce environment. But before UC begins, the CIO would like to understand the options for creating and migrating changes within Salesforce. UC is about to use a sandbox for the initial build and will deploy customisation up to the production environment. UC has decided to build packages of metadata to silo the functionality between the three clouds it is implementing for.

What are two key considerations a Solution Architect should keep in mind when recommending packaging?

Choose 2 answers
* Design the package as modular, loosely coupled units of metadata rather than large chunks of an org.
* Clouds like Revenue Cloud have their own packages so it is easy to work with them because their automation is limited.
* It is impossible to track source control with package development; either the org owns the source or a source control does, but never both.
* Only utilize one functional automation tool (Flow, Workflow Rules, Process Builder) per object.

Q33. GG3 has gone live with a B2B multi-cloud solution and plans to add more functionality over time. The company has a team of system administrators who each focus on a specific cloud and area of functionality.

GG3 has decided to use an Org-Based deployment approach. It wants to protect the investment made and set the team up for success in the future.

What should a Solution Architect recommend as a best practice to put checks in place for decisions on changes moving forward?
* Engage Salesforce services to manage all governance and represent as the Steering Committee.
* Budget for a Governance and Monitoring structure that includes a communications plan and project methodology for the following year.
* Set up a Governance and Monitoring structure that includes a Steering Committee, a Center of Excellence, and a Data governance council.
* Engage a third-party company to manage all governance and represent as the Steering Committee.

Q34. Mask Makers LLC has a traditional sales channel that uses an existing CPQ implementation to process orders. Customers frequently reorder previous purchases quickly and split the order into several deliveries for different locations. Additionally, these customers are given special pricing through Price Books m CPQ based on annual spending and other parameters. The customer currently makes their purchase by sending an email or calling their appointed sales representative, and then waits to receive a quote.

Mask Makers LLC wants to move away from this very manual and time-consuming process. The company wants to provide its

customers with a personalized experience that is simplified and streamlined with existing special pricing visible and the option to 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.
* Implement B2B Commerce and use the CPQ B26 Commerce Connector to integrate to CPQ. Set 826 Commerce as the Product and Pricing master.
* Implement 626 Commerce and use the CPQ 626 Commerce Connector to integrate to CPQ. Keep CPQ as the Product and Pricing master.
* Implement B26 Commerce and use the CPQ 626 Commerce Connector to integrate to CPQ. Allow bidirectional updates to Products and Pricing.
* Implement B2B Commerce and build a custom integration to CPQ. Keep CPQ as the Product and Pricing master.

Q35. A team at Universal Containers (UC) is currently working on an initial release of Service Cloud. However, UC’s management team is very enthusiastic about new features of the platform and wants to go to market with the new Service Cloud solution as soon as possible. The current objective of their initial Service Cloud release is mostly about managing their case workload and case assignment processes. A Solution Architect is called into a management meeting and asked when UC can go live with automated chatbots, Einstein case classification, and CRM Analytics for data insights.

How should a Solution Architect respond to the management team considering their request for these new capabilities’?
* Agree with the management team to postpone the go-live and increase the scope to include the desired features.
* Explain to the management team that these features are still evolving and that it is best to wait a few releases so that they are stable before starting to use them in production.
* Explain the long-term vision and roadmap, and then propose a logical phasing in which the planned minimum viable product (MVP) is the first step on the journey that will eventually include the desired features.
* Agree that the new features are crucial to the success of the initiative and swap parts of the current scope for the most innovative feature.

Q36. Universal Containers (UC) currently utilizes Sales Cloud and Experience Cloud for its customers. For the next phase in its digital transformation, UC would like to enable its vast dealer network with the kinds of tools its direct Sales teams are currently using. UC is considering Partner Communities (PRM) on Experience Cloud.

UC’s concern at the moment is making sure that its dealer network only gets access to the opportunities they themselves bring to UC or that UC submits to the dealer to close. This is a concern for the VP of direct sales who has issues with bringing PRM in at all.

What is the initial suggestion a Solution Architect should provide to make Partner Communities work for UC?
* Create two account lookups on the opportunity, one for dealer and one for partner company, and create sharing rules to share the records.
* Create public groups of partner companies and users at dealers, and share the opportunities using sharing rules.
* Utilize the external sharing model to differentiate the sharing models between Internal Sales users and External Communities users.
* Utilize the same sharing model within the Partner Community that customers are currently using within the Customer Community.

Q37. A software solutions company has created several SaaS applications that it sells to its customers. The company would like an easier way to allow customers to renew their subscriptions each period. Today, the company has to run reports across multiple disparate systems to find out which products each customer has purchased, their usage levels, and when each customer needs to renew. Tracking and identifying when to contact customers is a very manual process and involves sates people sending emails with invoices attached. Customers often mail paper checks to the company, leading to disconnected invoicing and payment processing.

Which two products should a Solution Architect consider to resolve the subscription, invoicing, and payment issues the company is currently experiencing?

Choose 2 answers
* Salesforce Billing
* Salesforce Order Management
* B2B Commerce
* Salesforce CPQ

Q38. SharpField is a fast-growing company that provides SaaS for commercial service providers. SharpField has been acquiring other similar companies and plans to continue to do so for the near future.

After a recent acquisition of a company that also has a Salesforce org, the CIO wants to know the correct path forward on deciding whether to integrate the acquired companies into SharpField’s existing landscape.

What should a Solution Architect recommend to the CIO to ensure the correct org strategy for SharpField going forward?
* Recommend a single-org strategy and development of strict processes for all acquired companies to follow.
* Prioritize migrating the newly acquired company to SharpField’s Salesforce org first, then perform an org strategy analysis to assess the Business, Technology, Governance, and Operations requirements for any future acquisitions.
* Prioritize completing an in-depth org strategy analysis, focused on the Business, Technology, Governance, and Operations requirements at SharpField.
* Recommend a multi-org strategy and development of required integration layers to move the required shared data between instances of any and all acquired Salesforce instances.

Q39. 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.

Q40. 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?
* Use Change Data Capture to update the changes on the financial information inside Salesforce m 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 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.

Salesforce B2B-Solution-Architect certification is designed for individuals who possess the skills and knowledge required to architect and design solutions that meet the complex business requirements of B2B environments. Salesforce Certified B2B Solution Architect Exam certification validates that a candidate has a deep understanding of the Salesforce B2B Commerce platform and can architect solutions that meet the needs of modern B2B businesses. The Salesforce Certified B2B Solution Architect certification is a great way for professionals to demonstrate their expertise in the field and advance their careers.

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