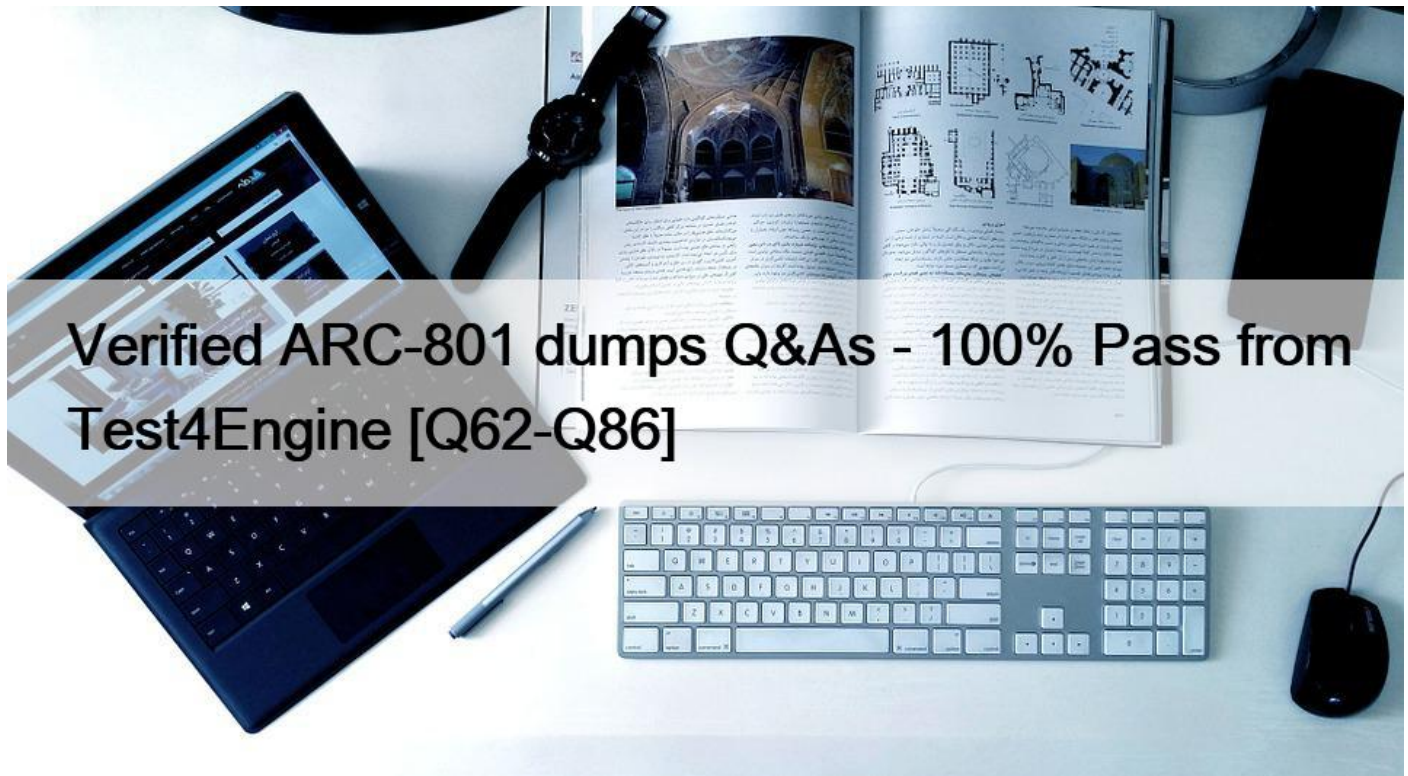


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Salesforce is a leading provider of customer relationship management (CRM) software and cloud computing solutions. Their products and services are used by businesses of all sizes to manage customer relationships, sales, marketing, and customer service. As Salesforce continues to grow, they have introduced a range of certification exams to help professionals validate their skills and knowledge in Salesforce technologies.

QUESTION 62

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?2 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?1 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.

QUESTION 63

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?

- * Use CRM Analytics in the primary org and create a Salesforce External Connection. Then, create a dataflow to combine data from both orgs.
- * Use one org as primary and create external objects for the accounts and opportunities of the other one. Then, use standard reports.
- * Use one org as primary and an ETL tool to synchronize the accounts and opportunities of the other org. Then, use standard reports.
- * Use CRM Analytics in the primary org and then, in the dashboards, use Salesforce Connect to query the data from the other org. it allows you to connect to your secondary org using a Salesforce External Connection12, which is a connector that enables you to access data from another Salesforce org without writing any code or using any middleware. You can then use a dataflow to combine data from both orgs and create datasets that can be used for CRM Analytics dashboards3

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

QUESTION 64

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

A RACI matrix is a tool that defines the roles and responsibilities of different stakeholders in a project or process1.

The RACI matrix has four categories: Responsible, Accountable, Consulted, and Informed12.

Responsible means that the stakeholder is directly involved in performing a task or making a decision¹².

Accountable means that the stakeholder has ultimate authority and accountability for a task or decision¹².

Consulted means that the stakeholder provides input or feedback on a task or decision¹².

Informed means that the stakeholder is kept updated on the progress or outcome of a task or decision¹².

QUESTION 65

Universal Containers (UC) is implementing a Salesforce B2B multi-cloud project with large volumes of data and daily transactions from multiple third-party systems via multiple integrations. UC is looking at transactions of more than 1 million records a week and, in higher seasons, 10 million records a week. UC has made the decision to get a full copy sandbox to use to test all of its third-party integrations across its multiple clouds. UC has also invested in MuleSoft and the Anypoint Platform as the single enterprise service bus for all of the third-party data going into Salesforce.

Which type of performance testing should a Solution Architect recommend for testing data at scale on this project?

- * Perform API load test against the full copy sandbox before go live.
- * Perform unit testing against the full copy sandbox codebase before go live in production.
- * Perform page load testing against production after go live.
- * Perform API load test against the partial copy sandbox before go live.

There are different types of performance testing, such as load testing, stress testing, endurance testing, and spike testing. Each type has a different purpose and goal.

the best type of performance testing is API load test against the full copy sandbox before go live. This type of test can help you evaluate how well your integrations handle high volumes of data and transactions from multiple sources. It can also help you validate the functionality and performance of your MuleSoft Anypoint Platform.

To perform an API load test, you need to create a test plan that defines the test scenarios, test data, test tools, and test metrics. You also need to submit a request for performance testing to Salesforce² and follow their guidelines and best practices.

A full copy sandbox is a good environment for API load test because it has the same data and metadata as your production org³. This can help you simulate realistic conditions and avoid data skew issues.

When dealing with large volumes of data and multiple integrations, it is important to perform load testing to ensure that the system can handle the expected load. An API load test against the full copy sandbox will simulate the expected load and help identify any performance bottlenecks before the system goes live in production. This type of testing should be performed prior to go live to ensure that the system can handle the expected load and provide a good user experience.

QUESTION 66

Universal Containers is currently utilizing B2B Commerce Cloud, Service Cloud, and Field Service for its Sales teams, call center, and Field Service teams. The Field Service team would like to have visibility of Commerce Cloud data because customers in the held will often ask about sales order details.

What should the Solution Architect recommend to give this kind of data access?

- * Create a new permission set that grants access to the Order and Order Item object and assign it to the Field Service users.
- * Create a new profile that grants access to the Order and Order Item object and assign it to the Field Service users.
- * Give Commerce Cloud license to the Field Service team to view Order and Order Item data.
- * Give Sales Cloud license to the Field Service team to view Order and Order Item data.

Create a new permission set that grants access to the Order and Order Item object and assign it to the Field Service users². This is a flexible and granular way of controlling user access without modifying their profiles.

QUESTION 67

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 preferences¹. For example, UC could send emails with discounted offers, cross-sell or upsell suggestions, testimonials, or reminders to complete their purchase³. Marketing Cloud journeys can also track customer engagement and measure campaign effectiveness².

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 interactions¹. 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-up³. This way, UC could increase their sales revenue and conversion rate by focusing on qualified leads².

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 leads¹. By creating leads only for customers who show interest in buying from UC, UC could streamline their lead management process and improve their lead quality³.

QUESTION 68

Northern Trail Outfitters (NTO) is running a multi-cloud Salesforce implementation with lots of process integration between the clouds and other systems. During the project, NTO faces many challenges including a lack of agility and business value alignment, as well as silo-thinking. After trying different approaches, NTO begins to use Agile and is successful. The project manager now wonders what the recommended operating model would look like.

What should be a Solution Architect's first recommendation?

- * NTO should set up an Operations team within IT to ensure proper management of the integrations going forward.
- * NTO should set up a model of continuous backlog with teams aligned to the different clouds to drive efficiency and team collaboration.
- * NTO should set up a model of continuous backlog with teams aligned to the different products (capabilities) to improve efficiency.
- * NTO should establish a Scaled Agile Center of Excellence to continuously improve agility and time to market.

A Scaled Agile Center of Excellence (LACE) is a small team of people dedicated to implementing the SAFe Lean-Agile way of working¹. A LACE can be used to gather information, lead change, share best practices, and keep people on the same page as the organization moves forward². A LACE is a cornerstone of successful transformations because it encourages continuity and manages

expectations3.

By establishing a LACE, NTO can leverage the benefits of agile at scale, such as faster delivery, higher quality, lower costs, and happier customers31. A LACE can also help NTO overcome the challenges of silo-thinking and lack of alignment by fostering collaboration and communication across different teams and systems21.

QUESTION 69

Northern Trail Outfitters (NTO) currently use Sales Cloud to track deals and now wants to use channel sales to distribute and sell products through resellers (partners). As part of the channel strategy, NTO will be implementing a Partner Community for resellers to register deals or generate quotes. NTO needs to establish metrics to measure each reseller's performance based on the reseller's activities within the Partner Community. NTO wants to focus on leading metrics as opposed to lagging metrics to get early feedback on how the portal is being used by partners.

Which three leading metrics should a Solution Architect recommend to help NTO measure each reseller's goals through the Partner Community?

Choose 3 answers

- * Product types sold
- * Opportunities generated
- * Number of quotes generated
- * Logins into Partner Community
- * Opportunity win rates

The best three leading metrics to help NTO measure each reseller's goals through the Partner Community are logins into Partner Community, number of quotes generated, and opportunities generated. These metrics will give NTO early feedback on how the portal is being used by their partners and will provide insight into their success in using the Partner Community. Product types sold and opportunity win rates are lagging metrics and may not provide timely feedback on the success of the Partner Community.

Leading metrics are indicators that show what's happening and can have real-time impact on your bottom line12.

Lagging metrics are indicators that show the outcome of what happened in a previous time period12.

Leading metrics are useful for predicting future performance and making adjustments, while lagging metrics are useful for evaluating past performance and setting goals34.

QUESTION 70

Universal Containers (UC) is using Service Cloud and B2B Commerce to allow resellers the ability to purchase and support farming equipment UC maintains. UC has invested in smart devices which allows that equipment to inform UC when a part becomes faulty. The data from these devices goes to a public cloud solution where every row of sensor data is received every second from every device. There are 100,000 devices on various farms being actively used. The CIO would like this data to be connected to Salesforce in some manner.

What kind of integration method should a Solution Architect suggest to accommodate this need?

- * Embed the devices' sensor data in a view on the Asset record.
- * Load the public cloud solution directly to Salesforce using MuleSoft.
- * Utilize Platform Events based on the devices' state change.
- * Utilize Apex Callouts based on the devices' state change.

Platform Events are a Salesforce-native feature that enable apps to communicate inside and outside of Salesforce using an event-driven messaging architecture. An event producer creates an event and adds it onto the event bus, which operates as a queue

with a strict chronological order. An event consumer subscribes to an event and gets notified when the event is put onto the event bus.

According to 3, Platform Events can be used to define and manage custom notifications within the Salesforce platform and in external apps. They can also be used to integrate Salesforce with external systems and devices in near real-time.

Therefore, a Solution Architect should suggest utilizing Platform Events based on the devices' state change. This way, UC can connect the data from the smart devices to Salesforce in a scalable and reliable manner, without having to poll or query for changes constantly. UC can also use Platform Events to trigger workflows or actions based on the device status, such as creating a case, sending an email, or ordering a replacement part.

https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_intro.htm

QUESTION 71

AC Computers is launching a new subscription bundle service and plans to primarily sell through direct sales and a website storefront for existing customers. Direct Sales needs the ability to configure complex deals and manage subscription. Existing customers need the ability to initialize a request for additional products and services from the storefront and seamlessly send the request directly to Sales to finalize the quote.

Which three recommendations should a Solution Architect make to meet these business requirements?

Choose 3 answers

- * Salesforce CPQ
- * Salesforce Order Management
- * Salesforce Billing
- * B2B Commerce
- * CPQ B2B Commerce Connector

Salesforce CPQ2: This is a tool that helps direct sales configure complex deals and manage subscriptions. It also allows existing customers to request additional products and services from a self-service portal and send them to sales for approval.

Salesforce Billing2: This is a tool that handles invoicing and payment collection for subscription-based businesses. It integrates with Salesforce CPQ and other Salesforce clouds to automate billing processes and ensure accuracy.

B2B Commerce2: This is a tool that enables existing customers to buy products and services online from a branded storefront. It also integrates with Salesforce CPQ and other Salesforce clouds to provide a seamless customer experience.

QUESTION 72

Universal Containers (UC) wants to enhance the online purchase experience for its customers. The product and pricing information is managed in a separate ERP, while customer purchases are primarily triggered online through self-service. UC often offers promotions and discounts through various online seasonal events. UC wants the ability to provide customized quotes based on its relationship with the customer, as well as proactively process and monitor renewal and upgrade opportunities.

A Solution Architect has identified Sales Cloud, CPQ, Billing, and B2B Commerce as part of a potential multi-cloud solution.

Based on the above considerations, which option identifies the optimal data flow for this solution?

- * Pricing and Product data should be pushed from ERP to B2B Commerce via the CPQ B2B Commerce Connector to CPQ. Promotions should be handled in B2B Commerce. Invoice and Billing should be maintained in Billing and surfaced on B2B Commerce via a Lightning component.

- * Pricing and Product data should be pushed from ERP to CPQ and from there to B2B Commerce via the CPQ B2B Commerce Connector. Promotions should be managed in CPQ as CPQ is the pricing master. Invoice and Billing should be managed in B2B Commerce and pushed to Billing.
 - * Pricing and Product data should be pushed from ERP to both CPQ and B2B Commerce, keeping single source of truth. Promotions should be handled in B2B Commerce. Invoice and Billing should be maintained in Billing and pushed to B2B Commerce.
 - * Pricing and Product data should be pushed from ERP to CPQ and from there to B2B Commerce via the CPQ B2B Commerce Connector. Promotions should be handled in B2B Commerce. Invoice and Billing should be maintained in Billing and presented on B2B Commerce via a Lightning component.
- the CPQ B2B Commerce Cloud Connector is an unmanaged package that allows B2B Commerce and CPQ customers to sync products, pricing, quote requests, and orders in both clouds.

https://help.salesforce.com/s/articleView?id=sf.icx_b2b_cart_to_quote_connector.htm&language=en_US&type=5

QUESTION 73

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
- * B2B Commerce Order Object
- * Salesforce Custom Object
- * Salesforce 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.

QUESTION 74

A Solution Architect is presenting a design for the Phase 1 rollout of a B2B multi-cloud solution that includes CPQ and B2B Commerce using the CPQ B2B Commerce Connector. During the presentation, business stakeholders push back on some of the key design aspects. The business is keen to have the product images and SCO data pushed back to CPQ from B2B Commerce, which is not incorporated in the current design. Further, the business wants the Solution Architect to find a way to map discounts and promotions in B2B Commerce to CPQ pricing and add that to the Phase 1 deliverables.

Which two responses should a Solution Architect present to the stakeholder s?

Choose 2 answers

- * There are significant differences in the discounting models and options between B2B Commerce and CPQ, and for that reason, it is better to handle them separately. without syncing to CPQ.
- * Product Images and SCO data are B2B Commerce specific metadata. It is recommended to keep them only in B2B Commerce, and not push to CPQ.
- * Map the product images from B2B Commerce to CPQ, by passing the URL of the image File from CC Product to Product2 object. SEO data sync will require additional customization and it is recommended for Phase 2.

* Map the discounts and promotions to Additional Discounts field on the quote Int. However, we would need to ensure that the price rules do not run for quotes originated from B2B Commerce unless there is a specific business need.

https://help.salesforce.com/s/articleView?id=sf.icx_b2b_cart_to_quote_connector.htm&language=en_US&type=5

QUESTION 75

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.

* Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. Set B2B Commerce as the Product and Pricing master.

* Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. Keep CPQ as the Product and Pricing master.

* Implement B2B Commerce and use the CPQ B2B 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.

Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. 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 master. This is a recommended practice to avoid data duplication and inconsistency between CPQ and B2B Commerce.

QUESTION 76

Universal Containers (UC) currently has Sales Cloud, Revenue Cloud, and Marketing Cloud Account Engagement within its existing Salesforce environment and is utilizing a standard Lead to Cash solution across those clouds. UC is 2 years into its Salesforce implementation, and the CIO is getting concerned with the sheer amount of data affecting its environment's data limits.

IT is doing upkeep on older records that may no longer be relevant. They have decided to start looking at data archival strategies and what to archive correctly. Given that this solution involves Leads from Marketing Cloud Account Engagement, Opportunities from Sales Cloud, and Quotes from Revenue Cloud, they are concerned about archiving related data on active sales pipelines. They also want to keep a historical snapshot of all of their Quotes, Opportunities, and Leads for future pipeline performance purposes and are open to options.

Choose 2 answers

* Propose Skinny Tables to the CIO before doing anything else.

* Understand the organization's regulatory requirements around right to retain or delete data.

* Recommend AppExchange solutions that provide capabilities around data archiving to the CIO.

* Segment the data in terms of data needed for daily operations, data that is used occasionally at demand, and data that is used purely for historical purposes.

Before proposing any solutions to the CIO, it is important to understand the organization's regulatory requirements around

right to retain or delete data. It is also important to segment the data into different categories based on the purpose of the data, such as data needed for daily operations, data that is used occasionally at demand, and data that is used purely for historical purposes. This will help the organization plan their data archival strategy more effectively. Additionally, the CIO can look into AppExchange solutions that provide capabilities around data archiving.

Option B is important because different industries and regions may have different laws and regulations regarding how long they need to keep certain types of data or when they need to delete them. For example, some financial records may need to be retained for a minimum of seven years, while some personal data may need to be deleted upon request¹. Understanding these requirements can help UC decide what data can be archived and what data must be kept in Salesforce.

Option D is helpful because it can help UC prioritize and categorize their data based on how frequently and urgently they need to access it. For example, data that is needed for daily operations should be kept in Salesforce for optimal performance and availability, while data that is used occasionally at demand can be archived in an external system and accessed via Salesforce Connect². Data that is used purely for historical purposes can be backed up in a secure storage system and deleted from Salesforce³.

QUESTION 77

Universal Containers (UC) wants to implement a Salesforce multi-cloud solution that includes CPQ, B2B Commerce, and Sales Cloud. UC wants to use as much of Salesforce's core capabilities as possible for its cart-to-quote customer journey. The order fulfillment process is managed separately in a third-party ERP.

Which two considerations should a Solution Architect keep in mind when thinking about data flows?

Choose 2 answers

- * Product and Pricing are set up with CPQ as the source of record.
- * The source for the data feed to ERP is the CPQ Order object.
- * All data points on products should be mapped and replicated between CPQ and B2B Commerce.
- * Cart and Order record owners are mapped to Quote and Quote Line record owners.

Product and Pricing are set up with CPQ as the source of record. This means that CPQ is responsible for managing the product catalog, price books, price rules, discounts, and other aspects of product configuration and pricing. B2B Commerce syncs products and prices from CPQ using a scheduled job or an API call¹.

All data points on products should be mapped and replicated between CPQ and B2B Commerce. This means that any custom fields or attributes that are added to products in CPQ should also be added to products in B2B Commerce using field sets or custom metadata types. This ensures that both systems have consistent and accurate product information¹.

QUESTION 78

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.
there are two possible approaches for Salesforce org strategy: single-org and multi-org. Each approach has its pros and cons depending on the business needs, technology capabilities, governance policies, and operational requirements of the organization.

The best recommendation for the CIO is to prioritize completing an in-depth org strategy analysis, focused on the Business, Technology, Governance, and Operations requirements at SharpField. This should include an assessment of the newly acquired company and any other acquisitions that SharpField is considering. Additionally, the Solution Architect should recommend a single-org strategy and the development of strict processes for all acquired companies to follow. This will ensure that the Salesforce environment is organized, integrated, and secure. Finally, the Solution Architect should recommend the development of required integration layers to move the required shared data between instances of any and all acquired Salesforce instances.

<https://www.salesforce.org/blog/develop-a-salesforce-org-strategy-to-achieve-a-unified-experience/>

QUESTION 79

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

QUESTION 80

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

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

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

improvements.

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

Identifying the customer segments, personas, needs, goals, and pain points
Mapping out the current state of the customer journey across different stages and channels
Analyzing the gaps, opportunities, and risks in the current state
Envisioning the future state of the customer journey that meets or exceeds customer expectations
Aligning the future state with the business objectives, value proposition, and success metrics
Prioritizing and planning the initiatives and solutions that will enable the future state

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

QUESTION 81

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 B2B Commerce Connector when synchronizing Product and Price data?

Choose 2 answers

- * The connector lets you sync simple products with a flat price.
- * The connector does not support syncing complex CPQ bundles.
- * Discount schedules from CPQ will sync to discounts and promotions in B2B Commerce Classic
- * The connector is a two-way sync for product and pricing logic.

https://help.salesforce.com/s/articleView?id=sf.icx_b2b_cart_to_quote_connector.htm&language=en_US&type=5 According to 1, 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 82

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.

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 release.

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 testing.

QUESTION 83

Universal Containers (UC) is in the process of identifying if Revenue Cloud will work for its business processes. UC has already implemented Sales Cloud, which includes complex steps and checklists that are orchestrated based on changes made to an Opportunity. Based on the current Sales Cloud implementation, UC has concerns about how Revenue Cloud will interact with its current customizations on the Opportunity object and if it will be difficult to customize the solution in the future.

Which design approach should a Solution Architect recommend to mitigate concerns about custom processes on any single object?

- * Use an event-driven design to separate automations that could run asynchronously from the save cycle with a third-party tool like Heroku.
- * Migrate automations from Process Builder to a single flow that is triggered by record updates, using only the `After Save` context so that all operations can be organized in a single flow.
- * Leave the orchestration of the automation to Process Builder, but invoke autolaunched flows from Process Builder so that the actual operations run in flows.
- * Migrate automations from Process Builder to flows triggered by record updates, organizing operations in separate flows for the `Before Save` and `After Save` contexts.

Migrate automations from Process Builder to flows triggered by record updates, organizing operations in separate flows for the `Before Save` and `After Save` contexts. This approach will allow UC to keep their current customizations on the Opportunity object, while allowing for greater control and flexibility when customizing the solution in the future. Additionally, this approach will allow UC to better orchestrate the automations and ensure that operations are being run in the right order and context.

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

QUESTION 84

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

QUESTION 85

Universal Containers (UC) wants to add and integrate Marketing Cloud Account Engagement after a recent acquisition. The integration into the global architecture will be as follows:

- * Marketing Cloud Account Engagement will be used for lead nurturing with Engagement Studio.
- * Marketing Cloud Account Engagement forms will be set up in a website.
- * Sales Cloud will manage leads created by Marketing Cloud Account Engagement.

UC wants to facilitate adoption by giving sales representatives and marketers enough time to learn about new features on a training platform.

Which approach should a Solution Architect recommend in order to set up an environment in which users can test the functionalities from end to end?

- * Create a new Marketing Cloud Account Engagement business unit, recreate the configuration, and link it to a full copy Sales Cloud sandbox.
- * Create a new Marketing Cloud Account Engagement business unit, recreate the configuration, and link it to the production Sales Cloud org.
- * Create a new Marketing Cloud Account Engagement business unit, synchronize the production unit and the training unit, and link it to a full copy Sales Cloud sandbox.
- * Create Marketing Cloud Account Engagement training environments, synchronize the environments, and link it to a full copy Sales Cloud sandbox.

Create a new MCAE business unit, recreate the configuration, and link it to a full copy Sales Cloud sandbox. This way, users can test the lead nurturing with Engagement Studio, the forms on the website, and the lead management in Sales Cloud without affecting the production data or settings.

The recommended approach for setting up an environment in which users can test the functionalities of Marketing Cloud Account Engagement would be to create a new Marketing Cloud Account Engagement business unit, synchronize the production unit and the training unit, and link it to a full copy Sales Cloud sandbox. This allows for a dedicated training environment that can be synchronized with the production environment to ensure that data and configurations are consistent between the two. Additionally, linking it to a full copy Sales Cloud sandbox enables end-to-end testing of the solution. (Reference: Salesforce Help [Create a Marketing Cloud Account](#), https://help.salesforce.com/s/articleView?id=sf.mc_create_account.htm&type=5)

QUESTION 86

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 Hardware². 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 solution³. 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>

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