ATMIC NETWORKS
YOUR GUIDE TO GLOBAL CERTIFIATION

"Please note that these files may not be up to date. However, the questions will help you understand the exam format and typical question patterns."

www.atmicnetworks .com

Warning: Keep connected with our support team for latest updates

Question: 1

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

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

Answer: A,D,E

Explanation:

https://trailhead.salesforce.com/content/learn/modules/innovation_solution/innovation_solution_build_business

When setting up a program roadmap for a digital redesign program like the one Universal Containers (UC) is initiating, it's crucial to align the program with the overall business goals, understand the capacity of key teams, and prioritize customer-facing transformations. Therefore:

A) Identify the high-level workload capacity and planning of the IT and Legal teams. This step is essential to ensure that the IT and Legal teams can support the program, considering their current workload and the additional responsibilities that the Salesforce implementation will bring, especially in terms of integrating existing systems and ensuring GDPR compliance.

D) Prioritize the transformation of activities related to customers' interactions. Given UC's objective to improve its relationship with customers, focusing on transforming customer-facing processes first will have the most immediate and significant impact. This approach aligns with Salesforce's emphasis on customer relationship management.

E) Explain how the program contributes to the business's goals. Linking the digital redesign program to the broader business objectives of UC ensures that the initiative has clear strategic value and

helps in securing buy-in from stakeholders across the organization.

Reference for these points can be found in Salesforce's own documentation on best practices for digital transformation and program management, such as the Salesforce Implementation Guide and resources available on the Salesforce Trailhead platform.

Question: 2

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 achieve this with standard capabilities?

A. Salesforce Connect
B. SOAP API
C. Change Data Capture
D. Bulk Rest API

Answer: A

Explanation:

According to an online document1, Salesforce Connect is a standard integration mechanism that allows you toview, search, and modify data that's stored outside your Salesforce org. With Salesforce Connect, you can access data from external ERP systems in real time without copying or synchronizing it.
https://www.salesforce.com/content/dam/web/en_us/www/documents/platform/External-ERP-Integration-with-Salesforce.pdf

Salesforce Connect is the optimal choice for integrating Salesforce with an external ERP system without duplicating data. Salesforce Connect allows real-time access to external data sources, presenting them within Salesforce as external objects that look and behave much like standard Salesforce objects but without storing the data in Salesforce. This approach addresses IT's concern about data duplication and enables service agents to view ERP data directly in Salesforce.
Reference to Salesforce Connect's capabilities and use cases are available in the Salesforce Developer Guide and Salesforce Help documentation, which detail how Salesforce Connect can be used for realtime integration with external systems.

Question: 3

Universal Containers (UC) has acquired four companies and is looking to manage revenue across all mergers' territories seamlessly. UC wants to drive major business decision and selling strategies based on an efficient, complete, real-time view of team forecasts across territories from Salesforce. A sales user can be part of multiple territories and is usually working on multiple opportunities at a time.
Which technical consideration should a Solution Architect make when designing collaborative forecasting?

A. Archiving a territory model does not impact forecasts, quotas, and adjustments for all territories in the model.
B. If the sales user has many territories assigned to them, it can impact the performance of the forecast.
C. Important details should be tracked at the opportunity line level.
D. Forecast category names can be customized by submitting a Salesforce Support case.

Answer: B

Explanation:

In designing collaborative forecasting, especially in a complex organization like UC with multiple acquisitions and territories, it's crucial to consider the system's performance. When a sales user is assigned to multiple territories, and they work on numerous opportunities, it can significantly impact the system's ability to generate accurate and timely forecasts. Salesforce's own documentation on collaborative forecasting emphasizes the need to carefully manage territory assignments and forecast calculations to maintain system

performance and forecast accuracy.
Reference to these considerations can be found in Salesforce's Release Notes and Administrator Guide, where Salesforce discusses best practices for managing territories and forecasts in complex sales environments.
https://help.salesforce.com/s/articleView?id=000199046&language=en_US&type=1

Question: 4

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 inSalesforce. 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?

A. Ensurethe project sponsor reviews and signs off on the Functional Specification Document as an acknowledgment that what was built aligns with the original requirements.
B. Run a User Acceptance Testing discovery session, based on the Functional Specification Document, to ensure the testing script meets the end users' needs.
C. Give every end user the Functional Specification Document as their training materials and test them on the contents.
D. 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.

Answer: D

Explanation:

Allowing end users to interact with the solution in a controlled environment (like a sandbox) and providing them with structured testing scripts ensures that the build aligns with their requirements without disrupting the project timeline. This method enables real-time feedback and iterative improvements, ensuring the final product meets user needs. Salesforce's best practices for UAT and sandbox environments, detailed in the Salesforce Development Lifecycle Guide, support this
approach by emphasizing the importance of hands-on testing and feedback in the development process.

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

Question: 5

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

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

Answer: B,C

Explanation:

For UC's digital transformation and adoption of Agile methodology, ensuring smooth and timely releases is crucial. The recommended practices are:
B) Create a regular sprint cadence across the different teams to demonstrate new functionality. Establishing a consistent rhythm for sprints helps align team efforts, ensures regular progress reviews, and facilitates the integration of new features. It fosters collaboration and keeps the project on track.
C) Use the last sprint of the release to stabilize it and eliminate identified issues. Dedicating the final sprint to stabilization and issue resolution is a best practice in Agile methodologies. It allows the team to focus on quality assurance, performance testing, and user feedback, ensuring that the release is robust and meets user expectations.
Salesforce and Agile methodology guides, such as those found on Salesforce Trailhead and in Agile development literature, emphasize the importance of regular cadences and stabilization phases for successful project delivery and continuous improvement.

Question: 6

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 asales 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 2answers

A. Implement B2B Commerce on Experience Cloud to allow customers to purchase simple products withAdd complex product configurations in a follow-up phase.
B. Implement Salesforce CPQ internally first, then build "product configurator" functionalityin a custom Experience Cloud site in a follow-up phase.
C. 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.
D. Implement a custom Experience Cloud site with "product configurator" functionality first, then add headless commerce functionality in a follow-up phase.

Answer: A, C

Explanation:

For UC's requirement to offer self-service capabilities while managing complex product configurations, the recommended options are:
A) Implement B2B Commerce on Experience Cloud to allow customers to purchase simple products with the

addition of complex product configurations in a follow-up phase. This approach enables UC to quickly provide a self-service portal for straightforward products, with the flexibility to enhance the platform with more complex configuration capabilities later. It addresses the CIO's concern about time to market.
C) 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. This solution allows UC to leverage Experience Cloud for immediate needs while planning for a more comprehensive B2B Commerce implementation. It provides a scalable way to enhance customer engagement and streamline the sales process.
These recommendations are based on Salesforce's best practices for implementing B2B Commerce and Experience Cloud, as detailed in Salesforce's B2B Commerce implementation guides and Experience Cloud documentation.

Question: 7

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?

A. Assess the level of technical debt and test new features with the Product team in a Developer sandbox.
B. Assess the level of technical debt and test new featuresin a sandbox before enabling in production.
C. Assess the level of data quality and test new features with a pilot before enabling for all users.
D. Assess the level of data quality and test new features with a subset of users in production before

enabling all users.

Answer: B

Explanation:

To avoid issues related to system performance and ensure the scalability of Salesforce solutions, it's crucial to manage technical debt and thoroughly test new features in a controlled environment. A sandbox provides a safe space for testing, allowing UC to simulate the impact of changes without affecting the production environment. This practice helps in identifying potential issues and resolving them before they can impact end-users.
Salesforce's documentation on best practices for managing technical debt and the use of sandboxes for testing provides guidance on these processes, emphasizing the importance of a proactive approach to system maintenance and feature testing.

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

Question: 8

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

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

Answer: CDE

Explanation:

To address the challenges of increasing leads from abandoned carts and the workload on sales representatives, the following recommendations are made:
C) Set up lead nurturing with Marketing Cloud and automate emails through journeys. Automating lead nurturing with targeted journeys allows UC to engage potential customers effectively, providing personalized follow-ups and offers based on their interactions, which can increase conversion rates without adding to the sales team's workload.
D) Stop creating leads in Sales Cloud for abandoned carts. By not automatically creating leads for every abandoned cart, UC can reduce the volume of leads that sales representatives need to follow up on, allowing them to focus on more qualified opportunities.

E) Put all leads from the abandoned carts in a queue. Organizing leads from abandoned carts into a queue allows for better management and prioritization. Sales representatives can then focus on leads with higher potential, based on predefined criteria such as cart value or customer behavior. These strategies leverage Salesforce's capabilities in Marketing Cloud and Sales Cloud to optimize lead management and sales processes, as supported by Salesforce's documentation on lead management best practices and Marketing Cloud journey automation.

Question: 9

After a Solution Architect presents the Salesforce User Attribute Chart, the project owner has someconcerns and questions regarding the Role Hierarchy choices for the executive assistant who reports to all of the VPs. There are also questions about the ideal license given to the CEO who provides executive oversight and reviews the Executive Dashboard atthe end of each accounting period. There are some restrictions on budget spend for overall licenses, and the user base is forecasted to continue to grow.
Which two explanations should the Solution Architect use to address the concerns and gain final acceptance?
Choose 2 answers

A. The CEO should have a Platform Plus license given that the role is a consumer of information and should be at the top of the Role Hierarchy.
B. The CEO should have a Sales Cloud license given that the role is a processor of information and should be at the top of the Role Hierarchy.
C. The Role Hierarchy should mirror the organization chart. Therefore, sharing settings need to be put in place

for the executive assistant given the need to have access to the data of all of the VPs being supported.
D. Given that the executive assistant will need access to the data for all of the VPs being supported, the assistant should be placed higher up in the Role Hierarchy than the VPs.

Answer: B,C

Explanation:

In addressing the concerns about role hierarchy and licensing for the executive assistant and CEO, the following explanations are provided:

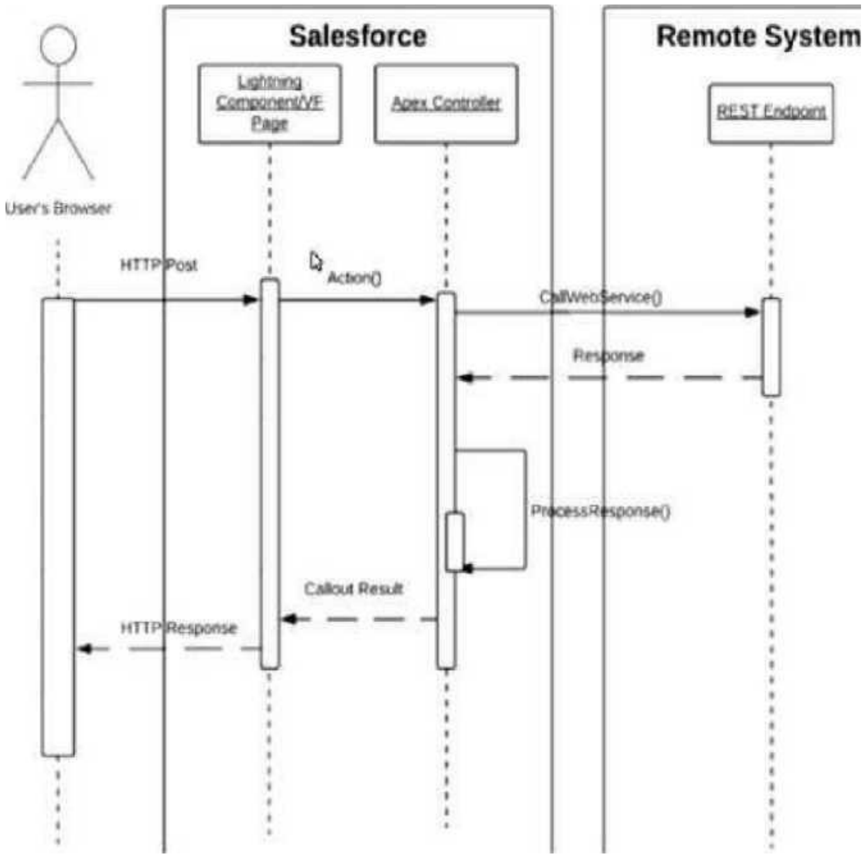
B) The CEO should have a Sales Cloud license given that the role is a processor of information and should be at the top of the Role Hierarchy. A Sales Cloud license provides the CEO with full access to the necessary data and functionalities to oversee and make informed decisions. Being at the top of the Role Hierarchy ensures access to all relevant data across the organization.

C) The Role Hierarchy should mirror the organization chart. Therefore, sharing settings need to be put in place for the executive assistant given the need to have access to the data of all of the VPs being supported. This approach maintains the organizational structure within Salesforce and uses sharing settings to grant the executive assistant appropriate access levels, ensuring data visibility across the VPs without disrupting the hierarchy.

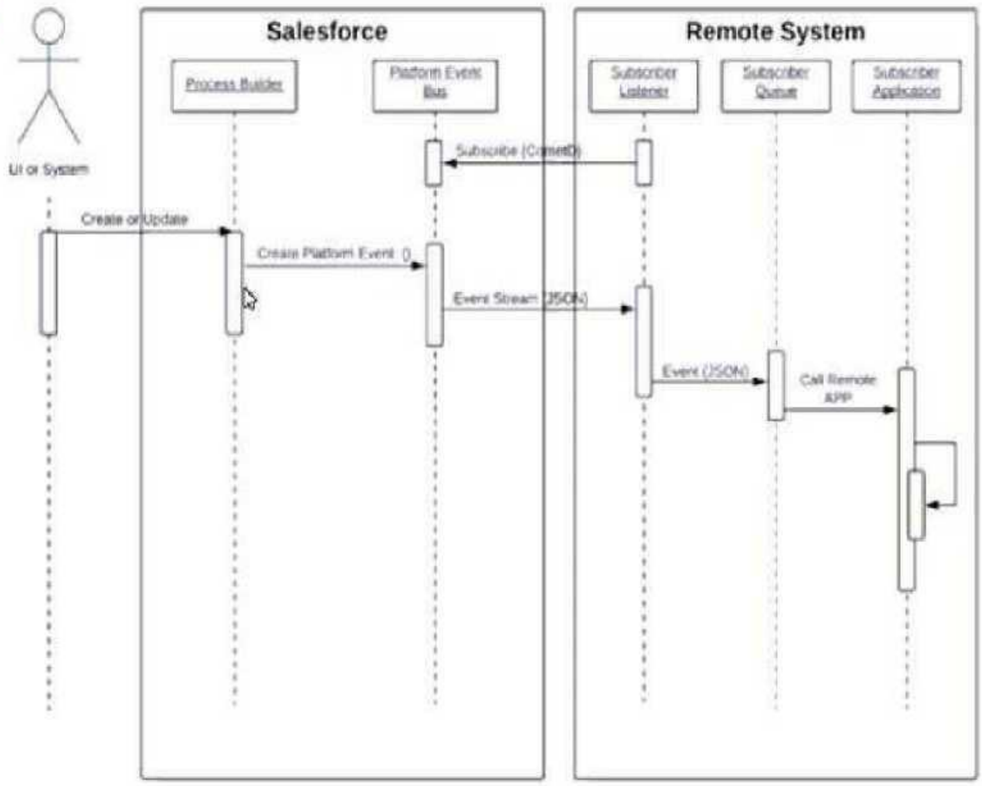
Salesforce's documentation on licensing options and role hierarchy provides guidance on configuring access and visibility in a way that aligns with organizational structures and roles, ensuring efficient and secure data management.

Question: 10

Refer to the images below:

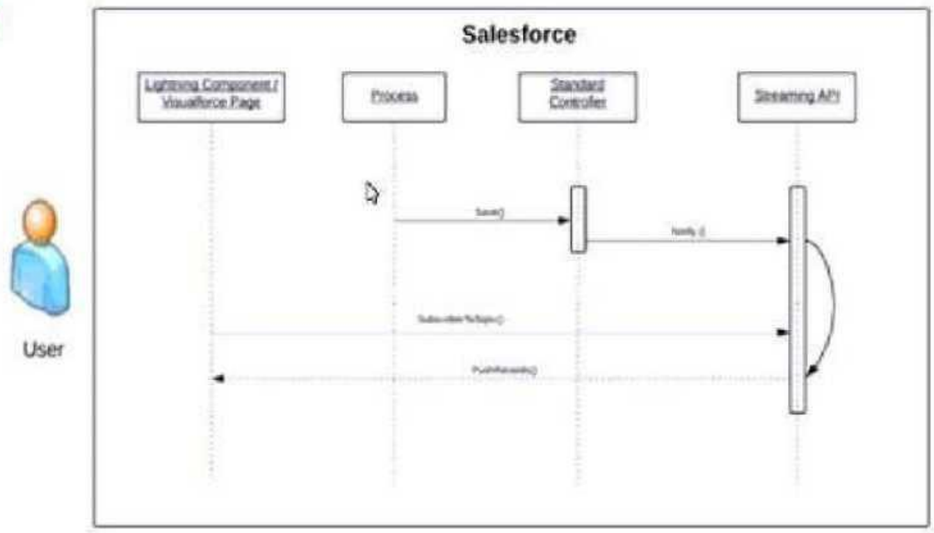


B

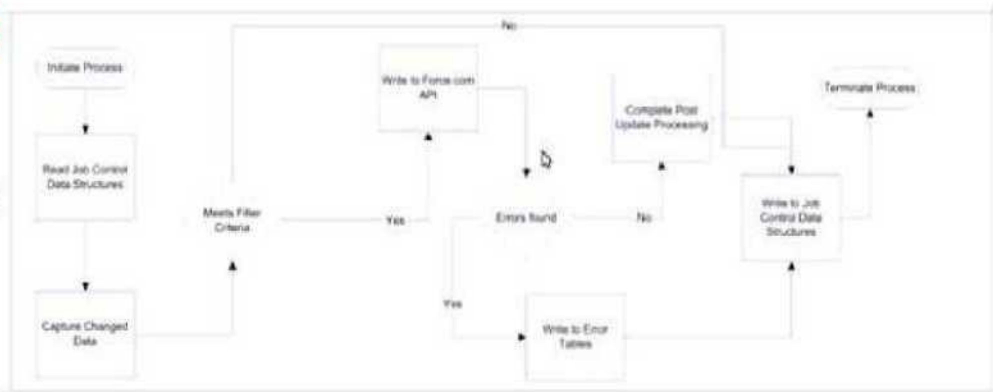


Salesforce
Remote System
UI or System
Process Builder
Platform Event Bus
Subscriber Listener
Subscriber Queue
Subscriber Application
Subscribe (CometD)
Create or Update
Create Platform Event ()
Event Stream (JSON)
Event (JSON)
Call Remote APP

C



D



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.

Whichstrategy should the Solution Architect choose to handle this scenario?

A. Option A, utilizing a VF/Lightning component in combination with an Apex Controller to make a REST call to the external service

B. Option B, utilizing Process Builder and Platform Events to communicate with the external services Subscriber Listener

C. Option C, utilizing a VF/Lightning component in combination with an Apex Controller to make a call utilizing the Streaming API

D. Option D, utilizing an external ETL tool to batch load the records into Salesforce

Answer: D

Explanation:

Salesforce CPQ is an extension of the Salesforce CRM that automates the generation and processing of quotes, orders, and contracts. It enables your sales team to create quotes quickly and with minimal errors

and efforts.
Salesforce CPQ can be integrated with ERP systems by converting Salesforce CPQ lead-to-order data into transactional data. This allows ERP systems to take over matching data and use it for accounting functions. an external ETL tool can be used to batch load the records into Salesforce from the ERP system. This can handle large amounts of records that need to be updated sporadically or on a monthly basis.
https://www.rapidionline.com/blog/salesforce-cpq-data-integration-increase-sales
https://www.salesforce.com/products/cpq/resources/what-is-salesforce-cpq/

Given the sporadic nature of updates and potentially large volumes of records that need to be updated in Salesforce, using an external ETL (Extract, Transform, Load) tool to batch load records is the most efficient strategy. ETL tools are designed to handle large data volumes and can schedule batch loads during off-peak hours to minimize the impact on system performance. This strategy aligns with Salesforce's own recommendations for handling bulk data operations, as documented in Salesforce's Bulk API Developer Guide.

Question: 11

A shipping and logistics company uses Sales Cloud, Service Cloud, and Marketing Cloud. It relies on Salesforce standard reports for its current KPIs. However, the company wants to see report trends and complex analytics. It also wants the reports to bevisible to salesforce users as well as nonSalesforce users.
Which recommendation should a solution Architect make to meet the company's needs?

A. Sales Cloud Einstein
B. Reporting snapshots
C. CRM Analytics
D. Standard Dashboards

Answer: C

Explanation:

CRM Analyticsis a platform that provides advanced analytics and AI capabilities for Salesforce users. It allows users to create interactive dashboards and visualizations, explore data with natural language processing, and discover insights with predictive modeling.
https://www.salesforce.com/products/crm-analytics/overview/
CRM Analytics provides an enterprise-level, on-demand reporting solution that empowers users to access, analyze, and act upon critical business data in real-time. It includes pre-built dashboards, reporting tools, and data models to provide advanced analytics and insights. It can also be configured to allow non-Salesforce users to access the reports.

Question: 12

The Northern Trail Outfitters (NTO) sales department currently uses Sales Cloud for its Sales team.
The management team decided that the Sales team needs to start creating quotes based on the

input from the finance department. NTO would like to implement quotes, contracted pricing, and invoicing for its customers. Invoicing will be done based on an agreed billing cycle. The finance department would like to see a report on the invoices sent and track the details of the payments received. NTO also has a need for partners to be able to self-service their pipeline and quoting through a portal.

NTO's internal team decided to use Revenue Cloud and Experience Cloud as its solution. What should a Solution Architect recommend as NTO begins its implementation?

A. Advise the client to start with Experience Cloud.
B. Select an AppExchange product focused on contract lifecycle management.
C. Develop an architectural plan to incorporate Revenue Cloud and Experience Cloud.
D. Advise the client that Revenue Cloud is the startingpoint.

Answer: C

Explanation:

Revenue Cloud is a product suite that enables businesses to streamline their revenue processes, such as quoting, contracting, billing, and invoicing. It also allows businesses to create new revenue streams and improve revenue efficiency.
Experience Cloud is a digital experience platform that allows businesses to create personalized and connected sites and portals for their customers, partners, and employees. It also enables businesses to leverage their CRM data in Salesforce and integrate with other services.
implementing Revenue Cloud and Experience Cloud can provide many benefits for businesses, such as faster and easier buying process, better visibility of revenue performance, increased customer satisfaction and loyalty, and enhanced partner collaboration.
Therefore, a Solution Architect should recommend developing an architectural plan to incorporate Revenue Cloud and Experience Cloud for NTO's implementation. This way, NTO can leverage both products' capabilities to meet its needs for quotes, contracted pricing, invoicing, reporting, payments tracking, and partner self-service.

https://www.salesforce.com/products/cpq/overview/
https://www.salesforce.com/news/stories/introducing-revenue-cloud/

Question: 13

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

A. Completely unify all the channel strategies under the acquiring company's brand and strategy. B. Tell the stakeholders to focus on having a single Partner Community across all channels with a singular branding.

C. 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.

D. Identify the need for multiple PartnerCommunities by Indirect Sales Channel with branding and content specific to each channel.

Answer: AC

Explanation:

To align the partner strategies of the acquired companies with UC's new vision for a single indirect channel, the Solution Architect should recommend:

A) Completely unify all the channel strategies under the acquiring company's brand and strategy. This ensures a cohesive approach and aligns with the goal of a unified partner strategy.

C) 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. This facilitates collaboration between direct and indirect sales channels, leveraging the strengths of both to drive sales in the unified environment. Reference to these strategies can be found in Salesforce's best practices for managing partner relationships and communities, as detailed in Salesforce Partner Community documentation.

Question: 14

UC Foods, a manufacturing company, has multiple sales channels including a front-line Sales team and channel partners who are currently enabled on Sales Cloud as well as a Partner Community. The company wants to establish a new B2B Commerce portal to lower the cost of sales by enabling selfservice capabilities to automate sales wherever possible. The executive sponsor is concerned that sales representatives might see the B2B channel as a threat to their ability tosell and, therefore, earn higher commissions.

Which two use cases should the Solution Architect highlight to help the executive sponsor better understand the appropriate role for B2B Commerce as it relates to existing sales channels? Choose 2 answers

A. Highlight that the B2B portal is meant to tackle more routine, low-complexity sales, allowing the Sales team to focus on the more complex sales and priority accounts.

B. Highlight that the B2B portal will be a useful tool to help improve customer communications and enhance customer engagement by providing faster updates on their orders as they are fulfilled.

C. Highlight that the B2B portal is meant to handle high-complexity sales that are ideal for automation, leaving the Sales team to handle less complex, higher-margin sales.

D. Highlight that the B2B portal will help the company grow and expand into new geographies where the company does not currently have a sales footprint, resulting in more rewards for everyone.

Answer: A,D

Explanation:

Salesforce B2B Commerce is asolution that enables organizations to create ecommerce storefronts that are specifically designed for businesses making large volume purchases from other businesses online. B2B Commerce customers need easy online access to suppliers so they can buy products to run their businesses.

B2B Commerce makes business buying easy and individualized. It provides the ability to exceed expectations and hide business complexity for customers with features such as personal catalogs, accurate pricing, large orders, quick reorders, self-service account management, and more. Therefore, a Solution Architect should highlight that the B2B portal is meant to tackle more routine, low-complexity sales, allowing the Sales team to focus on the more complex sales and priority

accounts. This way, UC can lower the cost of sales by automating simple transactions and freeing up sales resources for higher-value opportunities.
A Solution Architect should also highlight that the B2B portal will help the company grow and expand into new geographies where the company does not currently have a sales footprint, resulting in more rewards for everyone. This way,UC can leverage its online presence to reach new markets and customers without investing in physical infrastructure or personnel.
https://trailhead.salesforce.com/en/content/learn/modules/cc_cccapability/cc_ccbasics_b2b

Question: 15

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?

A. Embed the devices' sensor data in a view on the Assetrecord.
B. Load the public cloud solution directly to Salesforce using MuleSoft.
C. Utilize Platform Events based on the devices' state change.
D. Utilize Apex Callouts based on the devices' state change.

Answer: C

Explanation:

Platform Events are a Salesforce-nativefeature 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 eventconsumer 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 defineand 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 Eventsbased 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: 16

Universal Containers (UC) is about to undergo its first release of its digital transformation initiative across clouds like Sales Cloud, B2B Commerce, Marketing Cloud Account Engagement, Experience Cloud, and MuleSoft. UC recently developed its Center of Excellence (CoE) model and is working on how to make sure its developers and administrators can go through a continuous release cycle. The product owner would like to make sure no work is overridden in sandboxes or production.
What is the first thing a Solution Architect should recommend within UC's DevOps setup?

A. Make sure the developers all have access to the CLI so that they can package andpush their changes to the next environment.

B. Appoint a release manager who will keep track of all changes made and which changes have been deployed to the QA, SIT, and UAT environments as part of the sprint.
C. Appoint a release manager who will set up the required environments and automated deployments in tandem with a source control based development process.
D. Set up a source control based development process that's understood and followed by administrators and developers.

Answer: D

Explanation:

Salesforce DevOpsis a set of practices designed to help teams build, test, and release software faster and more reliably. It stems from the need to combine the responsibilities of both software development teams ('Dev') and operations teams ('Ops').
Salesforce DevOps Center is a new feature that enables admins and developers to manage releases and collaborate on a single set of configuration and code using an elegant point-and-click interface. It also integrates with version control, automates workflows, and releases withconfidence using CI tools and the Metadata API.
Therefore, a Solution Architect should recommend setting up a source control based development process that's understood and followed by administrators and developers. This way, UC can ensure that no work isoverridden in sandboxes or production, as well as improve team collaboration, code quality, and deployment speed.
https://www.salesforceben.com/salesforce-devops/

Question: 17

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 preventativemaintenance 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 quotesfor 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

A. Salesforce Field Service and Service Cloud for Salesforce CPQ will need to be installed and customizations will need to be made to handle Entitlements.

B. Purchase 30 CPQ licenses and 10 Salesforce Field Service licenses.
C. Purchase 30 CPQ licenses and 30 Salesforce Field Service licenses.
D. 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.

Answer: AB

Explanation:

For Widgets Wonderful's needs, the Solution Architect should suggest:
A) Salesforce Field Service and Service Cloud for Salesforce CPQ will need to be installed and customizations will need to be made to handle Entitlements. This addresses the complex products and warranties, ensuring that the quoting process on-site can accommodate the specific SLAs.

B) Purchase 30 CPQ licenses and 10 Salesforce Field Service licenses. This matches the licensing to the user needs, ensuring all sales representatives and field service team members have the necessary access to create quotes and view field service objects.
Salesforce documentation on CPQ and Field Service licenses provides information on how to configure these systems for complex products and services, including warranties and SLAs.

Question: 18

During a go-live planning session, the business sponsor expressed some concerns related to achieving high adoption of the solution.
Which two recommendations should a Solution Architect provide that can achieve higher adoption rates for a Salesforce multi-cloud implementation?
Choose 2 answers

A. Create recurring office hours for end usersto call in to speak directly with the Solution Architect.
B. Create a feedback loop to give end users the ability to share ideas on how to improve the solution and report bugs.
C. Suggest that the executive team tie performance metrics to Salesforce usage.
D. Suggest continuous training methods such as Trailhead, in-app guidance, or embedded videos so end users feel supported using the solution.

Answer: B,D

Explanation:

To encourage high adoption rates, the Solution Architect should recommend:
B) Create a feedback loop to give end users the ability to share ideas on how to improve the solution and report bugs.
This empowers users to contribute to the solution's success and ensures their needs and challenges are heard.
E. Suggest continuous training methods such as Trailhead, in-app guidance, or embedded videos so end users feel supported using the solution. This provides ongoing support and learning opportunities, making it easier for users to adapt to the new system.
Salesforce Trailhead and the in-app guidance feature are excellent resources for training and user adoption, as recommended by Salesforce's best practices for user engagement and adoption.

Question: 19

Universal Containers (UC) recently completed its migration to Lightning Experience, with sales users automatically moving to Lightning. This initiative was a massive undertaking by UC, as it had a tremendous amount of legacy functionality migrated over to Lightning from Classic. The CIO would like to make sure that UC is able to track adoption of the migrated functionality over from Classic to Lightning and what specifically was migrated.
Which two proposals should a Solution Architect recommend?
Choose 2 answers

A. Provide the CIO the ability to roll back all changes once they feel Lightning is not adequate for their needs.
B. Track Adoption Rateswithin the Lightning Usage, and monitor a change in metrics within existing reports and dashboards.
C. Provide the CIO a list of the User Stories around the new functionality and the Gap Analysis done between Classic and Lightning.
D. Align with the CIO around the fact that while the functionality has been migrated, the data created between

Classic and Lightning will remain exactly the same.

Answer: B,C

Explanation:

The two proposals a Solution Architect should recommend to track adoption of migrated functionality from Classic to Lightning are:

B. Track Adoption Rates within the Lightning Usage, and monitor a change in metrics within existing reports and dashboards. C. Provide the CIO a list of the User Stories around the new functionality and the Gap Analysis donebetween Classic and Lightning.

Tracking adoption rates and success metrics is one of the best practices for driving Lightning Experience adoption, as it allows UC to measure how well users are using the migrated functionality and identify areas of improvement or feedback. According to 2, monitoring a change in metrics within existing reports and dashboards can also help UC evaluatethe impact of Lightning Experience on their business performance and user satisfaction.

Providing a list of user stories around the new functionality can help UC communicate the benefits and value of Lightning Experience to their users and stakeholders, aswell as align their expectations and goals with the migration project. According to 3, providing a gap analysis done between Classic and Lightning can also helpUC understand what features or customizations are available or not available in Lightning Experience, as well as plan for any necessary changes or enhancements. https://trailhead.salesforce.com/content/learn/modules/lex_migration_rollout/lex_migration_rollout_enabling

Question: 20

Universal Containers (UC) recently completed a successful implementation of B2B Commerce classic andsaw an immediate increase in both its customer experience ratings and overall bottom line due to the influx of sales through its commerce application. After this initial experience, UC decided to target its internal Sales team for the same successful outcome with Salesforce CPQ and Sales Cloud. UC's requirements include that its internal Sales team be able to sell its current commerce catalog and expand this catalog to include even more products. In addition, UC wants to give its internal Sales team the ability to utilize CPQ's discounting functionality, along with approval rules for its

Sales leadership team. Today, product and pricing is mastered in B2B Commerce and orders are fulfilled in the ERP. What should a Solution Architect recommend when architecting a solution to meet UC's requirements?

A. The Product and Pricing Data should be mastered in the ERP and then integrated into both B2B Commerce and CPQ via REST API.

B. The Product and Pricing data should be mastered in B2B Commerce and integrated intoCPQ via REST API, and finally integrated to the ERP via SOAP API.

C. The Product data should be mastered inside B2B Commerce, while Pricing should be mastered inside CPQ. Both solutions should be integrated via Apex and then integrated to the ERP via SOAPAPI.

D. The Product and Pricing data should be mastered in CPQ and integrated to B2B Commerce via Apex, and then finally integrated into the ERP via a middleware solution.

Answer: D

Explanation:

For UC's requirements, mastering Product and Pricing data in CPQ is optimal due to CPQ's robust pricing and discounting capabilities, which align with UC's goal to expand its catalog and utilize advanced discounting. Integrating this data into B2B Commerce via Apex ensures seamless data flow and real-time updates, essential for maintaining consistent product information across platforms. Middleware integration with the ERP facilitates complex data synchronization and process orchestration, handling diverse data formats and protocols, thus supporting the end-to-end order fulfillment process efficiently.

Question: 21

Universal Containers serves customers globally across two businesses. Each business has its own org for managing itssales 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?

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

Answer: A

Explanation:

CRM Analytics (formerly known as Tableau CRM) allows for the creation of powerful dashboards that

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

Question: 22

During a B2B multi-cloud implementation, an executive sponsor from Universal Containers (UC) approaches the Solution Architect to discuss ongoing support and new functionality that will be rolled out tosupport UC. The current implementation supports Experience Cloud, Service Cloud, and Sales Cloud.
Which three recommendations should a Solution Architect make to ensure features are enabled without impacting user efficiency?
Choose 3 answers

A. Give usersa way to raise support tickets for new features they do not understand.
B. Give users the ability to opt-out of any new feature they dislike.
C. Fully document all customizations added to the system.
D. Communicate and train users on new features.
E. Ensure development, training, and production environments are in place.

Answer: C,D,E

Explanation:

Option C seems correct because it is important to document all the customizations added to the system, such as code, configuration, integrations, etc., so that they can be easily understood, maintained, and updated by the support team or future developers.
Option D seems correct because it is essential to communicate and train users on new features that are rolled out to support UC's business needs and goals. This can help usersadopt the new features faster and more effectively, as well as reduce confusion or frustration.
Option E seems correct because it is advisable to have separate environments for development, training, and production purposes. This can help ensure that new features are developed and tested in a safe and isolated environment before being deployed to the production environment where they can affect real users and data.

Question: 23

Universal Containers is in the process of implementing CPQ and Billing whileintegrating with ERP for order fulfillment. The Development team is looking to gather regular feedback from the business stakeholders through each sprint. Also, supporting an Agile methodology, they have agreed on a reasonable amount of flexibility in requirements during the course of the project.
Which area should a Solution Architect look to receive feedback on at the earliest?

A. Pricing sync between CPQ and ERP
B. Modifications required to ERP for integration purposes
C. Product and Pricing structure setup in CPQ
D. Invoice capabilities in ERP to accommodate billing

Answer: C

Explanation:

it is important to set up the product and pricing structure in CPQ correctly and align it with the business requirements and expectations. This can affect how products are configured, quoted, priced, and ordered in CPQ and Billing, as well as how they are integrated with ERP for order fulfillment12. Getting feedback on this area early can help avoid rework or errors later.
https://help.salesforce.com/s/articleView?id=blng_overview.htm&language=en_US&type=5 Getting feedback on the Product and Pricing structure setup in CPQ should be the earliest focus. This is foundational to the CPQ process and dictates how pricing sync, discounting, and ultimately invoicing will function. Early validation with business stakeholders ensures that the CPQ solution meets business requirements and can integrate seamlessly with ERP systems. Salesforce's best practices in CPQ implementation stress the importance of early stakeholder engagement, particularly around pricing strategies and product catalog setup.

Question: 24

Universal Containers (UC) is implementing a SalesforceB2B 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?

A. Perform API load test against the full copy sandbox before go live.
B. Perform unit testing against the full copysandbox codebase before go live in production.
C. Perform page load testing against production after go live.

D. Perform API load test against the partial copy sandbox before go live.

Answer: A

Explanation:

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 thatdefines 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 org. 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 performancebottlenecks 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: 25

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 itsDealers 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?

A. Experience Cloud and Revenue Cloud forDealers to get Quotes and view Cases
B. B2B Commerce for Dealers to get pricing and Service Cloud for Cases
C. Experience Cloud and Sales Cloud for Dealers to be able to create Opportunities and add Opportunity Products
D. Experience Cloud and Service Cloud for Dealers to be able to request pricing through Cases and track Customer Cases

Answer: A

Explanation:

Experience Cloud can provide dealers with a self-service portal to track opportunities and support cases, while Revenue Cloud (which includes Salesforce CPQ) can enable dealers to get custom pricing and generate quotes quickly. This combination meets all the outlined requirements, providing visibility into the sales process and support activities, as well as enabling efficient quoting.
Salesforce's documentation on the capabilities of Experience Cloud and Revenue Cloud supports this

recommendation.

Question: 26

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 itsbusiness 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?

A. Utilize Service Cloud and LiveMessage.
B. Utilize Service Cloud Email to Text Message.
C. Embed third-party messenger tools.
D. Utilize Marketing Cloud and MobileConnect.

Answer: D

Explanation:

Marketing Cloud, with its MobileConnect application, is the recommended solution for sending text messages at scale, tracking open and click-through rates, and integrating with marketing campaigns. MobileConnect provides SMS capabilities that can support UC's global support model and marketing needs, offering features similar to those available for email campaigns. Salesforce Marketing Cloud documentation describes how MobileConnect can be used for such requirements.

Question: 27

AW Computing (AWC) has just completed a multi-cloud implementation for Salesforce and is facing major user adoption challenges. Users are complaining that the system is complicated and hard to navigate.
What can the Center of Excellence (CoE) for Salesforce do to help increase user adoption?

A. Place all training materials on the home page so users can find them easily.
B. Record hour-long pieces of training for each job role so users can review on their own time.
C. Break down training materials into quick reference guides for job-specific functions.
D. Ensure each team has a Salesforce champion that can provide one-on-one training.

Answer: C

Explanation:

To increase user adoption when users find the system complicated, breaking down training materials into quick reference guides for specific job functions can be very effective. This makes the learning process more manageable and relevant to users' daily tasks. Salesforce's own training approach often includes such job-specific materials, recognizing that targeted, role-based guidance can improve user competence and confidence.

Question: 28

Northern Trail Outfitters (NTO) has a requirement to implement an Experience Cloud solution to allow its partners to log and view cases they have submitted, as well as track their opportunities. As part of the solution, NTO wants to be able to createdashboards that its partners can view within the community.
Which Experience Cloud license should the Solution Architect recommend?

A. Sales Cloud license
B. Service Cloud license
C. Partner Community license
D. Customer Community Plus license

Answer: C

Explanation:

The Solution Architect should recommend a Partner Community license for this requirement. This license is designed for external partners and allows them to access and interact with Salesforce data and features, including submitting and viewing cases and tracking opportunities. Additionally, the Partner Community license includes the ability to create and view dashboards within the community.
https://help.salesforce.com/s/articleView?id=users_license_types_communities.htm&language=en_US&type=5

For partners to log and view cases as well as track opportunities, and view dashboards within the community, the Partner Community license is the appropriate choice. This license is designed for partner relationships and provides the necessary access to Salesforce objects and functionality needed for these tasks. Salesforce's licensing guide outlines the features available with the Partner Community license, supporting this recommendation.

Question: 29

Big Server Company sells complex server solutions to customers through a reseller channel. Resellers will purchase complex servers aswell as have warehouses to store quick need products for their customers, such as additional hard drives and cables. Big Server Company currently uses Salesforce CPQ for its Sales team. Big Server Company would like to be able to give resellers easy access to purchase warehouse type products through B2B Commerce; however, the company would also like to allow resellers to request additional discounts for large volume orders from the Sales team. Which recommendation should a Solution Architect make tointegrate B2B Commerce and Salesforce CPQ to accomplish this request?

A. Utilize an integration software, like MuleSoft, to sync carts and pricing between B2B Commerce and Salesforce CPQ.
B. Implement the Salesforce CPQ & Billing and CPQ B2B Commerce Connector and use the Cart to Quote flow to sync the cart to Salesforce CPQ, and have a reseller price rule adjust pricing for the reseller based on volume.
C. Create a request special pricing button in B2B Commerce that will create an opportunity for the salesrepresentative and allow the sales representative to follow up.
D. Implement the Salesforce CPQ & Billing and CPQ B2B Commerce Connector and use the Cart to Quote flow to create a quote from the Resellers Cart, allowing a sales representative to configurediscounts and sync back to cart.

Answer: D

Explanation:

This option allows you to use the Cart to Quote flow to create a quote from the Resellers Cart, allowing a salesrepresentative to configure discounts and sync back to cart1.
https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3u00000MSk6gEAD

The Salesforce CPQ & Billing and CPQ B2B Commerce Connector allows for seamless integration between B2B Commerce and Salesforce CPQ. Using the Cart to Quote flow, resellers can request additional discounts on large volume orders, which the sales team can review and configure in CPQ. This process enables the resellers to benefit from automated pricing while still allowing for personalized discounting from the sales team when necessary. Salesforce documentation on the CPQ

& Billing and CPQ B2B Commerce Connector details this process and the capabilities of the integration.

Question: 30

Universal Containers (UC) has implemented a new ecommerce site for its resellers. UC is leveraging a multi-cloud architecture, B2B Commerce, for buildingthe storefront and Service Cloud Web2Case for offering case management functionality to its resellers. UC notices that the case volume is extremely high and a number of resellers are raising cases for trivial issues on the B2B Commerce site.

Which two recommendations should a Solution Architect make to help resellers use the site more efficiently and lower the case volume?

Choose 2 answers

A. Offload the number of cases received via Web2Case by using Email2Case.
B. Implement Case Deflection.
C. Disable anonymous users on the site.
D. Plan and conduct User Adoption Trainings for resellers on how to use the site.

Answer: B,D

Explanation:

Option B would help resellers find answers to their questions by showing them relevant articles or discussions before they create a case. This way, they can resolve their issues without contacting support13.

Option D would help resellers learn how to use the site effectively andavoid common pitfalls. This way, they can reduce errors and confusion that might lead to unnecessary cases2.

To help resellers use the site more efficiently and lower the case volume, the Solution Architect should recommend:

8) Implement Case Deflection. This feature helps users find answers to their questions and resolve issues before submitting a case, thereby reducing case volume.

D) Plan and conduct User Adoption Trainings for resellers on how to use the site. Training ensures that resellers are comfortable with the ecommerce site and understand how to use it effectively, which can lead to reduced case volume.

Salesforce's best practices for service cloud implementation recommend these strategies to improve user efficiency and reduce case volumes, as detailed in Service Cloud documentation and training materials.

Question: 31

Universal Containers (UC) is concerned about potential data storage issues in Salesforce due to the Invoice, Order, and Inventory data that would be flowing infrom various on-premise legacy CRM and ERP applications. UC would like to view and occasionally report on this data on-demand for day-today operational processes and would prefer not to store the data in Salesforce due to data residency requirements.

Which recommendation should the Solution Architect make to meet this requirement?

A. Use Salesforce Orchestrator with MuleSoft to retrieve the data when it is needed.
B. Push the data into Salesforce and implement an archival strategy.
C. Write custom Apex code to retrieve the data in real time from external systems.
D. Re-architect the implementation using Salesforce Connect and external objects.

Answer: D

Explanation:

External objects are similar to custom objects but they map to data that's stored outside Salesforce. Salesforce Connect uses external data sources to access data that's stored outside your Salesforce organization1. This way, UC can comply with data residency requirements and avoid datastorage issues.
Salesforce Connect allows Salesforce to seamlessly integrate with data that is external to the Salesforce platform, which in this case is the legacy CRM and ERP applications. External objects provide a real-time view of this external data,allowing UC to view and report on it as if it were stored natively in Salesforce, without actually storing it in Salesforce.
Reference: Salesforce B2B Commerce Implementation Guide - Salesforce Connect for External Data

Salesforce Connect allows for the integration of external data in real-time without storing it in Salesforce, using external objects which function like standard Salesforce objects. This would meet UC's need to view and report on Invoice, Order, and Inventory data on-demand, adhering to data residency requirements. Salesforce Connect is designed for such scenarios, offering a solution that avoids data storage within Salesforce while providing access to external data as if it were native. This is in line with Salesforce's best practices for external data integration.

Question: 32

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, andthe 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

A. Propose Skinny Tables to the CIO before doing anything else.
B. Understand the organization's regulatory requirements around right to retain or delete data.
C. Recommend AppExchange solutions that provide capabilities around data archiving to the CIO.
D. Segment the data in terms of data needed for daily operations, data that is used occasionally at demand, anddata that is used purely for historical purposes.

Answer: B,D

Explanation:
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: 33

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 processesto 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?

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

Answer: B

Explanation:

When hitting governor limits due to the volume of operations on the Order object, moving automation to asynchronous Apex (e.g., using future methods, batch Apex, or Queueable Apex) is often necessary. This allows for more efficient handling of bulk operations and reduces the chance of exceeding governor limits. Salesforce provides guidelines on bulkifying code and using asynchronous operations to manage large data volumes effectively, which is essential for high-volume order processing.

Question: 34

Universal Containers uses the Salesforce Platform to track customer payments and any late payments. This is accomplished with an architecture that includes Marketing Cloud, Service Cloud,

and an integration to the back-office billing system via MuleSoft. Invoices and payments are mastered in the billing system and exposed to Salesforce via MuleSoft. Notifications about customer payments are orchestrated out of Salesforce and emails are sent via Marketing Cloud. The late payment invoice data is required for service representatives to be able to reference within Salesforce.
What should the Solution Architect recommend when determining the role of each system for a use case of sending payment reminders?

A. Integrate the billing system directly with Marketing Cloud via MuleSoft to trigger based on events from the billing system.
B. Create cases within Salesforce from the billing system based on payment statues with MuleSoft event orchestration and send payment notifications via Marketing Cloud.
C. Recommend a trigger from the billing system into Marketing Cloud, which sends customer formatted emails.
D. Load the payment and invoicing data within Salesforce from the billing system with MuleSoft, and drive payment notifications via Marketing Cloud.

Answer: B

Explanation:

Creating cases in Salesforce for late payments allows service representatives to have all the necessary information within their primary work environment. Orchestrating these events with MuleSoft and then using Marketing Cloud for communication ensures a seamless flow of information and allows for the leveraging of each system's strengths: Salesforce for case management and Marketing Cloud for customer communication. This strategy aligns with the recommended practices for system integration and event-driven architectures in Salesforce ecosystems.

Question: 35

Universal Containers (UC) currently has Sales Cloud for its direct Sales team and is about to implement Revenue Cloud for them as well. UC is also bringing in Experience Cloud for its indirect Sales team which will integrate with Sales Cloud and Revenue Cloud. The CIO would like to make surethey are working from a single operating model when it comes to defining their crossdepartmental process and data utilization. The CIO wants to make sure there is no duplication of any data or processes that will require data hygiene constantly because ofduplicative efforts.
What are the two initial questions a Solution Architect should ask the business in order to select the right operating model for business process standardization?
Choose 2 answers

A. Can the direct Sales team use the standardfunctionality?
B. How critical are the business processes?
C. Are the processes the same for the direct Sales team and indirect Sales team?
D. Is the data shared between the direct Sales team and indirect Sales team?

Answer: C,D

Explanation:
According to SOGAF Operating Models1, an operating model has two dimensions: business process standardization and business process integration. Business process standardization refers to how similar or different are the processes across different units of an organization, such as direct and indirect sales teams. Business process integration refers to how much data is shared across different units of an organization, such as direct and indirect sales teams.
By asking these two questions, a Solution Architect can determine which of the four types of operating models (coordination, diversification, replication, or unification) best suits Universal Containers' needs for cross-departmental process and data utilization1.

To select the right operating model, the Solution Architect should ask:
C) Are the processes the same for the direct Sales team and indirect Sales team? Understanding if the sales processes differ significantly between teams will influence the design of the operating model. D) Is the data shared between the direct Sales team and indirect Sales team? Knowing how data is shared helps to determine the extent to which systems need to be integrated and whether data duplication can be avoided.

Question: 36

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 toUC 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?

A. Sales Cloud, B2B Commerce, and Partner Relationship Management
B. Sales Cloud, B2B Commerce, and Customer Community
C. Sales Cloud, Service Cloud, and Partner Relationship Management
D. Sales Cloud, Partner Relationship Management, and Einstein

Answer: A

Explanation:

Sales Cloud provides the CRM capabilities needed to track opportunities and sales processes, B2B Commerce provides the platform for partners to make bulk purchases, and Partner Relationship Management (PRM) enables the management of partner relationships, including offering discounts for large purchases and providing reports to partners. This integrated solution meets all of UC’s requirements for sales, bulk purchasing, and partner management. Salesforce documentation supports the use of PRM alongside Sales Cloud and B2B Commerce for managing complex partner relationships and sales processes.

Question: 37

A Solution Architect is delivering a multi-cloud implementation to a client. A diagram is required to

communicate the vision and strategy of the solution to the business executives and stakeholders at a high level without going into too much detailed technical information.
Which type of architecture diagram should the Solution Architect use?

A. Master Data Management (MDM) Diagram
B. Reference Architecture Diagram
C. LightningPlatform Architecture Diagram
D. Solution Architecture Diagram

Answer: D

Explanation:

A Solution Architecture Diagram shows the high-level view of the solution components and how they relate to each other. It also shows the key business capabilities and objectives thatthe solution supports. It does not go into too much detail about the technical implementation or configuration of each component.
A Solution Architecture Diagram can help you communicate the vision and strategy of your multicloud solution to the businessexecutives and stakeholders at a high level without overwhelming them with too much technical information.

Question: 38

Northern Trail Health has clients that have more than 10,000 employees. The company's Customer Service team handles requests from its client's employees directly and tracks various rebate programs per employee. Private information should not be shared with the Sales team and they should only see contacts that are relevant to the sales process. Assuming that Sales and Service teamsshare certain contacts, in which two ways should a Solution Architect ensure optimal performance?

Choose 2 answers

A. Use profiles and/or permission sets to give View All access to Customer Service on the Contact object.

B. Set the Contact object to PublicRead Only so that the sharing rules do not bog down performance for sharing.

C. Assign all contacts to Sales team members to ensure sharing is streamlined and hide private fields from them.

D. For each Account, assign Sales Contacts to the Sales team andall the rest to a Customer Service representative assigned to the Account.

Answer: A,D

Explanation:

For optimal performance and data access control, the Solution Architect should:
A) Use profiles and/or permission sets to give View All access to Customer Service on the Contact object. This allows Customer Service to access the necessary contact information while maintaining the principle of least privilege.
E. For each Account, assign Sales Contacts to the Sales team and all the rest to a Customer Service representative assigned to the Account. This approach ensures that each team has access to the relevant contacts while keeping private information secure and maintaining system performance by minimizing complex sharing rules.
Salesforce's documentation on sharing and visibility best practices recommends such strategies to manage access to records efficiently and securely.

https://trailhead.salesforce.com/en/credentials/sharingandvisibilityarchitect

Question: 39

A Solution Architect is working with a complex enterprise architecture that supports multiple business processes. Many previous transformation projects have struggled because of the interdependencies between the Salesforce production environment and other systems, as well as a lack of documentation.
In which two ways can a Solution Architect gain a better understanding of the current state of the Salesforce production environment?
Choose 2 answers

A. Speak to the business stakeholders to gather their suggestions for improvement.

B. Identify which system integrator did the previous implementation and ask them to document their work.

C. Examine the details of the current configuration to see how it is set up.

D. Work with the system administrator toidentify who has the most knowledge of the current configuration.

Answer: CD

Explanation:

Examine the details of the current configuration to see how it is set up2. This way, you can get a clear picture of what features and functionalities are being used, how they are configured, and how they support the business processes. You can also identify any technical debt, customizations,or integrations that may impact performance or scalability.
Work with the system administrator to identify who has the most knowledge of the current configuration2. This way, you can leverage their expertise and experience to understand how the system works and why it was designed that way. You can also get their feedback on any issues or challenges they face with maintaining or updating the system.
https://trailhead.salesforce.com/credentials/b2bsolutionarchitect

Question: 40

Universal Containers (UC) is currently utilizingSalesforce Revenue Cloud, Service Cloud, and Field Service for its internal Sales teams, call center, and field service teams. The field service team has asked for new data visibility around Sales and Service data because customers in the field will oftenask about sales orders that typically exist within Revenue Cloud.
What is an immediate consideration a Solution Architect should provide regarding giving this kind of data access?

A. Generate a new permission set that grants access to the Order object andassign it to the field service users.
B. Generate a new profile that grants access to the Order object and assign it to the field service users.
C. Provide the field service team with CPQ licenses to view Order data.
D. Provide the field service team witha Sales Cloud license to view Order data.

Answer: A

Explanation:

Creating a permission set that grants field service users access to the Order object is a granular and secure way to provide the necessary data visibility. This allows for precise control over which users have access to order data without impacting other profiles or requiring additional licenses.
Salesforce’s permission set documentation provides guidelines on how to grant specific access rights to users, ensuring they have the information needed to perform their job functions effectively.

Question: 41

3D Scanners needs to apply a discount automatically on the Quote Line for Distributors while in the Quote Line Editor. The percentage discount applied depends on attributes of the Distributor Account and that of the specific Product. Sales users can add additional discounts; however, those will need to gothrough an approval process that allows for resubmitting to only those that previously rejected the additional discount.
Which two options should a Solution Architect recommend to meet the requirements while keeping the user experience in mind?
Choose 2 answers

A. CPQ license
B. Flow
C. Price Rules
D. CPQ Plus license

Answer: A,C

Explanation:

CPQ license2. This way, you can use Salesforce CPQ (Configure Price Quote) to automate complex quoting processes and apply discounts based on product and account attributes. You can also use CPQ approval rules to trigger approval requests for additional discounts and resubmit them to previous approvers.
Price Rules2. This way, you can use CPQ price rules to calculate discounts automatically on quote lines based on conditions and formulas. You can also use price actions to update quote line fields with discount values.

Question: 42

UniversalContainers (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

A. CTI adaptor with Omni-Channel integration
B. Customer Community with ability to create a new support Case
C. Experience Cloud, web-to-case, and a CTI integration
D. Omni-Channel with defined presence, routing configurations, and Service Channels
E. Customer Community with Live Agent

Answer: C,D,E

Explanation:

Experience Cloud2. 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 Channels3. 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 Agent23. 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.

Question: 43

Universal Containers (UC) is about to complete an initial planning of a complex solution involving multiple customer personas. UC wants to ensure it has a comprehensive understanding of whatkinds of business outcomes the customers want to achieve before presenting them a solution.
Which method of discovery should a Solution Architect suggest to UC?

A. Third-party research from well-known organizations
B. Jobs To Be Done Framework
C. Comprehensive Surveys to End Customers
D. User Stories Creation with End Customers

Answer: B

Explanation:

The "Jobs To Be Done Framework" is a method that focuses on understanding customer needs in specific contexts and situations. This approach is ideal for UC to gain comprehensive insights into what kinds of business outcomes the customers want to achieve. It goes beyond mere feature requests and digs into the underlying goals and challenges customers face, which can be more enlightening for solution design than surveys or user story creation alone. The framework is recognized for its effectiveness in uncovering the real jobs customers are hiring products and services to do.

Question: 44

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 withweekly 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 theclient? Choose 2 answers

A. 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.

B. Leverage Shield Event Monitoring in conjunction with the Salesforce Debug Logs, and establish a regular review process for the Operations and Administration team.

C. Leverage the B2B Commerce built-in performance monitoring dashboard to analyze performance in near real time.

D. Leverage Shield Event Monitoring incombination with the CRM Analytics Event Monitoring app as a simple out-of-the-box solution.

Answer: A,D

Explanation:

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 andexpertise 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 useractivity, adoption, performance issues, security risks, and more.

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

Question: 45

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'?

A. Agree with the management team to postpone the go-live and increase the scope to include the desired features.

B. 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.

C. Explain the long-term vision and roadmap, and thenpropose 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.
D. 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.

Answer: C

Explanation:

Explaining the long-term vision and roadmap, and then proposing a logical phasing in which the planned minimum viable product (MVP) is the first step on the journey that will eventually include the desired features2. This option can help UC align their expectations with their business goals and priorities, while also demonstrating how they can achieve incremental value from their Service Cloud solution over time. The Solution Architect can also highlight the benefits of delivering an MVP first, such as validating assumptions, testing functionality, gathering feedback, and reducing risks.
https://trailhead.salesforce.com/credentials/b2bsolutionarchitect

Question: 46

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 vendorsusing 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

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

Answer: B,C

Explanation:
When evaluating B2B Commerce or CPQ for partners via Experience Cloud, the Solution Architect should ask:
B) Does the direct Sales team co-sell with partners or sell to partners in this new channel model? This question helps to understand the relationship between the direct Sales team and the partners, which impacts how CPQ is set up and used.
C) Do partners need to do complex configurations or create their special pricing? This will determine if CPQ's advanced configuration and pricing capabilities are necessary for the partners, which may not be as effectively supported by B2B Commerce alone.
Understanding the sales process and the complexity of transactions is crucial to deciding whether CPQ or B2B Commerce is the right tool for partners, as described in Salesforce documentation for both CPQ and B2B Commerce.

Question: 47

A Solution Architect was asked by AC Computers to provide solution recommendations for a rebate enrollment and management solution on Salesforce. The primary goal and requirement is to easily launch rebate programs for partners

that an administrator can implement and manage in Salesforce. AC Computers currently uses Sales Cloud, Salesforce CPQ, and Experience Cloud to expose opportunity and quote information to partners.
Based on the business requirements, which solution should the Solution Architect recommend?

A. Implement a custom solution to track rebates, accruals, and actuals and expose the data in the Experience Cloud site.
B. Implement Salesforce Service Contracts with lineitems to track rebate accruals and expose the data in the Experience Cloud site.
C. Implement Salesforce Rebate Management Module and expose the data in the Experience Cloud site.
D. Implement B2B Commerce on Lightning Experience to track rebates and expose the data in the Experience Cloud site.

Answer: C

Explanation:

This solution can help AC Computers easily launch rebate programs for partners that an administrator can implement and manage in Salesforce. Rebate Management is a new module that integrates out-of-the-box into any Salesforce product and gives all employees and channel partners visibility into rebate programs2. It also automates, scales and leverages AI-driven insights for better and faster decisions1. Rebate Management can be exposed in the Experience Cloud site using custom components or standard objects4.
https://www.salesforce.com/products/manufacturing-cloud/rebate-management/ Salesforce Rebate Management is a managed package that enables companies to create, manage, and track rebates in Salesforce. With this solution, administrators can easily set up and manage rebate programs, track accruals and actuals, and generate detailed reports. Exposing the data in the Experience Cloud site will allow partners to view and track their rebate status, further enhancing the rebate management process.
Reference: Salesforce Help - Salesforce Rebate Management Overview.

Question: 48

Universal Containers (UC) is starting to go through an inventory of capabilities in regard to its many data warehouses. UC's data warehouses are currently being provided with data from OMS, ERP, Accounting, and other inventory management systems. Data warehouses are utilized by those systems for storage or analytics purposes.
UC plans to utilize the Systems of Engagement framework to classify its systems based on how they will be utilized within the enterprise architecture. UC would like to understand which systems it should directly integrate with versus utilizing the data warehouses where that data may also be stored.
How should a Solution Architect classify the data warehouses as systems within the enterprise architecture of this scenario?

A. System of Reference
B. System of Engagement
C. System of Intelligence
D. System of Record

Answer: D

Explanation:

In an enterprise architecture, data warehouses typically serve as a System of Record (SoR). They contain the authoritative data source for a given piece of information and are used for storage and analytics purposes. The Systems of Engagement

(SoE) framework would classify the data warehouses as SoR because they maintain the official copy of the data being used by various systems. This classification aids in deciding on integration strategies and data flow within the enterprise architecture.

Question: 49

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

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

Answer: A, B

Explanation:

When considering data flows for the integration of CPQ, B2B Commerce, and Sales Cloud with an external ERP for order fulfillment, the Solution Architect should keep in mind:

A) Product and Pricing are set up with CPQ as the source of record. This ensures that the CPQ system manages all product and pricing data, which is essential for maintaining accurate and consistent information across platforms.
B) The source for the data feed to ERP is the CPQ Order object. Once the quote is finalized in CPQ and an order is created, that data should flow into the ERP for fulfillment, maintaining data integrity and process continuity.
These considerations are in line with Salesforce best practices for managing data across multiple systems, ensuring that each system utilizes its strengths and maintains data consistency.

Question: 50

Universal Containers (UC) wants to add and integrate Marketing Cloud Account Engagement after a recentacquisition. 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.
- SalesCloud 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 Architectrecommend in order to set up an environment in which users can test the functionalities from end to end?

A. Create a new Marketing Cloud Account Engagement business unit, recreate the configuration, and link it to a full copy Sales Cloud sandbox.
B. Create a new Marketing Cloud Account Engagement business unit, recreate the configuration, and link it to the production Sales Cloud org.
C. 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.

D. Create Marketing Cloud Account Engagement training environments, synchronize the environments, and link it to a full copy Sales Cloud sandbox.

Answer: A

Explanation:

To provide an end-to-end training environment for users to test functionalities, a new Marketing Cloud Account Engagement business unit should be created. Recreating the configuration in this unit and linking it to a full copy Sales Cloud sandbox allows for a comprehensive and isolated environment that mirrors production. This enables users to explore and learn new features without impacting live data or processes. Salesforce recommends the use of sandboxes for training and testing purposes to ensure that users are adequately prepared for using new functionalities.

Question: 51

Universal Containers (UC) is currently utilizing Sales Cloud and Revenue Cloud for its direct Sales team. UC would like to create an indirect Sales team with its vendors using Experience Cloud as the front end with the same kind of quoting functionality the direct Sales team uses within Revenue
Cloud. However, UC wants to ensure that data from the internal direct Sales team is not visible to the external indirect Sales team in Experience Cloud.
What is the first configuration a Solution Architect should consider when implementing Experience Cloud in this scenario?

A. Make internal organization-wide defaults Public Read Only to create external visibility.
B. Enable External Sharing Model to create external organization-wide defaults.
C. Start creating Sharing Sets for Experience Cloud users to access Sales Cloud.
D. Add Indirect Sales Team to existing Direct Sales Team Role Hierarchy.

Answer: B

Explanation:

Enable External Sharing Model to create external organization-wide defaults. This allows you to set different sharing settings for internal and external users based on profiles or roles. You can also use criteria-based sharing rules to grant access to records based on field values1.
https://architect.salesforce.com/diagrams/template-gallery/automotive-dealer-solution- architecture

Question: 52

Universal Containers (UC) is undergoing a multi-year digital transformation across its Sales, Marketing, Fulfillment, and Accounting channels. Based on UC's initial success using MuleSoft's API- led approach as its integration strategy, UC chose Salesforce for its transformation. The Solution Architect assigned to the project has just begun pre-planning for the first phase with UC's Implementation team.
Which document should the Solution Architect ask for to get an overview of the customer's current infrastructure so they can begin the first phase of the digital transformation?

A. A Salesforce ERD Document complete withfield definitions
B. A MuleSoft Application Document complete with integration patterns
C. A Reference Architecture Diagram complete with system of record notation

D. A future state roadmap detailing all of the implementation phases

Answer: C

Explanation:

a reference architecture diagram is a document that shows the high-level view of the customer's current infrastructure, including the systems, applications, data sources, integrations, and security layers. A reference architecture diagram also indicates which system is the system of record for each data entity and how data flows between systems.
A reference architecture diagram is useful for a Solution Architect to get an overview of the customer's current infrastructure so they can begin the first phase of the digital transformation. A reference architecture diagram can help identify gaps, risks, dependencies, and opportunities for improvement in the existing landscape. It can also serve as a baseline for designing future state solutions that leverage Salesforce products and features.
https://www.salesforceben.com/b2c-solution-architect-certification-guide-tips/

Question: 53

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 hasmade 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?

A. Facilitate a workshop with the executiveleadership team, applying the journey mapping process to create a vision and align customer journey to business objectives.
B. Facilitate a strategy session with the executive leadership team to better understand their individual business units' priorities to achieve the business objectives.
C. 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.
D. Facilitate a business process mapping workshop with the executive leadership team to better understand the potential process improvements.

Answer: A

Explanation:

journey mapping is a process that helps understand and improve the customer experience across different touchpoints and channels. Journey mapping can help formulatethe 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: 54

Universal Containers (UC) delivers packaging solutions to its customers based on volume schedule, which is part of a contract that UC is closing. Customers place orders against these contracts, and the orders are maintained in an

ERP system outside of Salesforce.
Employees of UCwant to track invoicing payment status on a monthly basis so that they can identify early when customer orders fall short of the contractual target.
Which two solution components should a Solution Architect recommend to meet this requirement? Choose 2 answers

A. Opportunities and Opportunity Products from Sales Cloud
B. Product and Revenue Schedules from Sales Cloud
C. Invoicing payment status sync between Salesforce Billing and ERP
D. Orders and Order Products from Sales Cloud and a MuleSoft integration with the ERP

Answer: C,D

Explanation:

To track invoicing payment status and identify discrepancies in customer orders against contractual targets, integrating Salesforce Billing with the ERP system is essential. This integration allows for realtime synchronization of invoicing and payment statuses, providing UC employees with up-to-date information. Using MuleSoft for integration facilitates seamless data exchange between Salesforce and the ERP, ensuring that order information is accurately reflected in Salesforce. This setup supports efficient monitoring and management of contractual obligations and financial transactions.
Salesforce Billing offers capabilities for managing invoicing and payments within the Salesforce ecosystem, while MuleSoft's Anypoint Platform enables robust API-led connectivity between systems, aligning with Salesforce's recommended practices for system integration and data management.

Question: 55

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 thenear 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?

A. Recommend a single-org strategy and development of strict processes for all acquired companies to follow.
B. Prioritize migrating the newly acquired company toSharpField's Salesforce org first, then perform an org strategy analysis to assess the Business, Technology, Governance, and Operations requirements for any future acquisitions.
C. Prioritize completing an in-depth org strategy analysis, focused on the Business, Technology, Governance, and Operations requirements at SharpField.
D. 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.

Answer: C

Explanation:

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: 56

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?

A. 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.

B. 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.

C. Pricing and Product data should be pushed from ERP to both CPQand 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.

D. 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.

Answer: D

Explanation:

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=e n_US&type=5

In this solution, ERP serves as the source of truth for pricing and product data, which is then pushed to Salesforce CPQ to leverage its advanced pricing and quoting capabilities. The CPQ B2B Commerce Connector ensures seamless data flow between CPQ and B2B Commerce, enabling accurate pricing and product information availability on the online storefront. Managing promotions directly in B2B Commerce allows for dynamic and targeted offers, enhancing the customer purchase experience. By maintaining invoicing and billing within Salesforce Billing and presenting this information on B2B Commerce through a custom Lightning component, the solution ensures a unified and streamlined user experience, while keeping the financial transactions and customer interactions closely integrated. This approach aligns with Salesforce's multi-cloud solution strategy, leveraging the

strengths of each platform component to deliver a comprehensive and cohesive customer experience.

Question: 57

Universal Containers (UC) is about to start a massive digital transformation project across multiple service channels. UC plans on using Service Cloud, Omni-Channel, chatbots, Knowledge, and Einstein AI throughout all the service capabilities. Before discovery can start, the key stakeholder would like to see the automated chat capabilities in action. They currently use a third-party Knowledge Base and are wondering what is the value of it over Salesforce Knowledge. They believe it will be chatbots but they are unsure.

What is one of the key benefits the Solution Architect should address within the context of the demo?

A. Demo how the chatbot can provide a response to a customer's request by bringing together content from Knowledge articles.
B. Demo how the chatbot can anticipate the responses of the customer before they make it, and generate Knowledge article responses based on what they have bought.
C. Demo how the chatbot can utilize Knowledge within it to deflect customer issues before a case is created.
D. Demo how a human being can have a real conversation with an Einstein Al-driven chatbot.

Answer: A

Explanation:

Demonstrating the chatbot's capability to utilize Salesforce Knowledge to provide accurate and helpful responses to customer inquiries highlights the value of integrating Knowledge with automated chat solutions. This showcases how AI-driven chatbots can enhance customer service by quickly accessing and delivering content from Knowledge articles, addressing customer issues efficiently and reducing the need for direct human intervention. This capability not only improves the customer experience by providing immediate assistance but also showcases the seamless integration between Salesforce's AI technologies and Knowledge base, illustrating the platform's ability to support advanced customer service strategies. Salesforce documentation and best practices often highlight the importance of leveraging Knowledge articles within AI-driven chat solutions to optimize customer support and service workflows.

Question: 58

Universal Containers (UC) has its product and primary pricing in an ERP.For data consumption to other systems, the ERP is integrated to a separate third-party data warehouse. The cart-to-quote process is supported by Salesforce's multi-cloud solution spanning Sales Cloud, CPQ, and B2B Commerce.

The sales process is structuredso that the customers add products to the cart through the Storefront and request a quote from UC's sales representatives. The representatives can work on the quote in CPQ and push back the updated pricing to the Storefront. The overall pipeline is tied back to opportunities and opportunity products for forecasting.

Where does UC house the system of record for its sales process?

A. Salesforce B2B Commerce
B. Salesforce CPQ
C. Salesforce Sales Cloud
D. Third-party data warehouse

Answer: C

Explanation:

Salesforce Sales Cloud is the system of record for the sales process because it contains information about opportunities and opportunity products, which are used for forecasting and reporting. It also integrates with other clouds such as B2B Commerce and CPQ to support the cart-to-quote process.
https://help.salesforce.com/s/articleView?id=icx_b2c_crosscloudengagement_systems_of_record.htm&language=en_US&type=5

In the described sales process, Salesforce Sales Cloud serves as the system of record. This is because the overall pipeline, including opportunities and opportunity products, which are central to forecasting and sales management, is managed within Sales Cloud. While CPQ and B2B Commerce play crucial roles in quoting and online purchasing respectively, and the ERP system houses product and primary pricing information, it is Sales Cloud that integrates these elements to provide a comprehensive view of the sales pipeline and performance. This alignment with sales processes makes Sales Cloud the authoritative source for sales-related data and activities, aligning with Salesforce's best practices for sales management and forecasting.

Question: 59

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

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

Answer: B, C

Explanation:

Version control systems with CLI-based deployment tools (B) and scratch orgs with continuous deployment tools (C) offer robust mechanisms for managing multiple development streams. These methods support iterative development, ensure best practices in code integration, and facilitate a smooth transition to UAT and production environments by maintaining code integrity and reducing

integration conflicts.

Question: 60

AW Heat &. Cooling is a mid-sized manufacturing company that sells special purpose heating and cooling solutions. Sales have declined significantly, and analysis shows that customers are leaving due to long turnaround times for quotes, lack of flexibility, and confused salespeople that do not understand their customers and do not collaborate with each other. The company wants to streamline and improve the customer experience from end to end, including new communication channels and digital self-service offerings.

How should the Solution Architect arrange the roadmap to implement the company's stated priorities?

A. Start with Service Cloud and Revenue Cloud,followed by Experience Cloud and, later, Sales Cloud. B. Develop a comprehensive solution that includes Sales Cloud, Revenue Cloud, Service Cloud, and Experience Cloud as a basic version from the start.

C. Fast-track Service Cloud followed by Sales Cloud,Revenue Cloud, and, later, Experience Cloud.
D. Start with Sales Cloud and Revenue Cloud, followed by Service Cloud and, later, Experience Cloud.

Answer: D

Explanation:

Starting with Sales Cloud and Revenue Cloud allows AW Heat & Cooling to immediately address the core issues affecting sales performance and quote turnaround times. Sales Cloud facilitates improved sales processes and customer management, while Revenue Cloud (including CPQ) streamlines the quoting and pricing processes, directly addressing the needs for flexibility and efficiency in sales. Subsequent implementation of Service Cloud will enhance customer service capabilities, and finally, integrating Experience Cloud will enable the development of digital self-service portals and new communication channels. This phased approach aligns with Salesforce's recommendations for prioritizing core sales and service functionalities before expanding to broader customer engagement and digital experience solutions.

Question: 61

Universal Containers recently began a project to connect its ERP with Salesforce. One of the requirements is a daily batch process to create and update orders and order product information. The development team, using the corporate ETL tool, has created two processes to create these records using Bulk API. The test in the development environment worked fine, but in the production environment, some orderproduct records were not updated and showed an error "UNABLE_TO_LOCK_ROW:unable to obtain exclusive access to this record". There is one Process Builder on the Order Product object and no async process.

Which two steps should a Solution Architect recommend to avoid this error? Choose 2 answers

A. Use the import wizard instead of Bulk API.
B. Sort the order product records by account and order before the Bulk API load.
C. Change the Bulk API call to use Bulk API 2.0.

D. Add a retry process for the records rejected by this error.

Answer: B,D

Explanation:

B) Sort the order product records by account and order before the Bulk API load.
This answer can help avoid this error by reducing the chances of concurrent updates on the same parent record (account or order) by different batches. Sorting the records by account and order can ensure that all records related to a parent record are processed together in a single batch, which can prevent locking conflicts with other batches2.
E. Add a retry process for the records rejected by this error.
This answer can help recover from this error by attempting to update the rejected records again after some time interval. This can increase the likelihood of obtaining exclusive access to those records as they may be unlocked by then3.

Sorting order product records by account and order before using the Bulk API can minimize the likelihood of row lock errors by ensuring that related records are processed in a sequence that reduces the chance of concurrent access attempts. Additionally, implementing a retry mechanism for records that encounter the "UNABLE_TO_LOCK_ROW" error provides a robust error handling strategy, allowing the system another opportunity to process the records successfully. These recommendations are in line with Salesforce's best practices for bulk data processing, which emphasize the importance of efficient data loading strategies and error management to ensure data integrity and system performance during large-scale data operations.

Question: 62

Universal Containers (UC) currently utilizes Sales Cloud and ExperienceCloud 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 inat all.
What is the initial suggestion a Solution Architect should provide to make Partner Communities work for UC?

A. Create two account lookups on the opportunity, one for dealer and one for partner company, and create sharing rules to share the records.
B. Create public groups of partner companies and users at dealers, and share the opportunities using sharing rules.
C. Utilize the external sharing model to differentiate the sharing models between Internal Sales users and External Communities users.
D. Utilize the same sharing model within the Partner Community that customers are currently using within the Customer Community.

Answer: C

Explanation:

For Universal Containers to ensure that its dealer network only accesses relevant opportunities, the external sharing model in Salesforce Experience Cloud offers a tailored solution. This model allows for distinct sharing settings between internal and external users, enabling granular control over data accessibility. By leveraging this model, UC can configure sharing rules and access levels specific to Partner Community users, ensuring dealers only see opportunities they are directly involved with. This approach addresses the VP of direct sales' concerns by safeguarding internal opportunity visibility while effectively enabling dealers through PRM capabilities. Salesforce's documentation on sharing models and communities best practices underscores the importance of utilizing external sharing models to maintain data security and integrity in collaborative environments like Partner Communities.

Question: 63

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 tomitigate concerns about custom processes on any single object?

A. Use an event-driven design to separate automations that could run asynchronously from the save cycle with a third-party tool like Heroku.
B. 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.
C. Leave the orchestration of the automation to Process Builder, but invoke autolaunched flows from Process Builderso that the actual operations run in flows.
D. Migrate automations from Process Builder to flows triggered by record updates, organizing operations in separate

flows for the "Before Save" and "After Save" contexts.

Answer: D

Explanation:

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 greatercontrol 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: 64

What should a Solution Architect do to ensure that all requirements for a multi-cloud implementation are captured during discovery sessions so that projectstakeholders are aligned with the project team on deliverables?

A. Develop and present the business case to all project stakeholders before beginning the solution design and development phase.

B. Develop and present the project scope itemized within the requirements document to all project stakeholders before beginning the solution design and development phase.

C. Define and document the user journey map with project stakeholders to capture the customer interactions at all touchpoints.

D. Define and document the business value map with project stakeholders to capture the value provided by the implementation.

Answer: B

Explanation:

Ensuring alignment between project stakeholders and the project team is critical for the success of a multi-cloud implementation. By developing and presenting a detailed project scope, outlined in the requirements document, a Solution Architect can clarify expectations and deliverables, fostering a shared understanding of project goals, timelines, and success criteria. This approach helps in managing stakeholder expectations and ensures that all requirements are captured and agreed upon before moving forward with solution design and development. This practice aligns with Salesforce's recommendations for effective project management and stakeholder engagement, ensuring that all parties are aligned and committed to the project's objectives and outcomes.

Question: 65

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?

A. Engage Salesforce services to manage all governance and represent as the Steering Committee.

B. Budget for a Governance and Monitoring structure that includes a communications plan and project methodology for the following year.

C. Set up a Governance and Monitoring structure that includes a Steering Committee, a Center of Excellence, and a Data governance council.
D. Engage a third-party company to manage all governance and represent as the Steering Committee.

Answer: C

Explanation:

Establishing a robust Governance and Monitoring structure is essential for sustaining the long-term success of a Salesforce implementation. A Steering Committee provides strategic oversight and decision-making, ensuring that the project remains aligned with business objectives. A Center of Excellence (CoE) fosters best practices, innovation, and continuous improvement across all Salesforce clouds and functionalities. A Data Governance Council ensures data quality, security, and compliance.
This comprehensive governance framework supports effective change management, promotes cross-functional collaboration, and ensures that the Salesforce ecosystem evolves in a controlled and strategic manner, consistent with Salesforce's recommendations for maintaining a healthy and effective Salesforce environment.

Question: 66

Universal Containers (UC) recently went live with a multi-cloud implement at ton consisting of Experience Cloud, Service Cloud, and Marketing Cloud Account Engagement. The UC Marketing team wants to generate Marketing Cloud Account Engagement emails using the same dynamic content that users access in Experience Cloud. They want to trigger Marketing Cloud Account Engagement emails based on certain user actions while keeping the content dynamic and configurable via a user- friendly mechanism.
Which approach should a Solution Architect recommend m this case?

A. Consider finding AppExchange packages that support this functionality on Experience Cloud andMarketing Cloud Account Engagement.
B. Use Salesforce CMS on Experience Cloud and the new Marketing Cloud Account Engagement Lightning Email Experience.
C. Change the data model to support sending Marketing Cloud Account Engagement email via the Experiencecloud site.
D. Build a custom application using Lightning Web Components to make the email content dynamic and configurable.

Answer: B

Explanation:

Using Salesforce CMS and the new Marketing Cloud Account Engagement Lightning Email Experience can enable the UC Marketing team to generate Marketing Cloud Account Engagement emails with dynamic content accessed through Experience Cloud. This approach can provide a user-friendly mechanism to configure content and trigger email sends based on user actions, without changing the data model. Additionally, this approach leverages native Salesforce functionality and does not require custom development or third-party packages.
https://www.salesforce.com/products/experience-cloud/features/customer-engagement-solutions/ Leveraging Salesforce CMS in conjunction with Marketing Cloud Account Engagement's Lightning Email Experience offers a unified and dynamic solution for content management and email marketing. Salesforce CMS enables the creation and management of content in a user-friendly manner, which can then be utilized across different Salesforce platforms, including Experience Cloud. Integrating this content with Marketing Cloud Account Engagement through the Lightning Email Experience allows for the creation of dynamic and personalized email campaigns that reflect the content users interact with on Experience Cloud. This approach ensures consistency in messaging and branding while providing a

seamless and engaging user experience, aligning with Salesforce's best practices for integrating content and marketing strategies across multiple clouds.

Question: 67

Northern Trail Outfitters (NTO) has a large product catalog containing about 1 million products

mastered inside an external PIH system. In itsfirst Salesforce implementation, NTO implemented Salesforce CPQ as its mam tool of … to configure and quote, in conjunction with a nightly batch integration from its PIM to bring over all products, with pricing also being maintained inside of CPQ. As partof its new fiscal year initiative, NTO would like to introduce a digital sales channel to its customers to allow for a traditional ecommerce serf-service experience, and has decided to use its own custom-built solution as a way to accomplish this. One ofthe mam requirements for this custom ecommerce solution is that it must integrate into CPQ in order to present the same entitlements for pre-negotiated contracts that were created in CPQ.

Which two suggestions should a Solution Architect recommend as a starting point to meet NTO's need of effectively integrating both applications together?

Choose 2 answers

A. Use MuteSoft to streamline the peering and product integration between the PIM, ecommerce, and CPQ.

B. Recommend an ETl tool to synchronize all product data between Salesforce CPQ, PIM, and the custom ecommerce tool.

C. Harmonise the Pricing and Product structure of the custom ecommerce tool and CPQ to enable a streamlined integration.

D. Implement an external master Pricing database that can be cartedby both ecommerce and CPQ.

Answer: A,C

Explanation:

Utilizing MuleSoft facilitates the seamless integration of Northern Trail Outfitters' Product Information Management (PIM) system, custom ecommerce solution, and Salesforce CPQ, ensuring consistent data flow and synchronization. MuleSoft's API-led connectivity approach allows for the efficient management and exchange of product and pricing information between these systems. Harmonizing the pricing and product structure between the custom ecommerce tool and CPQ is crucial for providing a consistent customer experience and maintaining data integrity across the sales and quoting processes. This approach ensures that pre-negotiated contract entitlements in CPQ are accurately reflected in the ecommerce experience, aligning with best practices for integrating disparate systems to create a cohesive and efficient sales ecosystem.

Question: 68

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

A. Migrate all historical payment methods from the homegrown system.

B. Utilize the standard user adoption reports and dashboards to track invoice data.

C. Provide training and enablement for end users and admins prior to go live.

D. Compare invoices as produced in both systems to ensure customer invokes are as expected.
E. Create a release and change management process to incorporate feedback and fix issues.

Answer: ACD

Explanation:

To minimize disruption during the transition to Salesforce Billing, migrating historical payment methods ensures continuity in payment processes and customer convenience. Providing comprehensive training and enablement for end users and admins is crucial for smooth adoption and effective use of the new system. Comparing invoices from both systems helps verify accuracy and consistency, ensuring that customers receive correct billing information, thus maintaining trust and satisfaction. These steps are in line with Salesforce's best practices for system migration and adoption, emphasizing the importance of data integrity, user preparedness, and continuity in customer-facing processes during system transitions.

Question: 69

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

A. Collaboration between lines of business
B. Simple security architecture across lines of business
C. Global case management across lines of business
D. Access to shared lines of business data

Answer: A,D

Explanation:

A) Collaboration between lines ofbusiness. 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.
D) 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.

Question: 70

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 customersneed 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

A. Salesforce CPQ
B. Salesforce Order Management
C. Salesforce Billing
D. B2B Commerce
E. CPQ B2B Commerce Connector

Answer: ADE

Explanation:

Salesforce CPQ is essential for configuring complex deals and managing subscriptions, addressing the needs of Direct Sales. B2B Commerce facilitates self-service capabilities for existing customers, enabling them to initiate product and service requests online. The CPQ B2B Commerce Connector bridges CPQ and B2B Commerce, ensuring seamless transition of requests from the storefront to Sales for quote finalization. This integrated solution supports AC Computers' requirement for a cohesive sales process that caters to both direct sales complexity and customer self-service convenience, aligning with Salesforce's ecosystem's capabilities to provide a comprehensive and efficient sales and service experience.

Question: 71

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 havevisibility 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?

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

Answer: A

Explanation:

To enable Field Service teams at Universal Containers to access sales order details from B2B Commerce Cloud, creating a permission set that grants access to relevant objects like Order and Order Item is an effective solution. This approach ensures that Field Service users have the necessary permissions to view order information, enhancing their ability to address customer inquiries in the field. Permission sets offer a flexible and granular way to manage access rights, allowing for customization according to specific user roles and requirements without altering the base profiles. This method aligns with Salesforce's best practices for access management, ensuring data security while providing users with the information they need to perform their roles effectively.

Question: 72

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?

A. Leverage declarative automata to done Service Appointments for multiple days. Like declarative automation to send a follow-up email to the customer.

B. 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.

C. Leverage out-of-the-box Salesforce Field Service Multiday Service Appointments. Use declarative automation to send a follow-up email to the customer.

D. 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.

Answer: C

Explanation:

Salesforce Field Service's out-of-the-box functionality for Multiday Service Appointments efficiently handles appointments spanning multiple days. Using declarative automation for follow-up emails ensures personalized customer engagement post-service, enhancing customer satisfaction and operational efficiency without the need for extensive custom development.

Question: 73

A client is running a project with a 626 multi-cloud setup involving Marketing Cloud, Sales Cloud, ServiceCloud, Experience Cloud, and MuleSoft. Currently, MuleSoft is primarily used to integrate with third-party systems. Marketing Cloud is connected to Sales/Service using the standard connector. A recent requirement-gathering session, involving all functional streams, brought up the question of where consolidated reporting mil happen. So far, reporting has only been looked at individually per stream.

There is a steering committee meeting 1 week from now. The Solution Architect was asked to provide different solutions to fix the problem. The expectation is that a high-level evaluation will be done prior the steering committee meeting so that an indication of options can be given and additional funding can be requested.

Which three critical steps should the Solution Architect take first?

Choose 3 answers

A. Ensure all data objects across the different clouds have a unique external identifier

B. Review the established and planned dataflows to understand where the systems of record sit and where data is transportedto already.

C. Review the system landscape to identify other existing solutions for reporting and start to investigate high-level cost impacts (inel. licenses aspects) for the most viable.

D. Identify key drivers and high-level data scope behind the needfor a consolidated reporting.

E. Draft a solution to show how consolidated reporting can be done using CRM Analytics.

Answer: BDE

Explanation:

For a multi-cloud setup involving various Salesforce clouds and MuleSoft, understanding the current data architecture and the need behind consolidated reporting is crucial. Reviewing established and planned data flows provides insight into the existing data landscape, identifying systems of record and current data integrations. Identifying the key drivers and high-level data scope for consolidated reporting helps in aligning reporting solutions with business needs. Drafting a high-level solution using CRM Analytics (formerly known as Einstein Analytics) showcases the potential for unified reporting across multiple Salesforce clouds, leveraging its powerful data integration, transformation, and visualization capabilities. This approach aligns with Salesforce's best practices for data management and analytics, providing a foundation for informed decision-making in the steering committee meeting.

Question: 74

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.

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

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

C. Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ. Allow bidirectional updates to Products and Pricing.

D. Implement B2B Commerce and build a custom integration to CPQ. Keep CPQ as the Product and Pricing master.

Answer: B

Explanation:

Implement B2B Commerce and use the CPQ B2B Commerce Connector to integrate to CPQ1. This is a fast and easy way of enabling self-service ordering for customers with existing special pricing from CPQ.

Keep CPQ as the Product and Pricing master1. This is a recommended practice toavoid data duplication and inconsistency between CPQ and B2B Commerce.

For Mask Makers LLC, implementing Salesforce B2B Commerce with integration to the existing CPQ system via the CPQ B2B Commerce Connector is the optimal approach. Keeping CPQ as the Product and Pricing master ensures that the complex pricing rules and special pricing agreements already established in CPQ are maintained and leveraged within the B2B Commerce environment. This setup allows customers to benefit from a streamlined and personalized self-service experience while ensuring pricing consistency and accuracy. The CPQ B2B Commerce Connector facilitates the seamless flow of product and pricing information from CPQ to B2B Commerce, enabling Mask Makers LLC to provide a simplified and efficient ordering process for its customers, adhering to Salesforce best practices for integrating CPQ and B2B Commerce.

Question: 75

A corporate bank has decided to use a multi-cloud solution to reduce time to market, showcase a 360-degree view of the bank's business customers, and improve CSAT rating by increasing channels for customer service. The CIO has asked to run a discovery workshop with one goal: understanding existing technical dependencies within the organisation.

What should a Solution Architect recommend as the top priority to start this journey?

A. Plot the map or the future system landscape by making assumptions about the changes needed to improve customer satisfaction.
B. Plot the map of the current system landscape and identify key areas where the B2B multi-cloud solution will fit in.
C. Plot the process map using Universal Process Notation (UPN) through workshops involving a diverse set of stakeholders.
D. Plot what the customer is thinking, doing, and feeling at the varying stages of their experience, and connect them to interactions with the bank.

Answer: B

Explanation:

Plot the map of the current system landscape and identify key areas where the B2B multi-cloud solution will fit in. This is an important step to understand the existing technical dependencies within the organisation, such as datasources, integrations, applications, and platforms. It also helps to identify the gaps and opportunities for improvement that can be addressed by the B2B multi-cloud solution.

For the corporate bank embarking on a multi-cloud solution journey, mapping the current system landscape is a critical first step. This involves documenting existing systems, applications, and their interconnections to identify integration points and potential overlaps with the new B2B multi-cloud solution. Understanding the current technical ecosystem allows for the identification of key areas where Salesforce solutions can be integrated to enhance customer service, improve visibility into business customer activities, and increase customer satisfaction. This foundational analysis is essential for informed decision-making and strategic planning, ensuring that the new solutions complement and enhance the existing technical infrastructure, in line with Salesforce's recommendations for successful multi-cloud implementations.

Question: 76

A Solution Architect is presenting a design for the Phase 1rollout of a B2B multi-cloud solution that includes CPQ and B2B Commerce using the CPQ B2B Commerce Connector. During the presentation, business stakeholders push bade on some of the key design aspects. The business is keen to have the product images and SCO data pushed back to CPQ from 828 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 828 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

A. 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.
B. Product Images and SCO data are B2B Commerce specific metadata. It is recommended to keep them only in 828 Commerce, and not push to CPQ.
C. Map the product images from B2B Commerce to CPQ, by passing the URL of theimage File from CC Product to Product2 object. SEO data sync will require additional customization and it is recommended for Phase 2.
D. Map the discounts and promotions to Additional Discounts field on the quote Int. However, we would need to ensure thatthe price rules do not run for quotes originated from B2B Commerce unless there is a specific business need.

Answer: CD

Explanation:

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

Addressing stakeholder feedback on syncing product images and SEO data from B2B Commerce to CPQ, and aligning discounts and promotions, involves a balanced approach. Mapping product images by passing the URL from B2B Commerce to CPQ ensures that product visual representation is consistent across platforms. Considering the complexity of syncing SEO data, it is pragmatic to plan this for a subsequent phase, allowing for proper customization and integration work. For discounts and promotions, mapping them to the Additional Discounts field on the quote line in CPQ is feasible, but it's crucial to manage the execution of price rules carefully to maintain pricing integrity. This approach aligns with best practices for integrating B2B Commerce and CPQ, ensuring a cohesive and functional solution that meets business requirements while managing technical complexities and scope.

Question: 77

Universal Containers (UC) needs to provide a portal for its customers to order spare parts for the equipment that has been sold to them. Spareparts orders are fulfilled in uC's ERP system and need to be integrated with the solution. Order status would need to be reflected in the solution. Additionally, m the future, UC wants this order integration scaled to additional applications. UC also needscustomers to be able to schedule appointments for service for their equipment.

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

A. B2B Commerce. Salesforce Field Service, Experience Cloud, and Meroku
B. B2B Commerce, Salesforce Field Serv.ee, Experience Cloud, and Sales Cloud
C. B2B Commerce, Service Cloud, Experience Cloud, and Salesforce Connect
D. B2B Commerce. Salesforce Field Service, Experience Cloud, and MuleSoft

Answer: D

Explanation:

B2B Commerce is a solution that allows you to create ecommerce websites for your business customers1.
Salesforce Field Service is a solution that allows you to manage your field service operations, such as scheduling appointments, dispatching technicians, and tracking assets2.
Experience Cloud is a solution that allows you to create digital experiences for your customers, partners, and employees using templates and components2.
MuleSoft is a solution that allows you to integrate data from different systems using APIs34.

To fulfill Universal Containers' requirement for a customer portal to order spare parts and schedule service appointments, the combination of B2B Commerce, Salesforce Field Service, and Experience Cloud, integrated with MuleSoft, offers a comprehensive solution. B2B Commerce enables a selfservice ordering platform for spare parts, while Salesforce Field Service facilitates the scheduling and management of service appointments. Experience Cloud provides the framework for building a customer-facing portal that integrates these functionalities. MuleSoft serves as the integration layer to connect these Salesforce solutions with UC's ERP system, ensuring seamless data flow and order fulfillment processes. This architecture supports scalability for future integrations, aligning with Salesforce's best practices for building connected and customer-centric solutions.

Question: 78

Northern Trail Outfitters (WO) istransforming 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

A. Field Service Manager
B. NTO employee representing a typical customer
C. Business Analyst
D. Field Service Agent
E. Project Manager

Answer: ACD

Explanation:

During the discovery workshop for Salesforce Field Service, consulting with the Field Service Manager, Business Analyst, and Field Service Agent is essential. The Field Service Manager provides insight into operational needs and challenges, the Business Analyst contributes an understanding of technical requirements and process optimizations, and the Field Service Agent offers a frontline perspective on service delivery and customer interactions. Involving these stakeholders ensures that the solution architect gathers comprehensive insights into the service operations, aligning the Salesforce Field Service implementation with the actual needs and workflows of the organization, consistent with Salesforce's best practices for stakeholder engagement in discovery sessions.

Question: 79

Ohana Cirrus (OC) has around 1,500 support agents working in its global support center operating 24/7 across multiple channels. This center handles around 30,000 cases per day. OC currently uses a custom-developed solution to manage customer complaints and is planning to replace it with a new Salesforce solution. The current system contains more than 250 million records including some still being processed.
Which three recommendations should a Solution Architect suggest to migrate to the new application in the most efficient manner?
Choose 3 answers

A. Use an interface to copy data from the legacy complaint system to Salesforce using a scheduled MuleSoft batch.
B. Migrate archived data to Heroku and active and semi-active data to Salesforce.
C. Migrate all complaint records m the Case object to provide a 360-degree customer view.
D. Use Deferred Sharing Calculations to avoid record sharing calculations during data migration.
E. Use an EU tool that uses the Salesforce Bulk API to migrate the data from the legacy system to the new system.

Answer: B,D,E

Explanation:

Data migration is the process of transferring data from one system toanother1.
Data migration in Salesforce requires careful planning, preparation, and execution234.
Data migration best practices include setting up a data governance plan, focusing on data quality, creating templates, verifying proper transfer, and using appropriate tools2356.

For Ohana Cirrus' transition to Salesforce from a custom solution, efficiently managing the migration of a large volume of complaint records is crucial. Migrating archived data to Heroku provides a scalable storage solution while keeping active and semi-active data in Salesforce ensures accessibility and integration with service processes. Using Deferred Sharing Calculations during migration helps maintain system performance by temporarily suspending real-time sharing rule calculations. Utilizing an ETL (Extract, Transform, Load) tool with Salesforce Bulk API facilitates efficient data transfer, minimizing system downtime and ensuring data integrity. This strategic approach to data migration aligns with Salesforce's best practices for handling large datasets and complex migrations, ensuring a smooth transition to the new Salesforce solution.

Question: 80

Universal Containers is in the process of implementing a CPQ and B2B Commerce solution. The Technology team hascompleted 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?

A. Convey that this can be potentially picked up in the next sprint since the technical changes needed for this new user story are low effort.

B. Include it as a user story and accommodate it m the same sprint, since this is a feasible requirement and the CPQ B2B Commerce Connector is already set up.

C. Convey that it is not recommended to include M the initial MVP, since an extension is needed on the CPQ B2B Commerce Connector for the new requirement.

D. Add the request as a new user story to the product backlog, and further schedule a meeting for prioritization andgrooming.

Answer: D

Explanation:

CPQ B2B Commerce Connector is a tool that synchronizes data from CPQ product and pricing objects to B2B Commerce objects1.

CPQ uses discount schedules and B2B Commerce uses tiered pricing to handle volume-based pricing23.

The connector does not support mapping tiered pricing to discount schedules out of the box23.

The connector uses pricing from B2B Commerce to define the pricing on the generated quote lines by setting their Special Price fields4.

Incorporating new requirements, such as tiered pricing and mapping to discount schedules in CPQ, into an ongoing Salesforce CPQ and B2B Commerce project requires careful consideration of project scope, timelines, and resource availability. Adding the new requirement as a user story to the product backlog allows for a structured approach to evaluating its impact on the project. Scheduling a subsequent meeting for prioritization and grooming ensures that stakeholders can discuss the new requirement in detail, assess its feasibility, and decide on its inclusion in the project timeline. This approach aligns with agile project management best practices, allowing for flexibility in responding to new requirements while maintaining project focus and efficiency.

Question: 81

Northern Trail Outfitters (NTO) currently use Sales Cloud to track deals and now wants to use channel sales to distribute and tell 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 SolutionArchitect recommend to help NTO measure each reseller's goals through the Partner Community?

Choose 3 answers

A. Product types sold
B. Opportunities generated
C. Number of quotes generated
D. Logins into Partner Community
E. Opportunity win rates

Answer: B,C,D

Explanation:

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 theportal 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.

To measure each reseller's performance in Northern Trail Outfitters' Partner Community effectively, focusing on leading metrics such as opportunities generated, number of quotes generated, and logins into the Partner Community provides early indicators of engagement and potential sales success. These metrics offer insights into the resellers' active participation and their potential impact on sales, allowing NTO to identify trends and address issues proactively. Leading metrics, unlike lagging metrics, provide real-time data that can inform strategic decisions and adjustments in the channel sales strategy, aligning with best practices for performance measurement and partner management in Salesforce communities.

Question: 82

Universal Containers (UC) u selling containers globally via distributorsand 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 referencethe 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?

A. Use Change Data Capture to update the changes on the financial information inside Salesforce m near-real time.

B. Use the scheduled dataloader to extract the financial information every night from the ERP and save it inside Salesforce.

C. Retrieve the financial information on-demand from the ERP via API and display the information as read-only using a lightning component.

D. Schedule a MuleSoft batch job to retrieve financial information from the ERP every night and store it inside Salesforce for quick access.

Answer: C

Explanation:

Salesforce integration patterns are strategies for common integration scenarios between Salesforce and other systems1.
The five most common Salesforce integration patterns are: Migration, Broadcast, Aggregation, Bidirectional synchronization, Correlation23.
The financial information of a distributor is an example of data virtualization, which is a type of correlation pattern4.
Data virtualization involvesretrieving data on-demand from a remote system via API and displaying it as read-only using a lightning component4.

Question: 83

Fabulous Flowing has been using Salesforce for 10 years and is starting to notice performance issues. The company anticipates continued growth of 15% each year. It frequently refers to data that is within the past 12 months. Currently, there are 600,000 Cases. Fabulous Flooring realizes it needs to archive some of the data, however, would like it to remain m Salesforce. The leadership team meets for an in-depth strategy and planning session every 3 years and will need reporting on the archived dat
a. The Solution Architect has recommended the use of Big Objects.
What are two considerations the Solution Architect should discuss with Fabulous Flooring? Choose 2 answers
A. Picklist fields will need to be marked as required for indexing in the Big Object
B. The company will need to use Async SOQL to pull the data into a subject based on specific criteria, and build reports and dashboards for the strategy and planning session.
C. Picklist fields will need to be loaded as Text fields into the big Object.
D. The company will need to build reports and dashboards for the strategy and planning session based on specific criteria from the dg Object.

Answer: B,C

Explanation:

https://developer.salesforce.com/docs/atlas.en-us.222.0.object_reference.meta/api/big_object.htm
Big objects are a way to store and manage massive amounts of data on the Salesforce platform12.
Big objects support custom Salesforce Lightning and Visualforce components rather than standard UI elements3.
Big objects do not support picklist fields, so they need to be loaded as text fields into the big object2. Big objects do not support standard SOQL queries, so they need to use Async SOQL to query data from them2.

Question: 84

Universal Containers (UC) manufactures automobile engine components. UC wants to set up an ecommerce website to deliver a seamlesscustomer purchasing experience, both through self-service and field sales. UC also wants to showcase its extensive product offerings, operate regional promotions and discounts, and managed routing and contracting. UC is looking for guidance on a Salesforce multi-cloud solution to be implemented across phases.
What should a Solution Architect recommend to meet UC's business requirements?

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

B. Phase 1: Sates Cloud -- Phase 2: B2BCommerce -- Phase 3: Salesforce Field Service
C. Phase 1: Service Cloud -- Phase 2: CPQ -- Phase 3: B2B Commerce
D. Phase 1: Sates Cloud - - Phase 2: CPQ -- Phase 3: B2B Commerce

Answer: D

Explanation:

https://trailheadacademy.salesforce.com/classes/arc801-Design-and-implement-b2b-multi-cloud- solutions
According to 1, this is a recommended approach to design domain-specific, multi-cloud solutions using Customer 360 to create frictionless B2B customer experiences that maximize business value. Sales Cloud can help UC manage its field sales and contracts, CPQ can help UC automate its quoting and pricing processes, and B2B Commerce can help UC deliver a seamless ecommerce experience for its customers across digital platforms.

Question: 85

Universal Containers (UC) wants to ensure its field technicians are interacting with customers in a professional manner. The sales department already uses a third-party survey tool.
Which action should a Solution Architect recommend for UC to enab4e service managers to track customer satisfaction based on the technician and the job?

A. Use the existing survey tool by integrating the responses to the Service Appointmentand Service Resource record.
B. Build a Salesforce Survey to send out after each service appointment and integrate that data with the third-party survey tool.
C. Select an AppExchange app that sends a survey to each customer after a work order is completed.
D. Use the existing survey tool by integrating the responses to Case number and User record.

Answer: A

Explanation:

Integrating the existing third-party survey tool with Salesforce, specifically linking survey responses to Service Appointment and Service Resource records, enables UC to track customer satisfaction effectively. This approach leverages the existing survey infrastructure, minimizes disruption, and provides a direct correlation between technician performance and customer feedback. It aligns with Salesforce's capabilities for integrating external data and utilizing it within the CRM to enhance service management and improve customer satisfaction insights.

Question: 86

Northern Trail Outfitters (NTO) is currently using Salesforce CPQ and would like to implement B2B Commerce Classes. NTO uses a Partner Community to allow partners to build complex bundles to provide detailed quotes to clients. NTO also wants to ensure that it does not have to maintain two databases of products.
Which two considerations should a Solution Architect keep in mind about the CPQ B28 Commerce Connector when synchronizing Product and Price data?
Choose 2 answers

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

Answer: A,B

Explanation:

When synchronizing product and price data between Salesforce CPQ and B2B Commerce using the CPQ B2B Commerce Connector, it's important to understand its capabilities and limitations. The connector is designed to sync simple products with straightforward pricing structures, but it does not support the synchronization of complex CPQ bundles that involve multiple components and pricing rules. This limitation requires careful planning around product catalog management and may necessitate custom solutions or workarounds for complex product offerings, aligning with Salesforce's documentation and best practices for using the CPQ B2B Commerce Connector.

Question: 87

Northern Trail Outfitters (NTO) is in the middle of the buildout of Marketing Cloud Account Engagement and Sales Cloud. NTO has multiple business units, and each business unit has different access to lead and contactrecords. NTO wants to see how marketing data Sharing Rules are working across different business units to ensure that different business units can only see lead or contact records for their business unit.

What should a Solution Architect demo to the Marketing team to show that the different business units are connected correctly?

A. Create a report in 626 Marketing Analytics to show the different business units and the total leads and contacts in each business unit.

B. Send test emails from Marketing CloudAccount Engagement to the same list of leads and contacts to show each lead or contact receiving emails from the various business units.

C. It's not possible to have sandboxes with Marketing Cloud Account Engagement, and the Solution Architect will need todemo this with a Salesforce Sandbox fixed to a live Marketing Cloud Account Engagement environment.

D. Create a dynamic list m multiple business units with the same rules, and show the total leads and contacts m the list per business unit.

Answer: D

Explanation:

To demonstrate that different business units can only see lead or contact records for their business unit, a Solution Architect can create a dynamic list that applies the same rules to multiple business units. The dynamic list will show the total leads and contacts in the list for each business unit, demonstrating that the data sharing rules are working correctly.

To demonstrate that Marketing Cloud Account Engagement (formerly Pardot) is correctly connected with Sales Cloud across different business units, creating dynamic lists with identical criteria in each business unit and comparing the total leads and contacts can effectively showcase proper segmentation and access control. This approach allows the Solution Architect to visually represent how marketing data and activities are appropriately partitioned and managed across the business units, ensuring that leads and contacts are only accessible by the relevant teams, in line with Salesforce's best practices for managing data in multi-business unit environments.

Question: 88

Universal Containers (UC) is a global organisation that wants to establish a 628 Commerce site to meet changing customer expectationsand expand into new markets. These expectations include being able to self-serve 24x7 and get automated updates on orders. There are existing sales channels used at UC. Including a standard Sales team as well as a partner sales channel.

The sales leader met with a Solution Architect and shared that they want to grow their digital capabilities over the next 2 years. Time is of the essence and the sales leader needs to have the ecommerce solution in place as soon as possible to capture market share in new geographies before other competitors move in. The executive team has promised prompt access to key stakeholders as needed.
What is the appropriate next step 'or the Solution Architect?

A. Propose the introduction of B2B Commerce and CPQ to address the key areas of need such as global commerce, complex pricing, quoting and discounting needs; highlight the key features 6r>a the alignment of the features to the needs outlined.
B. Propose a set of high-level design options with architecture diagrams depicting thepotential elements of a solution that would meet the needs of the enterprise, including pros and cons to help the stakeholders make final decisions.
C. Recommend in iterative rollout strategy for one of the new geographies where B2B Commerce is first rolled out to secure first mover status, while theSolution Architect gathers more requirements around other capabilities and requirements, and then roll those out over subsequent phases.
D. Recommend discovery meetings with additional stakeholders to gather information on the functional and technical requirement across the sales and other functional areas, then provide a recommendation based on information gathered to deliver an MVP.

Answer: C

Explanation:

An iterative rollout strategy, starting with B2B Commerce in a new geography, allows Universal Containers to quickly establish a digital presence and capture market share, addressing the urgency conveyed by the sales leader. This phased approach ensures a focused and manageable implementation, providing immediate value and learning from the initial launch to inform subsequent phases. It aligns with Salesforce's recommendations for adopting a scalable and

adaptable implementation strategy, particularly for complex, multi-cloud solutions in dynamic market conditions.

Question: 89

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 expressedinterest m allowing its customers to be able to self-schedule maintenance work on their Assets. UC wants a solution to display scheduling options for the next month to its customers. What should a Solution Architect consider m a potential solution?

A. Lightning Web Components Calendar Module
B. Appointment-Assistant Self Service Scheduling
C. Salesforce Scheduler
D. Standard Salesforce Asset Calendar

Answer: B

Explanation:

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

Question: 90

Universal Containers (UC) is an international company with activities m Europe and the U.S. UC has two separate Salesforce orgs, one for each region. Quotes are built m different legacy systems, depending on their country. Orders are processed centrally by theback-office team with an ERP. Customer information is saved m both legacy systems and the ERP. The analyst team complains about the inconsistency of customer data between different systems and the lack of connection between a single piece of customer dataacross all of the systems.

Which approach would make it possible to set up this single source of truth and ensure scalability for orders?

A. Use MuleSoft Anypoint Platform as the single point of data orchestration across the different systems and Salesforce environments.

B. Map all of the points of data with a different ETl tool for each Salesforce environment and drive synchronisation from Salesforce to the other systems.

C. Use each Salesforce org as its own system of record (SOP.) and use Salesforce Connect to synchronise the two Salesforce orgs.

D. Map all of the points of data within a custom data manager and drive synchronization between the different systems with a point-to-point approach.

Answer: A

Explanation:

According to 1, a single source of truth (SSOT) is the practice of aggregating the data from many systems within an organization to a single location. A SSOT is not a system, tool, or strategy, but rather a state of being for a company's data in that it can all be found via a single reference point. According to 2, 3 and 4, Salesforce has introduced the Customer360 Truth Platform, which includes MuleSoft. This is a new set of data and identity services that enable companies to build a single source of truth across all of their customer relationships. This connects data from all Salesforce clouds to create a single view of the customer.

MuleSoft Anypoint Platform is an integration platform that allows companies to connect any application, data source or device using APIs. MuleSoft enables companies to leverage their existing systems and data sources without havingto replace them or create custom integrations.

Question: 91

Northern Trail Outfitters (WTO) has around 500,000 active customers stored m the Account object. NTO gets an average of two orders per customer each month from both internal and online sales channels. NTO is expecting growth of 15% year-over-year (YoY). Various NTO users have recently started complaining about slower performances while accessing order information or running reports. NTO customers are also teeing slower responses while accessingtheir order history on B2B Commerce.

Which two options should a Solution Architect consider to improve performance' Choose 2 answers

A. Develop an archiving strategy around order records from Salesforce based on a criteria that works with customer.

B. Enable reporting snapshots to store summarised information.

C. Create a custom component to display all order information.

D. Use external objects instead of standard B2B Commerce Order object.

Answer: A,D

Explanation:

To address performance issues at Northern Trail Outfitters, developing an archiving strategy for older order records can significantly improve system responsiveness by reducing the volume of data actively queried and processed. Additionally, leveraging external objects to manage order data, especially for historical or less frequently accessed records, can further alleviate the load on Salesforce's core databases, improving performance for both internal users and B2B Commerce customers.

Question: 92

Universal Containers has recently provided its call center team the ability to troubleshoot issues coming from its B2B Commerce customers. Currently, the team utilises Service Cloud and, specifically, the Service Console. The CIO s concern is now different the experience will be as it relates to B2B Commerce for Visualforce versus what the team sees today within the Service Console.

Which recommendation should the Solution Architect voice to the CIO to ensure higher adoption by the call center team?

A. Implement an embedded web view of B2B Commerce within the Service Console.

B. Implement the CSR flow so that call center agents can log m as the buyer within B2B Commerce and see their cart.

C. Provide access to B2B Commerce data within the Service Console so they can see the cart.

D. Implement Experience Cloud login as user so that call center agents can log in as the buyer within B2B Commerce and see their cart.

Answer: C

Explanation:

To ensure high adoption by the call center team and maintain consistency in their experience, providing direct access to B2B Commerce data, such as customer carts, within the Service Console is essential. This approach allows agents to view relevant B2B Commerce information seamlessly within their familiar Service Console environment, enabling efficient issue resolution and enhancing customer support. This solution leverages the integrated capabilities of Salesforce to unify customer data across platforms, aligning with best practices for a cohesive user experience and efficient service delivery.

Question: 93

Universal Containers (UC) is evaluating Salesforce for a Lead to Invoice solution, as its current process for getting payments from customers «s incredibly laborious. UC knows now its current invoice process runs through its back-office ERP, and is unsure how it would work within a front-office tool going from a lead all the way to an invoice. UC is looking to purchase Revenue Cloud, Sales Cloud, Marketing Cloud Account engagement, and MuleSoft to work with its CRP. The CIO also wants to make sure UC is utilizing the data across these clouds in the most automated way possible without a lot of manual data intervention as is required today within its back- office CRP

What should thesteps in the business process look like when creating a multi-cloud Lead to Invoice solution in Salesforce if UC's CRP will be the system of record for invoices?

A. Lead, Opportunity, Quote, Order, Invoice, Payment, ERP
B. Lead, Opportunity, Quote, Order,ERP
C. Opportunity, Quote. Invoice, Payment, CRP
D. Lead, Quote, Opportunity, Order, Invoice. ERP, Payment

Answer: B

Explanation:

This option would follow the lead-to-invoice process that Salesforce Billing supports2, which involves creating an invoice from an order and then sending it to theERP system for payment processing. This option would also leverage Revenue Cloud and Sales Cloud features such as CPQ and Billing to automate and streamline the quoting and invoicing process.

Since UC's CRP will be the system of record for invoices, the order information will need to be passed

to the back-office ERP for invoice creation and processing. Therefore, the business process should include Lead, Opportunity, Quote, Order, and then directly into the back-office ERP system. Payment processing can behandled within the back-office system or potentially integrated back into Salesforce with appropriate consideration for data security and compliance.

Question: 94

Universal Export has implemented multiple Salesforce products and has made it clear thatit wants to maximize its investment and avoid buying any new products. For the company's next release, its business requirements seem to be a close fit for a product that Salesforce has. out it wants to develop a custom extension that replicates the functionality of that Salesforce module.

Which two actions should a Solution Architect take?

Choose 2 answers

A. Begin requirements gathering for integrations and data migration
B. Advise the customer to use the out-of-the-box approach to avoid unnecessary technical debt.
C. Consult with the IT department to review the extension requirements.
D. Evaluate the business benefit of the requested functionality to see if it justifies investment in the Salesforce product.

Answer: B,D

Explanation:

Option B would involve advising thecustomer to use the out-of-the-box approach to avoid unnecessary technical debt. This would mean using the existing Salesforce product that meets their business requirements instead of developing a custom extension that replicates its functionality. Thiswould save time, money, and resources for both the customer and the Solution Architect, as well as reduce maintenance and support issues in the future2.

Option D would involve evaluating the business benefit of the requested functionality to see if it justifies investment in the Salesforce product. This would mean analyzing how much value and return on investment (ROI) the customer would get fromusing the Salesforce product versus developing a custom extension. This would help them make an informed decision based on their business goals and budget3.

Question: 95

Universal Containers (UC) has expanded rapidly in recent yean following a number of acquisitions. The new CMO wants to use all Leads from one of the acquired Salesforce orgs to luck-start a new targeted campaign in uC's mam 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 mam org (the target org) and the acquired org (the source org)?

A. Discuss a strategy that includes manually migrating all Leads from the sourceorg to the target org every day using data loader.

B. 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 enrichmentwithin the source org.

C. 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.

D. Discuss a strategy between the source org andtarget 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.

Answer: D

Explanation:

Option D would involve discussing a strategy between the source organd 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

Question: 96

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 Cloudfor customer outreach. UC wants to create fluidity between the entire application landscape, and an integration between systems is required. The applicationisexpected 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?

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

Answer: A

Explanation:

For Universal Containers (UC), maintaining the system of record (SOR) for all orders in the ERP Order Object is the most strategic approach, especially given the ERP's role in fulfillment and invoicing. This ensures that the ERP remains the authoritative source for order data, providing a single point of truth for financial transactions and order management.

Integrating Salesforce clouds with the ERP allows for seamless data flow and operational efficiency, supporting UC's digital transformation goals while leveraging the ERP's robust capabilities for order processing and financial management.

Question: 97

Universal Containers (UC) has a multi-cloud environment that includes Sales Cloud, Service Cloud, and CPQ. The environment supports multiple languages via the translation workbench. As part of a roadmap, UC is implementing B2B Commerce. As part of this project, there is a requirement to translate data stored within the Name and Description fields on the Productand Product Category objects.
What should a Solution Architect recommend to achieve this?

A. Done data records and translate.
B. Enable Translation Workbench.
C. Add custom field with translations
D. Enable Data translation for B2B Commerce.

Answer: D

Explanation:

To address the requirement for translating Product and Product Category object fields within B2B Commerce, enabling data translation specifically for B2B Commerce is the recommended approach. This solution allows for the localization of product information, enhancing the customer experience in different regions. By utilizing B2B Commerce's capabilities for handling multilingual content, UC can ensure that product names and descriptions are accurately translated, aligning with global commerce best practices and improving user engagement across diverse markets.

Question: 98

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?

A. Work alongside client stakeholders to perform a SKU optimisation; implement Salesforce CPQ product catalog and guided selling.
B. Work alongside client stakeholders to perform a SKU optimisation; implement Salesforce Order Management and special pricing.
C. Create Products and Price Books in Salesforce for the current product catalog to streamline future pricing and product catalog management; implementSalesforce CPQ product catalog and guided selling.
D. Create Products and Price Books m Salesforce for the current product catalog to streamline futurepricing and product catalog management; implement Salesforce Order Management and special pricing.

Answer: A

Explanation:

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.

Question: 99

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. Customersoften 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

A. Salesforce Billing
B. Salesforce Order Management
C. B2B Commerce
D. Salesforce CPQ

Answer: A,D

Explanation:

Option A would involve using Salesforce Billing, which is a product that automates billing processes such as generating invoices, collectingpayments, and managing revenue recognition. Salesforce Billing can also handle subscription billing scenarios such as renewals, amendments, cancellations, and prorations. Salesforce Billing can integrate with Salesforce CPQ to create seamless quote-to-cash workflows.
Option D would involve using Salesforce CPQ (Configure Price Quote), which is a product that helps sales teams create accurate and consistent quotes for complex products and services. Salesforce CPQ can also manage subscriptions by creating recurring quotes with flexible pricing models and contract

terms. Salesforce CPQ can integrate with Salesforce Billing to create seamless quote-to-cash workflows.
https://trailhead.salesforce.com/credentials/b2bsolutionarchitect

Question: 100

Recently. Universal Containers (UC) successfully launched a multi-cloud 62B implementation with Sales Cloud, Service Cloud, Experience Cloud, and B2B Commerce. As the Sales and ServiceCloud development was performed by separate teams, UC created Process Builder automation for the Account object m separate Process Builder processes. As customers 90 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? Choose2 answers

A. Moving them into a single Process Builder process helps to reduce the number of queries and avoid hitting limits on the Account object.

B. Moving them into a single Process Builder process provides control over the order of the updates and actions triggered on the Account object.

C. Moving them into a single Process Builder is the only way to ensure a naming convention is followed on the Account object.

D. Moving one of the Process Builders into a flow will remove all automation conflicts on the Account object.

Answer: A,B

Explanation:

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 ina 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.

Question: 101

Universal Containers (UC) u about to develop a new call center solution utilizing Salesforce productsincluding Service Cloud, LiveMessage, Experience Cloud, and MuleSoft. UC would prefer no real customer data to be stored within Salesforce but to be made view only. These views should only be utilized by a select few individuals that may be assigned the ability to view this data temporarily and have it removed.

Which two features should a Solution Architect suggest to maintain these constraints?

A. Apex Callouts, User Permissions Sets
B. Third-party ETL, Profiles
C. Salesforce Connect, User Profiles
D. Salesforce Connect, User Permission Sets

Answer: D

Explanation:

Salesforce Connect allows you to integrate external data sources with Salesforce and access them in real time without storing them in Salesforce1. User Permission Sets let you grant access to various tools and functions to users without changing their profiles12. You can assign permission sets to users with different licenses and revoke them when needed3.

Question: 102

UC Foods, a global manufacturing organisation, builds and sells a varietyof food processing equipment on its B2B Commerce site. Customers often tailor their equipment by selecting from several product variants. Depending on the options selected, an order will sometimes require manual intervention by a sales person to determinethe price for the customized piece of equipment. Once the machines have been purchased, each machine comes with a 1-year warranty, which entitles the customer to quarterly visits to inspect and perform maintenance on the machines to keep them in proper working order.

How can a Solution Architect use a multi-cloud solution to address the needs of the organization to efficiently support the selling of equipment and planning of quarterly visits for the machines?

A. Use a third-party plugin configurator to support the selection of the product options, then create a CPQ quote when manual intervention is required. For the quarterly visits, use Field Service Maintenance Plans.
B. Use the B2B Commerce aggregated product or dynamic kits to drive the selection of theproduct options, then create a CPQ quote when manual intervention is required. For the quarterly visits, use Field Service Maintenance Plans.
C. Use the B2B Commerce aggregated product or dynamic kits to drive the selection of the product options, then automatically create a case when manual intervention is required. For the quarterly visits, use Service Contracts and Entitlements.
D. Use the B28 Commerce aggregated product or dynamic kits to drive the selection of the product options, then create a CPQ quote when manual intervention is required. For the quarterly visits, use Service Contracts and Entitlements.

Answer: B

Explanation:

Utilizing B2B Commerce for product selection allows customers to tailor their equipment with available options. When customization requires sales intervention, CPQ facilitates accurate pricing and quoting. For post-sale service, Salesforce Field Service's Maintenance Plans automate scheduling of regular maintenance visits, ensuring consistent service delivery and optimizing resource planning.

Question: 103

Universal Containers (UC) is about to embark on a digital transformation initiative to make all of its back-office systems data visible to employees, customers. And partners via front-office capabilities like Salesforce. The CIO has asked the team to identify their various systems, both back- and frontoffice, and correctly identify the proper use of those systems. The team plans to utilise the Systems of Engagement framework to classify their systems based on how they will be utilized within the enterprise architecture.

Salesforce is being utilued as the master for all sales data-like Opportunities, Quotes, and Cart data— and an ERP is the master for all invoice, order, and payment data.

How should the Solution Architect segment opportunities and order data in Salesforce*

A. SOR for Opportunities and System of Intelligence for Orders
B. System of record (SOP.) for Opportunities and System of Engagement for Orders
C. System of Engagement for Opportunities and SOR for Orders
D. SOR for Opportunities and SOR for Orders

Answer: B

Explanation:

In Universal Containers' architecture, Salesforce serves as the System of Record (SOR) for sales data such as Opportunities and Quotes, centralizing sales activities and data management. Orders, once confirmed, transition to the ERP system, where they are processed and fulfilled, making the ERP the SOR for order, invoice, and payment data. This delineation ensures clear data ownership and process efficiency, with Salesforce facilitating customer engagement and sales processes, and the ERP managing financial transactions and fulfillment, in line with best practices for leveraging Salesforce in a multi-system environment.

Question: 104

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

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

Answer: A,C

Explanation:

A Salesforce Center of Excellence (COE) is a centralized division within your company that oversees and manages all aspects of the Salesforce instance, including projects, maintenance, and

support12. A COE acts as a central governing body for the entire organization and funnels all decision making and product ownership through a single group2. By creating a COE, you can ensure that all development decisions will be made by internal resourceswho have direct relationships with stakeholders throughout the company12.
Another benefit of creating a COE is that knowledge of the solution will stay within the organization3. A COE provides leadership, best practices, research, support and training for Salesforce3. By having an internal team that is responsible for implementing and maintaining the solution, you can avoid relying on external vendors or consultants who may not have your best interests at heart or who may leave after the project is done4.

Question: 105

Northern Trail Outfitters (NTO) is running amulti-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?

A. NTO should set up an Operations team within ITto ensure proper management of the integrations going forward.
B. NTO should set up a model of continuous backlog with teams aligned to the different clouds to drive efficiency and team collaboration.
C. NTO should set up a model of continuous backlog with teams aligned to the different products (capabilities) to improve efficiency.

D. NTO should establish a Scaled Agile Center of Excellence to continuously improve agility and time to market.

Answer: D

Explanation:

A Scaled Agile Center of Excellence (LACE) is a smallteam 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 theorganization 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: 106

Universal Containers (UC) is looking to implement a CPQ + B2B Commerce multi-cloud solution and use the CPQ B2B Commerce Connector to keep the two insync. As part of this implementation, UC is looking to be able to have a streamlined product and pricing experience. As UC would like to sell product kits with tiered pricing through the self-service storefront, it would like to ensure this model

can be supported effectively.
Which two considerations should a Solution Architect keep in mind for the implementation?
Choose 2 answers

A. for supporting kits in the B2B Commerce Storefront, they need to create equivalent bundle products on the CPQ side.
B. For the described multi-cloud solution, it is a best practice to set the CPQ precision to two decimal points.
C. On the CPQ 826 Commerce Connector, the default mapping of tiered pricing in 826 Commerce is to Discount Schedules in CPQ.
D. It is important to ensure the Price Rules run for Quotes initiated via 628 Commerce Storefront to maintain consistency in business rules being applied.

Answer: A,C

Explanation:

The CPQ B2B Commerce Cloud Connector is an unmanaged package from Salesforce Labs that allows B2B Commerce and CPQcustomers to configure or customize functionality12. It syncs products, pricing, quote requests, and orders in both clouds12.
For supporting kits in the B2B Commerce Storefront, they need to create equivalent bundle products on the CPQ side3. A kit is a product that contains other products as components3. A bundle is a product that has one or more options that can be added or removed by a user4. The connector maps kits to bundles using a custom field called Kit ID on both objects3.
On the CPQ 826 Commerce Connector, the default mapping of tieredpricing in 826 Commerce is to Discount Schedules in CPQ5. Tiered pricing lets you set different prices for different quantities of a product5. Discount schedules let you apply discounts based on quantity or amount ranges for a product. The connector maps tiered prices to discount schedules using a custom field called Tiered Price ID on both objects5.

Question: 107

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 2answers

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

Answer: A, B

Explanation:

Modular packaging (A) promotes flexibility, scalability, and ease of maintenance, allowing for targeted deployments and updates. Limiting to one automation tool per object (B) simplifies design, reduces conflicts, and enhances maintainability, ensuring a more streamlined and efficient development and deployment process across Salesforce Clouds.

Question: 108

Universal Containers (UC) is at the end of its first and only design phase. UC decided to go ahead and build against the entire future design that was developed and agreed upon by its internal stakeholders and Center of Excellence. But a concern by the executive team is how UC can de-risk itself and stay within budgetduring the build while still hitting the objectives that were defined m the design phase.

Which recommendation should the Solution Architect make to alleviate the executive team's concerns during the build?

A. Help the executive team develop a governanceframework; and team to focus on those concerns throughout the build and track the budget.
B. Promise the executive team that the project manager will always give comprehensive budget numbers every week and they will never overrun on budget.
C. Help the executive team understand that they created their entire complete vision of the solution already and there is no chance anything new will come up during the build.
D. Assure the executive team that the current project is at a fixed scope and there will not beany overrun on budget.

Answer: A

Explanation:

To address the executive team's concerns about staying on budget and mitigating risks during the build phase, establishing a governance framework is essential. This framework should include clear roles, responsibilities, decision-making processes, and budget tracking mechanisms. Focusing on governance ensures that the project remains aligned with business objectives, addresses potential issues proactively, and maintains financial discipline, aligning with best practices for successful Salesforce implementations.

Question: 109

A Solution Architect that been hired to consultAce Computers with its integration solution. Ace Computers has a combination of four on-premise and cloud systems with data that need to be integrated to Salesforce. Ace Computers expects to have large data volumes and wants to minimize impact on end-useroperations during business hours.

Which integration solution should the Solution Architect recommend for the company's business needs?

A. Salesforce Data Loader
B. MuleSoft Anypoint Platform
C. MuleSoft Composer
D. Platform Events

Answer: B

Explanation:

The Solution Architect should recommend MuleSoft Anypoint Platform for Ace Computers' integration solution. MuleSoft Anypoint Platform is a powerful integration platform that can connect to a wide range of systems, including on-premise and cloud systems. It has advancedcapabilities for data mapping, transformation, and routing, as well as support for large data volumes and real-time integration. MuleSoft Anypoint Platform also has features for minimizing the impact on end-user operations, such as batch processing and advanced scheduling. Salesforce Data Loader is a tool for importing and exporting data to and from Salesforce and is not suitable for integrating multiple systems. MuleSoft Composer is a lightweight integration solution that is designed for simple integrations and may not be suitable for Ace Computers' complex integration needs. Platform Events are a feature in Salesforce that allow for real-time communication between applications within Salesforce but may not be suitable for Ace Computers' integration needs.

Question: 110

The business model of Universal Containers (UC) puts a strong emphasis on indirect sales and service processes. UC's customers are primarily distributors, resellers, and service providers who either sell or service products independently,or collaborate with UC on joint opportunities and cases. In the past, collaboration was primarily driven through email but UC wants to bring both service and sales collaboration onto one consolidated platform.

Which solution should a Solution Architect recommend to create better collaboration and visibility for UC employees, resellers, and service partners?

A. Grant access to resellers and partners by providing Sales Cloud licenses and Service Cloud licenses. B. Grant access to resellers and partners byproviding Partner Community licenses.
C. Grant access to resellers and partners by providing Customer Community licenses.
D. Grant access to resellers and partners by providing Customer Community Plus licenses.

Answer: B

Explanation:

This type of license allowsexternal users to access standard Salesforce objects such as accounts, contacts, leads, opportunities, and cases. It also enables them to collaborate with UCemployees and other partners on joint sales and service processes34.

Question: 111

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 haveopened 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?

A. Set up scheduled flows to handleemail sending and tracking.
B. Recommend Marketing Cloud Account Engagement.
C. Develop a custom solution using scheduled Apex to send emails.
D. Recommend Marketing Cloud Personalization.

Answer: B

Explanation:

For Universal Containers' requirements of sending scheduled emails and tracking opens, Marketing Cloud Account Engagement (formerly Pardot) is the recommended solution. It is specifically designed for B2B marketing automation, including email campaigns, lead nurturing, and engagement tracking. Marketing Cloud Account Engagement can handle the variable volume of emails and provides detailed analytics on email interactions, ensuring UC can effectively communicate with its audience and gain insights into campaign performance, in line with Salesforce's marketing automation best practices.

Question: 112

Universal Containers uses an ERP as system of record (SOR) for its product data, and Sales Cloud and Revenue Cloud for its sales data. TheProduct data must be synced with Salesforce so that sales representatives can add the products to their Opportunities and Quotes. As Products are deactivated within the ERP, they should no longer be available. Since Sales Cloud is the SOR for Opportunities and Revenue Cloud is the SOR for Quotes, the Solution Architect has been asked to come up with an archiving strategy that preserves Opportunity and Quote data related to these deactivated products m Salesforce for historical reference.
What should a Solution Architect recommend to manage the deactivation of the Products and archiving of the Saks data?

A. Delete the Product in Salesforce once it is deactivated in the ERP. Archive the Opportunity and Quote data m a third-party system and bring back into Salesforce as External Objects.
B. Remove the Product from active Opportunities and Quotes. Archive the Opportunity and Quote data in a third-parry system and bring back into Salesforce as External Objects.
C. Deactivate the Product m Salesforce once it is deactivated m the ERP. Archive the Opportunity and Quote data in a third-party system and bring back into Salesforce as External Objects.
D. Deactivate the Product in Salesforce once it is deactivated m the ERP. Mark the Opportunity and Quote data in Salesforce as inactive so they do not show up in reporting.

Answer: D

Explanation:

Deactivating products in Salesforce aligns with the ERP's status, maintaining data integrity without losing historical data. Marking related Opportunity and Quote data as inactive preserves historical records for reference without affecting active reporting, ensuring compliance with data retention policies and supporting accurate data analysis and decision-making.