Salesforce

B2B-SOLUTION-ARCHITECT Exam

Salesforce Certified B2B Solution Architect Exam

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QUESTIONS & ANSWERS

DEMO VERSION

(LIMITED CONTENT)

Version: 7.3

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 real-time 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.