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Shared by Whitaker on 22-07-2024

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Question 1

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?

Options:

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 2

Question Type: MultipleChoice

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?

Options:

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 AI-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 3

Question Type: **MultipleChoice**

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?

Options:

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=en_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 4

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?

Options:

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 5

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

Options:

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 real-time 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 6

Question Type: **MultipleChoice**

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?

Options:

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 7

Question Type: **MultipleChoice**

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?

Options:

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/