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QUESTION 1

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.

Correct Answer: A

QUESTION 2

A client is running a project with a 626 multi-cloud setup involving Marketing Cloud, Sales Cloud, Service Cloud, Experience Cloud, and Mu\\\'eSoft. 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 transported to 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 need for a consolidated reporting.

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

Correct Answer: CDE

QUESTION 3

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.

Correct Answer: AB

QUESTION 4

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 by providing 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.

Correct Answer: B

QUESTION 5

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 a sales 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 2 answers

A. Implement B2B Commerce on Experience Cloud to allow customers to purchase simple products with Add complex product configurations in a follow-up phase.

B. Implement Salesforce CPQ internally first, then build "product configurator" functionality in 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.

Correct Answer: AD

QUESTION 6

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 its business 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.

Correct Answer: D

QUESTION 7

Northern Trail Outfitters (NTO) has a large product catalog containing about 1 million products mastered inside an external PIH system. In its first 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 part of 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 of the 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 ETI 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 carted by both ecommerce and CPQ.

Correct Answer: AC

QUESTION 8

After a Solution Architect presents the Salesforce User Attribute Chart, the project owner has some concerns 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 at the 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.

Correct Answer: AD

QUESTION 9

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.

Correct Answer: CDE

QUESTION 10

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 self-service 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 to sell 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.

Correct Answer: BD

QUESTION 11

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 data. 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.

Correct Answer: BC

QUESTION 12

Universal Containers (UC) is currently utilizing Salesforce 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 often ask 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 and assign 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 with a Sales Cloud license to view Order data.

Correct Answer: A

QUESTION 13

Universal Containers (UC) has implemented a new ecommerce site for its resellers. UC is leveraging a multi-cloud architecture, B2B Commerce, for building the 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.

Correct Answer: AC

QUESTION 14

Universal Containers (UC) is in the process of identifying if Revenue Cloud will work for its business processes. UC has already implemented Sales Cloud, which includes complex steps and checklists that are orchestrated based on

changes made to an Opportunity. Based on the current Sales Cloud implementation, UC has concerns about how Revenue Cloud will interact with its current customizations on the Opportunity object and if it will be difficult to customize the solution in the future.

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

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 Builder so 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.

Correct Answer: B

QUESTION 15

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 contact records. 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 Cloud Account 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 to demo 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.

Correct Answer: A

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