



Salesforce

Arch-301 Exam

Salesforce Certified B2B Solution Architect

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Question 1. (Single Select)

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 statuses 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: 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 2. (Multi Select)

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 sure they are working from a single operating model when it comes to defining their cross-departmental 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 of duplicative 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 standard functionality?

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?

Correct 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 3. (Multi Select)

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 to identify who has the most knowledge of the current configuration.

Correct Answer: C, D

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 4. (Single Select)

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

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 5. (Multi Select)

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 go through 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

Correct 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.



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