



DEMO VERSION

Salesforce

ARC-801 Exam

Design and Implement B2B Multi-Cloud Solutions



Exam Latest Version: 9.3



Question 1. (Single Select)

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

Correct Answer: A

Explanation:

According to an online document¹, Salesforce Connect is a standard integration mechanism that allows you to view, 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 2. (Multi Select)

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.

Correct 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 3. (Multi Select)

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: 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 4. (Single Select)

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 features in 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.

Correct 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 5. (Multi Select)

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: Create an 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.

Correct Answer: C, D, E

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.

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