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QUESTION 14

Which two team members should be included during a Maps scoping session in which legacy data/mapping system migrations and integrations/interfaces will be discussed?
* Project Manager
* Developer
* Business Analyst
* Technical Architect

Developer and Technical Architect are two team members that should be included during a Maps scoping session in which legacy data/mapping system migrations and integrations/interfaces will be discussed. These team members have the technical expertise and skills to assess the feasibility, complexity, and risks of migrating and integrating data from different sources and systems. They can also provide guidance and recommendations on how to design, develop, test, and deploy the data migration and integration solutions. These team members are part of the Salesforce Maps Implementation Methodology document.

QUESTION 15

During a Salesforce Maps solution implementation project, how does one differentiate defining vs designing customer user stories?
* Define is documenting the source to target mapping between legacy mapping solutions and Salesforce Maps while design is developing the integration points
* Define is how the implementation team will build customer user stories while design is which customer user stories the implementation team will build
* Define is identifying the implementation team members that will gather requirements while design is identifying the solution design team members that will build the solution
* Define is which customer user stories the implementation team will build while design is how the implementation team will build the customer user stories

Explanation

Defining customer user stories is the process of identifying which user stories the implementation team will build based on the customer’s needs and priorities. Designing customer user stories is the process of determining how the implementation team will build the user stories based on the best practices and technical specifications. This is explained in the Salesforce Maps Implementation Methodology document.

QUESTION 16

A user wants to publish a newly optimized alignment to Salesforce Maps. When the Publish button is clicked, Salesforce Maps is not visible as an option. What would cause this?
* Users cannot publish to Maps unless the alignment is approved
* Salesforce Maps Auto Assignment must be enabled in order to see this publishing option
* A minimum of 10 territories is needed in order to publish to Maps
* The Publish to Salesforce Maps option is not turned on in the Publish options of the Maps configuration

The Publish to Salesforce Maps option is not turned on in the Publish options of the Maps configuration. This option allows users to publish their alignments to Salesforce Maps as Shape Layers and Auto Assignment rules. If this option is not enabled, users will not see Salesforce Maps as a publishing option in Territory Planning. This is explained in the Configure Options for Publishing Alignments document.

QUESTION 17

Alpine Energy has just purchased Salesforce Maps and plans on deploying it to their field sales users for route planning and optimization. What two actions should the Admin do to ensure their Salesforce records plot in the correct location on the map?
* Confirm that each object to be used within Salesforce Maps has geolocation or number fields for latitude and longitude coordinates.
* Confirm that each object to be used within Salesforce Maps has a text field to store latitude and longitude coordinates.
* Confirm that every record has a complete and valid address
* Confirm that every record has latitude and longitude coordinates prior to installing Salesforce Maps.

Explanation

According to the Trailhead module on Configure for Location Accuracy Unit3, one of the actions that an admin should do to ensure their Salesforce records plot in the correct location on the map is to confirm that each object to be used within Salesforce Maps has geolocation or number fields for latitude and longitude coordinates. These fields store the location data for each record and allow Salesforce Maps to read them when plotting data on the map3. Another action that an admin should do is to confirm that every record has a complete and valid address. This will help Salesforce Maps to geocode the records accurately and place them on the map based on their address fields4.

QUESTION 18

Sales Management has requested the ability to compare the actual distance traveled to the distance submitted by each Sales Rep for reimbursement. Which Maps Live Tracking object should the Admin include in a Salesforce Report to see the total distance traveled each day by a Sales Rep?
* Maps Live Asset Daily Summary
* Maps Live Asset Daily Summary Event
* Maps Live Event
* Maps Route

Explanation

Maps Live Asset Daily Summary is the object that the Admin should include in a Salesforce Report to see the total distance traveled each day by a Sales Rep. Maps Live Asset Daily Summary is a custom object that stores information about the daily activities of a Maps Live Asset, such as a vehicle or a mobile device3. One of the fields in this object is Total Distance Traveled, which captures the total distance traveled by the asset in miles or kilometers4. By creating a report based on this object, the Admin can compare the actual distance traveled to the distance submitted by each Sales Rep for reimbursement. Maps Live Asset Daily Summary Event, Maps Live Event, and Maps Route are not the correct objects for this purpose.

QUESTION 19

What are two potential reasons why a stop is not associated with a nearby account?
* The account record is not geocoded
* The account record is not included in the Marker Layer used to generate stop associations
* The driver does not have read access to the account in question
* The driver failed to perform a Check In when onsite at the account

A stop can fail to associate with a nearby account for two main reasons. One is that the account record is not geocoded, which means that it does not have a valid latitude and longitude value. This can prevent the stop from finding the account on the map. The other reason is that the account record is not included in the Marker Layer used to generate stop associations, which means that it is not part of the data set that the stop is looking for. This can happen if the account does not meet the criteria or filters of the Marker Layer. These reasons are explained in the Associate Stops with Accounts document.

QUESTION 20

What are three things that can be published from Territory Planning to Enterprise Territory Management?
* Manually Assigned Accounts
* Lead Assignment Rules
* Manually Assigned Opportunities
* Territories
* Geographic Territory Rules

Explanation

According to the Salesforce Help article on Publish to Enterprise Territory Management in Salesforce Maps Territory Planning2, three things that can be published from Territory Planning to Enterprise Territory Management are: manually assigned accounts, territories, and geographic territory rules. Manually assigned accounts are accounts that are locked to a specific territory in Territory Planning and will not be affected by optimization or rule changes2. Territories are the hierarchical units that define sales and service coverage areas3. Geographic territory rules are rules that assign accounts to territories based on their address fields4.

QUESTION 21

In Territory Planning, the Sales Manager would like to choose individual accounts from the Map without selecting the underlying geographical container. What two steps should they take?
* From the Tools menubar, select the Arrow icon and pick the desired Account.
* Use the Filter options in the legend to find the account they want to select.
* From the Tools menubar, select the Gear icon and choose “Unit Mode
* From the Tools menubar, select the Gear icon and choose “Container Mode”

Explanation

To choose individual accounts from the Map without selecting the underlying geographical container, the Sales Manager should use the Arrow icon and the Unit Mode in Territory Planning. The Arrow icon allows the user to select individual units (accounts) on the map1. The Unit Mode allows the user to view and edit units without affecting containers2. The Container Mode allows the user to view and edit containers without affecting units2. The Filter options in the legend allow the user to filter units or containers by attributes, but not to select them individually1.

QUESTION 22

An account executive from Alpine Energy is covering a large territory using Salesforce Maps. There have been constant address changes to their accounts in the past which required them to manually clear the coordinates so that Maps will generate new latitude and longitude values. How can this process be automated?
* Configure Auto Assignment rules to automatically assign new coordinates when an address changes
* After plotting a Marker Layer, click the “Use Suggested Address” button to update the latitude and longitude values.
* Utilize a Salesforce automation tool to automatically clear a record’s latitude and longitude values when the address is changed
* Utilize the “auto update address” feature in Salesforce Maps

One way to automate the process of clearing coordinates for records that have address changes is to use a Salesforce automation tool, such as Process Builder or Flow Builder. These tools can help create workflows that trigger actions based on certain criteria or events. For example, the account executive from Alpine Energy can use Process Builder to create a process that runs whenever an account is created or edited, and checks if any of the address fields have changed. If so, the process can execute an action that clears the latitude and longitude values of the account record. This way, the next time the account is plotted on Salesforce Maps, it will geocode with the updated address and plot in the correct location. Alternatively, the account executive can use Flow Builder to create a flow that performs similar logic and actions as the process, but with more flexibility and customization options. For more information on how to use Process Builder or Flow Builder, see the references below. Reference:

2: Automate Your Business Processes with Process Builder | Salesforce Trailhead Module2

3: Automate Your Business Processes with Flow Builder | Salesforce Trailhead Module3

QUESTION 23

The company has the requirement to highlight the Preferred Pronoun information for their Contact records.

Their reps are using Salesforce Maps to visualize the locations of company’s Contacts before reaching out to them. How can the Preferred Pronoun field for each Contact record be exposed inside the Maps app?

* By enabling the Preferred Pronouns setting in Salesforce Setup > Preferred Pronouns
* By using the Tooltips tab in the Marker Layer builder to show the Preferred Pronoun field
* By adding a tooltip in the Related Tab configuration
* By concatenating the Prefered Pronoun and Full name on the Contact record in Salesforce using a formula field

Explanation

According to the Salesforce News article on Salesforce Products Get More Inclusive with New Gender Identity and Pronoun Data Options1, the new fields for gender identity and pronoun data are part of Salesforce’s core objects, which means they are populated through most of its products and available by default. Therefore, to expose the Preferred Pronoun field for each Contact record inside the Maps app, an admin can use the Tooltips tab in the Marker Layer builder to show the Preferred Pronoun field2. This way, when a user hovers over a marker on the map, they can see the preferred pronoun of the contact along with other information.

QUESTION 24

Alpine Energy wants to ensure its sales reps’ homes are located within the boundaries of their respective territories whenever they run an optimization. Which Territory Planning feature should a Consultant recommend?

* Estimate Travel
* Pinned Area Centers
* Plan Scenarios
* Analyze & Compare

According to the Salesforce Help article on Optimization in Salesforce Maps Territory Planning2, pinned area centers are fixed locations that optimization uses as starting points for each territory. This feature can be used to ensure that sales reps’ homes are located within the boundaries of their respective territories whenever they run an optimization2. Pinned area centers can be set manually or automatically based on user location or other criteria2.

QUESTION 25

What action should an admin take to specify the assets to include in a Daily Summary?

* Create a Salesforce Report that includes all Maps Live Asset records
* Manually select Maps Live Asset records from the available list
* Create a SOQL filter to determine which Maps Live Asset records should be associated
* Select a preexisting Live Layer

According to the Salesforce Help article on Create Live Daily Summary Configuration in Salesforce Maps1, one of the steps to create a daily summary configuration is to select a preexisting live layer. The selected live layer specifies what assets and IoT devices will be included in the daily summary configuration1. A live layer is a layer that displays the current location and status of assets that are tracked by IoT devices2.

QUESTION 26

Users would like to display closely-related markers colored according to their density. What render mode would provide this functionality?
* Scatter
* Markers
* Cluster
* Heatmap
Explanation

heatmap is a render mode that can display closely-related markers colored according to their density. A heatmap is a graphical representation of data where the individual values contained in a matrix are represented as colors. A heatmap can show the intensity of data points in an area, such as the number of customers or sales volume.

QUESTION 27

In which two ways can a rep update the hours they can be on the road when using Maps Advanced?
* Update Maps Advanced Shared Visit Windows
* Change Maps Advanced Visit Windows for all their accounts.
* Click on their settings from Maps Advanced Route and update their working hours.
* Click on a day within Maps Advanced Route and update the start and end times
Explanation

there are two ways that a rep can update the hours they can be on the road when using Maps Advanced. One is to click on their settings from Maps Advanced Route and update their working hours4. The other is to click on a day within Maps Advanced Route and update the start and end times5. Therefore, the correct answers are C and D.

QUESTION 28

Which feature would require purchasing Salesforce Maps Advanced7
* Mobile access
* Automatic route re-optimization
* Auto-assign leads based on location
* View premium data layers
Explanation

Automatic route re-optimization is a feature that requires purchasing Salesforce Maps Advanced. This feature allows users to automatically adjust their routes based on real-time traffic conditions, customer availability, and other factors. This feature can help users save time, fuel, and money by finding the most efficient routes for their visits. This feature is explained in the Salesforce Maps Products document.

QUESTION 29

Which feature supports the use of Custom Drive Profiles?
* Favorite Location
* Schedule

* Routes
* Marker Layer
Explanation

Routes is the feature that supports the use of Custom Drive Profiles. Custom Drive Profiles are used to create routes that are optimized for trucks and other vehicles that might not be able to travel the same roads as passenger cars3. A route can be optimized based on the specific characteristics of a truck and its cargo, such as height, weight, length, and hazardous materials3. To use this feature, the user needs to create a Salesforce Maps Drive Profiles tab and a custom object for Maps Drive Profile3. Then, the user can create a new Drive Profile with the details of the vehicle and select it when creating a route in Salesforce Maps3. The characteristics of the vehicle’s Drive Profile will be used to create a route that is compliant with published permanent road restrictions3. Favorite Location, Schedule, and Marker Layer are not features that support the use of Custom Drive Profiles.

QUESTION 30

What are two considerations a Salesforce admin should keep in mind when setting up the OAuth user in order to establish a secure connection with the Salesforce Maps Routing Engine?
* The OAuth user was assigned to an active visit plan
* The OAuth User has been assigned the ‘Maps Admin’ Permission Set
* The OAuth User has been assigned to a role which is above the Maps Advanced end users in the Salesforce Role D Hierarchy
* The user has been assigned to the OAuth user’ profile
These are two considerations that a Salesforce admin should keep in mind when setting up the OAuth user in order to establish a secure connection with the Salesforce Maps Routing Engine. An OAuth user is required to perform optimizations for routes in Advanced Routing4. The OAuth user should have the following permissions and roles6:

The OAuth user should have the Salesforce Maps Advanced Permission Set License assigned.

The OAuth user should have the Maps Admin and SF Maps Advanced Permission Sets assigned.

The OAuth User has been assigned to a role that is above the Maps Advanced end-users in the Salesforce Role Hierarchy. The OAuth user does not need to be assigned to an active visit plan, as this is not relevant for setting up an OAuth user. The OAuth user does not need to be assigned to the ‘OAuth user’ profile, as this is not a valid profile in Salesforce.

QUESTION 31

An implementation partner is in the middle of a Salesforce Maps + Consumer Goods Cloud project and realizes a new requirement popped up that wasn’t part of the initial solution design. The customer is persistent that this requirement needs to be in scope of the project. Which team member should manage this situation with the customer?
* Project Manager
* Customer Success Manager
* Lead Developer
* Solution Architect
Explanation

The Project Manager should manage this situation with the customer. The Project Manager is responsible for overseeing the project scope, timeline, budget, and deliverables. They should communicate with the customer about the impact of the new requirement on the project and negotiate a mutually agreeable solution. They should also document any changes to the project scope and update the project plan accordingly. This is explained in the Salesforce Maps Implementation Methodology document.

QUESTION 32

Alpine Energy’s admin made a few changes to the active Live Daily Summary configuration and would like to apply the changes to historical summary information For how many days in the past can the admin re-generate Daily Summaries?
* 60 days
* 120 days
* 30 days
* 90 days
According to the Salesforce Maps Live documentation, administrators can generate historical Daily Summaries for any date range up to the past 60 days1. This ensures that the organization has a complete and accurate list of qualifying Live Events for each Asset in a selected Live Layer. If the administrator selects a date older than 60 days in the past from today’s date, they will receive an error message1. Reference:

1: Generating Historical Daily Summaries in Salesforce Maps | Salesforce Help1

QUESTION 33

What are two ways to select all of the containers in a particular state or province in Territory Planning?
* Add the state field to the container-legend, then use it to search and select from the legend
* Use the selection tools, with the state/province selection mode
* Use the selection tools, and select them from the map
* Add the state field to the unit-legend, then use it to search and select from the legend
To select all of the containers in a particular state or province in Territory Planning, there are two ways: adding the state field to the container-legend and using it to search and select from the legend, or using the selection tools and selecting them from the map. Adding the state field to the container-legend allows the user to filter containers by state and select all containers that match a certain state value1. Using the selection tools, such as rectangle or polygon, allows the user to draw a shape on the map and select all containers that fall within that shape1. Using the state/province selection mode is not a valid option, as this mode is only available for units (accounts), not containers1. Adding the state field to the unit-legend is also not a valid option, as this will only allow selecting units (accounts), not containers1.

QUESTION 34

An administrator at Alpine Energy wants to include their custom object Alpine Customers in Maps Advanced routing. Which three steps must the admin complete?
* Make sure that Click2Create is configured for Alpine Customers.
* Create a lookup relationship field on the Maps Advanced Route Waypoint object they want to include in routing.
* Create a custom report type for Alpine Customers in order to import customer list for routing.
* Ensure that users are assigned to the records or related records they want to route via user lookup field
* Ensure all Alpine Customers have geocodes (latitude/longitude values) assigned
Explanation

These are the three steps that the admin must complete to include their custom object Alpine Customers in Maps Advanced routing. According to the article “Configure custom routable object for Maps Advanced”1, a routable object is an object that represents the location users will navigate to within their Salesforce Maps Advanced Visit Plans, such as Accounts. To configure a custom object as a routable object, the admin needs to create a lookup relationship field on the Maps Advanced Route Waypoint object that points to the custom object1. The admin also needs to create a custom report type for the custom object in order to import the customer list for routing2. Additionally, the admin needs to ensure that all records of the custom object have geocodes (latitude/longitude values) assigned, as this is required for plotting them on the map and routing them3. Making sure that Click2Create is configured for Alpine Customers is not a necessary step, as Click2Create is a feature that allows users to create records directly from the map view, not to include them in routing4. Ensuring that users are assigned to the records or related records they want to route via user lookup field is also not a necessary step, as this is only required for Enterprise Territory Management integration, not for routing5.

QUESTION 35

A territory designer needs to define territories for 25 newly hired reps and ensure revenue is distributed as evenly as possible across the entire sales team. Which optimization priority should be chosen when running an optimization in Territory Planning?
* Continuity and Revenue
* Balance
* Continuity and Compactness
* Compactness and Disruption

Balance prioritizes equal distribution of the selected attribute across territories in your focus. This is the best option for ensuring revenue is distributed as evenly as possible across the entire sales team1. Reference: Optimization in Salesforce Maps Territory Planning

QUESTION 36

Which feature would require purchasing Salesforce Maps Advanced7
* Mobile access
* Automatic route re-optimization
* Auto-assign leads based on location
* View premium data layers

Automatic route re-optimization is a feature that requires purchasing Salesforce Maps Advanced. This feature allows users to automatically adjust their routes based on real-time traffic conditions, customer availability, and other factors. This feature can help users save time, fuel, and money by finding the most efficient routes for their visits. This feature is explained in the Salesforce Maps Products document.

QUESTION 37

A user wants to publish a newly optimized alignment to Salesforce Maps. When the Publish button is clicked, Salesforce Maps is not visible as an option. What would cause this?
* Users cannot publish to Maps unless the alignment is approved
* Salesforce Maps Auto Assignment must be enabled in order to see this publishing option
* A minimum of 10 territories is needed in order to publish to Maps
* The Publish to Salesforce Maps option is not turned on in the Publish options of the Maps configuration

Explanation

The Publish to Salesforce Maps option is not turned on in the Publish options of the Maps configuration. This option allows users to publish their alignments to Salesforce Maps as Shape Layers and Auto Assignment rules. If this option is not enabled, users will not see Salesforce Maps as a publishing option in Territory Planning. This is explained in the Configure Options for Publishing Alignments document.

QUESTION 38

Alpine Energy has two teams that visit the same set of accounts, Sales Reps and Merchandisers. Sales Reps prefer to visit their accounts in the afternoon and Merchandisers prefer the morning. How should the admin configure Maps Advanced Visit Windows to meet this requirement?
* Create two lookup fields on the Account object to the Visit Window object, one for Sales Rep Visit Windows and the other for Merchandiser Visit Windows.
* Create a Visit Window that reflects the preferred visit times for one team, then add a Temporary Visit Window for the second.
* A Routable record can only be assigned to one Visit Window.
* When creating a new Visit Window, ensure the “Visit Window 1” and “Visit Window 2” sections

reflect the combined preferred visit times for each team.
Explanation

According to the Salesforce Maps Configuration module on Trailhead1, to create multiple visit windows for different types of visits, you need to create two lookup fields on the Account object to the Visit Window object. This way, you can assign different visit windows to different routable records.

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