

# Mini mock scenario – Packt United Builders

This scenario is part of the book *Becoming a Salesforce Certified Technical Architect*. The scenario, its proposed solution, artifacts, and several elements of the presentation pitch can be found in the book. You can get your copy from Amazon at [https://www.amazon.com/Becoming-Salesforce-Certified-Technical-Architect/dp/1800568754/ref=sr\\_1\\_1?crid=D5L23IKSKZ6M&dchild=1&keywords=becoming+a+salesforce+certified+technical+architect&qid=1624804105&srefix=becoming+a+salesforce%2Caps%2C217&sr=8-1](https://www.amazon.com/Becoming-Salesforce-Certified-Technical-Architect/dp/1800568754/ref=sr_1_1?crid=D5L23IKSKZ6M&dchild=1&keywords=becoming+a+salesforce+certified+technical+architect&qid=1624804105&srefix=becoming+a+salesforce%2Caps%2C217&sr=8-1).

## Timing

The following list contains the suggested timing for this scenario:

- **Preparation:** 75 minutes
- **Presentation:** 20 minutes
- **QA:** 20 minutes

You can increase or reduce the suggested timing to place yourself under looser or stricter exam conditions as required.

## The scenario

**Packt United Builders (PUB)** is a global property developer. It has 200 offices across 20 regions, including 15 US states, France, Germany, Italy, UAE, and Singapore. PUB provides services that include property design, build, management, and maintenance. It runs its own property development projects as well as special bespoke projects for B2B and VIP B2C customers.

PUB has over 5 million B2C customers and around 100,000 B2B customers in addition to a wide network of suppliers and contractors comprising around 50,000 companies.

PUB manages around 100,000 properties worldwide. Each property has an average of 10 smart fire monitoring devices and security devices and sensors. All of them are connected to the internet and sends a status message at least every 30 seconds. PUB expects its portfolio of managed properties to grow by 10% every year over the next 5 years.

PUB has been struggling with its disconnected systems, leading to poor data quality and additional work for its employees. They have piloted a solution based on Salesforce in Italy and want to roll that out to the other regions. Each region has its own set of property development and management regulations that businesses must adhere to. PUB has also struggled in rolling out a universal mechanism to provision and monitor sensors in their managed properties. Currently, the data flowing from these sensors is gathered in multiple disconnected systems with low capabilities and value to the business.

## Internal stakeholders

The following PUB employees will be using the new system:

- 300 designers and property development specialists who meet with customers, design bespoke properties, and supervise the development process.
- 10,000 project managers and engineers who supervise the building teams and report on project progress.
- 5,000 specialists who look after the scheduled maintenance of minor properties.
- 10,000 sales agents who are responsible for managing the sales cycle of properties, maintenance contracts, and bespoke properties.
- 100 regional directors who need regular reports on the property development progress as well as the sales and property management operations.
- 50 property supervisors, who deal with cases reported across the managed properties and ensure that customers are served based on their agreed support levels.

## External stakeholders

PUB has also identified external users who will be using the system:

- **5 million B2C customers:** These are individuals who purchased or leased one or more PUB properties at a given point in time.
- **100,000 B2B customers:** These are companies that purchased or leased one or more PUB properties at a given point in time. PUB believes that most of these records are up to date.
- **50,000 suppliers and contractors:** These are companies who provide different services for PUB depending on different types of agreement

## Requirements

PUB has shared the following requirements, which describe the current situation and the desired solution. PUB uses several systems to run its business:

- A single custom multilingual public website that provides company information, office addresses, phone numbers, and inquiry forms to prospective customers. PUB plans to retain the website and update it as needed to accommodate the new system
- Seven different monitoring systems, disconnected, with no logic built into them. These systems are hosted on-premises with publicly accessible web services that receive signals directly from the different sensors installed in the managed properties. PUB finds little value in these systems and would like to replace them with the new system, which will act as a unified platform to receive, interpret, and react to the different signals received from the different types and models of used sensors around the world.
- Four different ERP systems; one in the USA, one in Europe, one in the UAE and the Middle East region, and one in Singapore and the East Asia region. Due to regulatory requirements for fire and safety systems, these ERP implementations have very different data requirements. For this reason, they have remained separate.
- A custom design application, designed specifically to be used by designers on their corporate tablets. The application is used to display and adjust the different design elements while being with the client. The application creates a PDF file as an output, which should ideally be kept with the set of documents that describes the property, such as the document that explains the location of the installed sensors. Currently, all these files are stored on different systems in each region. PUB would like to use the new system as a centralized tool to store such documents in a structured and regionally compliant way. PUB has a preference to utilize their newly purchased Microsoft SharePoint online for this as long as it can be fully integrated with the new system.
- PUB has a set of CRMs (not Salesforce, except Italy) that are used to track the project development and sales activities, which is different by nature in each region. PUB would like all of these disconnected applications replaced with the new system. Some of these CRMs are integrated with the PUB's regional ERP systems. PUB would like to have the new system fully integrated with the ERP systems so that customer and order data is replicated with the correct ERP system based on the region.
- PUB has a central system used for scheduled maintenance operations. The system has endured several challenges during recent years and is considered inefficient. PUB would like to replace it with a new system.

- All existing systems are connected with the corporate Azure Active Directory for an internal user's single sign-on. PUB would like to still have the new system utilizing Azure AD for SSO between the new system and the retained ERPs.
- Germany has rolled out a mobile application that allows employees to access the German CRM from anywhere in the world as long as they are connected to the internet. PUB would like to have something similar to the new system rolled out globally.

In addition to the above, PUB realizes that in order to deliver the best customer experience, it also needs the following capabilities delivered as part of the new system:

- Customers should be able to download a PUB-branded mobile application to view their online account, raise tickets against their properties, and update their profiles. The application should provide a very modern and bespoke user experience and UI.
- PUB does little communication with its customers currently. It would like to be able to send regular marketing materials to its customers based on their preferences.
- PUB realizes that the data gathered from the sensors in the managed properties could reveal valuable business trends that can help PUB deliver a better and more efficient service. The same is also applicable to the maintenance data. PUB would like to be able to analyze this data for the past 5 years to come up with valuable market trends.

PUB would like to get your assistance in designing a scalable and future-embracing solution based on their shared requirements and vision.

This concludes the hypothetical scenario. Ensure that you have gone through all the pages and requirements of your hypothetical scenario before proceeding further.