Question 1

An organization wants to implement B2C Commerce, Marketing Cloud, and Service Cloud in a phased manner with the goal of keeping the overall project manageable and achieving a quick return on investment.

Their current legacy commerce system is home grown and has frequent, costly outages--- making this the highest priority for replacement. The current marketing platform collects only basic analytics from email marketing campaigns and has no awareness of the larger customer context. Currently, the call center meets most customer needs but the process is time-consuming and forces the agent to interact with multiple disconnected systems.

Which two implementation strategies should a Solution Architect recommend when rolling out an integrated customer experience across B2C Commerce, Marketing Cloud, and Service Cloud?

Choose 2 answers

Options:

A- Implement Marketing Cloud immediately after B2C Commerce in order to leverage the Marketing Cloud Contact Key as the Service Cloud Contact ID when Service Cloud is implemented later.

B- Implement Marketing Cloud and Service Cloud together in one phase after B2C Commerce to ensure that they share a common view of the customer from the beginning.

C- Implement Service Cloud immediately after B2C Commerce in order to leverage the Service Cloud Contact ID as the Marketing Cloud Contact Key when Marketing Cloud is implemented later.

D- Implement all three clouds at the same time; the primary identifiers for all three clouds must be synced to the others from the start in order to achieve a unified experience.

Answer:

C, D

Explanation:

C) This implementation strategy allows the company to replace their legacy commerce system first, which is their highest priority, and then integrate it with Service Cloud to provide better customer service. By using the Service Cloud Contact ID as the Marketing Cloud Contact Key, the company can ensure a consistent and unified view of the customer across the Salesforce products when Marketing Cloud is implemented later. D. This implementation strategy allows the company to achieve a unified customer experience across all three clouds from the start, but it also requires more resources and coordination to implement all three clouds at the same time. The primary identifiers for all three clouds must be synced to ensure data consistency and avoid duplication. Reference: https://trailhead.salesforce.com/content/learn/modules/marketing-cloud-contact-management/understand-contacts-and-contact-model-relationships

Question 2

A holding company owns and operates a large number of brands internationally. They are interested in migrating from a home-grown solution to a Salesforce multi-cloud solution as part of a new digitalization initiative to optimize IT spending across the brands. The brand any would like to operate B2C Commerce sites supported by Service Cloud for their agents, and use Marketing Cloud to drive consumer engagement. Given that the company has operations and customers in Brazil Canada Europe Japan Russia and the United States, which two recommendations should a Solution Architect make to ensure that customer experiences are compliant with all domestic and international regulations related to data privacy and security?

Choose 2 answers

Options:

A- Use a Service Cloud instance in every market in which they operate to ensure that data residency requirements are fulfilled.

B- Utilize Shield to handle the encryption of data across all Salesforce products for all fields required to be geo-fenced.

C- Enable Transparent Data Encryption in Marketing Cloud to ensure that Marketing engagement data is encrypted at rest. Written

D- Use Salesforce Connect to leverage external data sources that are located within the corresponding country that the Materials customer resides in.

Answer:

B, D

Explanation:

Shield is a set of security tools that can help protect sensitive data across Salesforce products, including encryption, auditing, and monitoring. Shield can help comply with data privacy and security regulations that require geo-fencing or data residency. Salesforce Connect is a feature that allows accessing data from external sources without storing it in Salesforce. Salesforce Connect can help comply with data privacy and security regulations that restrict cross-border data transfers or require data localization. Reference: https://www.salesforce.com/products/platform/products/shield/ https://help.salesforce.com/s/articleView?id=sf.data_source_connect.htm&type=5

Question 3

Question Type: MultipleChoice

An existing Salesforce customer has B2C Commerce, Service Cloud, and Marketing Cloud, but none of their customer data is integrated. Marketing Cloud has around 2 million subscribers using email address as the subscriber key, B2C Commerce has 750,000 registered customers, and Service Cloud only has records for about 50.000 customers who have previously created support cases or contacted customer service.

What is the optimum sequence of events a Solution Architect should follow when integrating customer data across these systems?

Options:

A- Marketing Cloud Subscriber Key Migration, Load Marketing Cloud Subscribers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Load B2C Commerce customers into Service Cloud, Enable Marketing Cloud Connect

B- Load B2C Commerce customers into Service Cloud, Load Marketing Cloud Subscribers Into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Marketing Cloud Subscriber Key Migration, Enable Marketing Cloud Connect

C- Load B2C Commerce customers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Marketing Cloud Subscriber Key Migration, Load Marketing Cloud Subscribers into Service Cloud, Enable Marketing Cloud Connect

D- Marketing Cloud Subscriber Key Migration, Enable Marketing Cloud Connect, Load Marketing Cloud Subscribers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Load B2C Commerce customers into Service Cloud

Answer:

B

Explanation:

This sequence of events ensures that all customer data is integrated across the systems and that Marketing Cloud uses Service Cloud Contact IDs as the subscriber key. This allows for a consistent and unified view of the customer across the Salesforce products.
Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect.htm&type=5

Question 4

A company wants to use the Salesforce Platform for their needs. They need a marketing solution, an online ordering platform, and a b solution for service agents, The goal of the company is to provide end-to-end support for their customers.

What is an example of a deliverable that the Solution Architect should provide to make sure the company understands the solution that is needed?

Options:

A- Technical Design Specification showing the data mapping/model and systems integration

B- Final design document for storefront pages and service agent experience

C- Email templates and copy for suggested marketing emails

D- Organization chart of the company completed by the Solution Architect

Answer:

A

Explanation:

Question 5

Question Type: **MultipleChoice**

Northern Trail Outfitters (NTO) is releasing a new "Track-My-Hike" feature to their mobile app that allows users to track their hiking paths and distance as well as send emergency alerts in case they do not respond for a specific period.

This data is stored and visible from both the mobile app and on their profile in the web store. They expect up to 10,000 users to use this feature per month, with data points being tracked every minute over the average hiking period of 8 hours. 3

Which solution is appropriate for hosting this kind of data?

Options:

A- Custom solution using Heroku and Postgres

B- B2C Commerce solution using Custom Objects

C- Service Cloud solution using Big Objects

D- Service Cloud solution using Platform Events

Answer:

A

Explanation:

Heroku is a cloud platform that allows developers to build, run, and scale applications using various languages and frameworks. Postgres is a relational database that can store large amounts of structured data. A custom solution using Heroku and Postgres can handle the high volume and frequency of data points generated by the "Track-My-Hike" feature, as well as provide scalability and flexibility for future enhancements. Reference: https://www.heroku.com/home https://www.postgresql.org/

Question 6

Question Type: **MultipleChoice**

A company actively uses CI/CD processes for its Service Cloud implementation and is adding Marketing Cloud and Marketing Cloud Connect to its architecture. Under the current setup, each developer has their own developer sandbox. Developers merge their changes

into a sandbox for QA regularly, and then once every week, changes are moved to staging, then from staging to production instances. Which setup should a Solution Architect propose to support this development approach considering costs and data segregation?

Options:

A- Set up one Marketing Cloud instance for production, and create a Marketing Cloud sandbox to connect to each of the Service Cloud sandboxes.

B- Set up one Marketing Cloud instance with a business unit for production and one business unit for testing which is connected to all Service Cloud sandboxes.

C- Set up one Marketing Cloud instance for each sandbox in Service Cloud in order to guarantee data segregation.

D- Set up one Marketing Cloud instance to use with sandboxes for testing and replicate all changes to production.

Answer:

A

Explanation:

A Marketing Cloud sandbox is a separate instance that can be used for testing and development purposes. It can be connected to multiple Service Cloud sandboxes using Marketing Cloud Connect. This setup allows data segregation and cost efficiency, as opposed to creating multiple Marketing Cloud instances or business units. Reference:
https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_sandbox.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_connect_multiple_salesforce_orgs.htm&type=5

Question 7

A company uses Service Cloud and B2C Commerce and now wants to enable the 'Order on Behalf of functionality on its storefront.

Which two actions should a Solution Architect take to ensure agents can use the 'Order on Behalf of' functionality?

Choose 2 answers

Options:

A- Apply the 'Order on Behalf of permission set to Service Cloud users.

B- Verify that the permissions for the B2C Commerce account support 'Order on Behalf of'.

C- Verify that agents have a user record in Service Cloud and an account created in B2C Commerce.

D- Configure agents to use SSO between B2C Commerce and Service Cloud.

Answer:

B, C

Explanation:

To enable the 'Order on Behalf of' functionality, the B2C Commerce account must have the 'Order on Behalf of' permission enabled and the 'Customer Service' role assigned. The agents must also have a user record in Service Cloud and an account created in B2C Commerce with the same email address. Reference: https://help.salesforce.com/s/articleView?id=sf.b2c_service_cloud_connector_order_on_behalf_of.htm&type=5

Question 8

Question Type: **MultipleChoice**

An ecommerce company has one Primary Instance Group with three instances and one Secondary Instance Group with five sandboxes.

They are expanding and adding people in multiple locations to manage the storefront. They would like additional sandboxes to support their expansion efforts into new markets with new templates, scripts, and controllers.

Which approach should a Solution Architect recommend?

Options:

A- Add new instances to the Primary Instance Group for new sandboxes in each realm.

B- Add a Tertiary Instance Group to add sandboxes to the existing realm.

C- Add a new realm for each new market to get additional sandboxes for each realm.

D- Add new sandboxes to the Secondary Instance Group for the current realm.

Answer:

D

Explanation:

The Secondary Instance Group is used for sandboxes in B2C Commerce. Adding new sandboxes to this group does not require creating a new realm or adding instances to the Primary Instance Group, which is used for production and staging instances. Reference: https://developer.salesforce.com/docs/commerce/b2c-commerce/guide/b2c-developer-sandboxes.html

Question 9

Question Type: MultipleChoice

A company has a multi-cloud implementation that involves an Experience Cloud portal, Service Cloud for case management, and Marketing Cloud for customer interaction.

The company wants all changes in Salesforce data---including creation, updates, deletion, and undeletion of a record---to be synchronized to its custom-built retail loyalty application in near-real time without significantly impacting the overall system performance.

Which option is the most appropriate integration mechanism for this scenario?

Options:

A- Outbound Messages

B- Triggered Send Definition

C- Apex Trigger Callout

D- Change Data Capture

Answer:

D

Explanation:

Change Data Capture is an event-driven integration mechanism that allows near-real-time synchronization of Salesforce data changes with external systems. It does not impact the system performance as it uses asynchronous processing and does not require triggers or code. Reference: https://developer.salesforce.com/docs/atlas.en-us.change_data_capture.meta/change_data_capture/cdc_intro.htm

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