



Salesforce Certified B2C Solution Architect



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Exam Certified-B2C-Solution-Architect

Salesforce Certified B2C Solution Architect (SP23)

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[Total Questions: 130]

Question No : 1

An organization uses B2C Commerce to capture order details but needs to process the order in an ERP system. They want B2C Commerce to send a message to the ERP system with the order details after they have been entered, then wait for the order to be processed, and then receive a reply from the ERP system with the order number and status.

Which integration pattern should a Solution Architect use to meet this requirement?

- A. Asynchronous Call-Out
- B. Request and Reply
- C. Batch Data Synchronization
- D. Publish / Subscribe

Answer: B

Explanation: Request and reply is an integration pattern that allows a system to send a message to another system and wait for a response. This pattern is suitable for scenarios where the sender needs to receive an immediate confirmation or acknowledgment from the receiver. In this case, B2C Commerce needs to receive the order number and status from the ERP system after sending the order details. References:

- ✍ <https://architect.salesforce.com/design/integration-patterns-and-practices/request-and-reply/>
- ✍ <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementOverview.html>

Question No : 2

A company uses B2C Commerce, Marketing Cloud, and Service Cloud and requires that customers create an account before making their first purchase.

Which system creates the customer ID and which system creates an additional ID to use as the customer primary record?

- A. Service Cloud creates a customer ID and an additional ID to be used as the primary record.
- B. A B2C Commerce creates a customer ID and an additional ID to be used as the primary record.
- C. Marketing Cloud creates a customer ID but the primary ID should be created through B2C Commerce.
- D. B2C Commerce creates a customer ID but the primary record should be created through Service Cloud.

Answer: D

Explanation:

- ✍ Option D is correct because B2C Commerce creates a customer ID when a customer registers an account before making their first purchase, but the primary record should be created through Service Cloud using an external ID field that matches the customer ID from B2C Commerce. This way, Service Cloud can store additional customer information and provide a single source of truth for customer data across multiple Salesforce clouds.
- ✍ Option A is incorrect because Service Cloud does not create a customer ID when a customer registers an account on B2C Commerce, nor does it create an additional ID to be used as the primary record. Service Cloud uses an external ID field that matches the customer ID from B2C Commerce to create or update customer records.
- ✍ Option B is incorrect because B2C Commerce does not create an additional ID to be used as the primary record when a customer registers an account. B2C Commerce only creates a customer ID that can be matched with an external ID field in Service Cloud or other Salesforce clouds.
- ✍ Option C is incorrect because Marketing Cloud does not create a customer ID when a customer registers an account on B2C Commerce, nor does it create a primary ID that should be used by other Salesforce clouds. Marketing Cloud uses subscriber keys that can be mapped to customer IDs from B2C Commerce or other external systems.

References:

- ✍ Get Started with B2C Solution Architect Cert Prep - Trailhead
- ✍ Certification - B2C Solution Architect - Trailhead

Question No : 3

A company has been using B2C Commerce for many years and recently decided to implement Service Cloud and Marketing Cloud. Currently, there are many issues with the integration between B2C Commerce and the legacy CRM, which means data is often out of sync. Agencies currently manage the Marketing communication, and B2C Commerce is sending the messages. The main goal is to ensure that B2C Commerce can trigger multi-channel messaging via Marketing Cloud, leveraging the data the company has on customers to personalize the communication.

Which three considerations should a Solution Architect keep in mind when recommending a migration strategy from the existing setup to the new one?

Choose 3 answers

A. Customer data can be imported into Service Cloud from B2C Commerce and the legacy CRM without deduplication since Salesforce CDP can automatically merge duplicate records upon insert.

- B.** Service Cloud should be implemented before Marketing Cloud to ensure that the Salesforce Contact IDs can be used in Marketing Cloud as unique identifiers. Written
- C.** Customer data from B2C Commerce and the legacy CRM should be deduplicated before being imported into Service Cloud. Materials
- D.** Custom development work is required to connect B2C Commerce to Marketing Cloud and use the Salesforce Contact ID.
- E.** Marketing Cloud Connect should be configured to use an alternate external ID from Salesforce as the Contact Key to avoid duplicate contacts in Marketing Cloud.

Answer: B,C,D

Explanation: B. Service Cloud should be implemented before Marketing Cloud to ensure that the Salesforce Contact IDs can be used in Marketing Cloud as unique identifiers. This allows for a consistent and unified view of the customer across the Salesforce products and avoids duplicate contacts in Marketing Cloud. C. Customer data from B2C Commerce and the legacy CRM should be deduplicated before being imported into Service Cloud. This ensures that there are no duplicate contacts in Service Cloud that could cause data quality issues or conflicts when syncing with Marketing Cloud. D. Custom development work is required to connect B2C Commerce to Marketing Cloud and use the Salesforce Contact ID. This involves creating a service definition in B2C Commerce that points to Marketing Cloud's REST API and passing the Salesforce Contact ID as the contact key when triggering journeys or updating contact data. References:

https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5 <https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>

Question No : 4

A company is beginning a multi-cloud implementation involving B2C Commerce and Service Cloud. The company wants to trace configuration and code changes as much as possible and ensure basic standards for code quality.

Which three options should a Solution Architect recommend to help the company with this goal?

Choose 3 answers

- A.** GIT Repository
- B.** Static Code Analysis tools
- C.** CI/CD Pipelines
- D.** Smoke testing

E. Salesforce DX

Answer: A,B,C

Explanation: A GIT repository is a version control system that allows developers to track changes in code and collaborate on projects. A GIT repository can help with tracing configuration and code changes across different environments and branches. Static code analysis tools are software tools that analyze source code or compiled versions of code to find potential errors, bugs, vulnerabilities, or quality issues. Static code analysis tools can help with ensuring basic standards for code quality and security. CI/CD pipelines are automated workflows that enable developers to integrate code changes into a shared repository and deliver them to production environments with speed and reliability. CI/CD pipelines can help with testing, deploying, and monitoring configuration and code changes across different environments. Smoke testing is a type of software testing that verifies the basic functionality of an application or system after deployment. Smoke testing can help with ensuring the stability and performance of configuration and code changes, but it does not trace or enforce them. Salesforce DX is a set of tools and features that enable developers to build applications on the Salesforce Platform using an org development model or a package development model. Salesforce DX can help with managing configuration and code changes across different environments, but it is not specific to multi-cloud implementations. References:

- ✍ <https://git-scm.com/book/en/v2/Getting-Started-About-Version-Control>
- ✍ <https://www.perforce.com/blog/qac/what-static-code-analysis>
- ✍ <https://www.redhat.com/en/topics/devops/what-is-ci-cd>
- ✍ <https://www.guru99.com/smoke-testing.html>
- ✍ <https://developer.salesforce.com/platform/dx>

Question No : 5

Universal Containers (UC) wants to implement the right-to-be-forgotten requirement in their Salesforce org in order to be compliant with data privacy laws. This means that UC must delete, archive, or de-identify the data subject's PII in an org within 30 days of their request.

What should a Solution Architect recommend to implement this requirement?"

- A.** Implement a custom solution that allows system administrators to run a job to obscure or delete the data in the request scope.
- B.** Create a team who can manually review these requests and delete or obscure the data from all relevant systems.
- C.** Recommend Salesforce Privacy Center to manage how the Salesforce org retains, deletes, anonymizes, and transfers customer data.
- D.** Implement a soft delete strategy by marking the data as "archived" or "deleted" without

actually deleting it.

Answer: C

Explanation: This answer is correct because Salesforce Privacy Center is a tool that helps satisfy customer requests and data privacy laws related to the right-to-be-forgotten requirement. Salesforce Privacy Center allows admins to create policies that delete, archive, or de-identify the data subject's PII in an org within 30 days of their request, without additional development. References:

https://help.salesforce.com/s/articleView?id=privacy_center.htm&type=5&language=en_US

Question No : 6

A company is currently Implementing B2C Commerce and wants to use Marketing Cloud to send transactional emails like the Welcome Email, Order Confirmation, and Order Status Update Email.

Which three steps are required to configure the Marketing Cloud Connector for triggered emails?

Choose 3 answers

- A.** Configure REST Services in B2C Commerce that will be used to authenticate B2C Commerce against Marketing Cloud via its API integration and initiate a transactional email delivery.
- B.** Customize the B2C Commerce storefront to invoke Marketing Cloud's Transactional Messaging REST API whenever a transactional message should be delivered. This customization should first authenticate B2C Commerce against Marketing Cloud and then deliver the Transactional Messaging payload to inform message contents.
- C.** Create an API Integration in Marketing Cloud using Installed Packages that provision access to Marketing Cloud APIs by external systems like B2C Commerce.
- D.** Customize the B2C Commerce storefront to trigger Marketing Cloud Transactional Messages at strategic points in the customer's experience by using Marketing Cloud's Transactional Messaging REST API. This customization should Include a payload that informs message contents.
- E.** Integrate Marketing Cloud and B2C Commerce to provide Marketing Cloud with B2C Commerce order and customer information on a nightly basis via SFTP.

Answer: A,C,D

Explanation:

- ✍ Option A is correct because configuring REST services in B2C Commerce is a necessary step to enable authentication and communication with Marketing Cloud via its API integration and to initiate transactional email delivery using Marketing

Cloud's Transactional Messaging REST API.

- ✍ Option C is correct because creating an API integration in Marketing Cloud using Installed Packages is a necessary step to provision access to Marketing Cloud APIs by external systems like B2C Commerce and to generate an API key and secret for authentication purposes.
- ✍ Option D is correct because customizing the B2C Commerce storefront to trigger Marketing Cloud Transactional Messages at strategic points in the customer's experience is a necessary step to invoke Marketing Cloud's Transactional Messaging REST API with a payload that informs message contents and recipients.
- ✍ Option B is incorrect because front-end development capabilities are not required to configure the Marketing Cloud Connector for triggered emails, but rather to customize the B2C Commerce storefront and the email templates in Marketing Cloud.
- ✍ Option E is incorrect because integrating Marketing Cloud and B2C Commerce to provide Marketing Cloud with B2C Commerce order and customer information on a nightly basis via SFTP is not required to configure the Marketing Cloud Connector for triggered emails, but rather to enable data synchronization and segmentation for marketing campaigns.

References:

- ✍ Get Started with B2C Solution Architect Cert Prep - Trailhead
- ✍ Certification - B2C Solution Architect - Trailhead

Question No : 7

Northern Trail Outfitters (NTO) is at the beginning of an implementation of B2C Commerce and is now discussing the communication flow. They are designing the flows between systems to send password resets via email when a new account is created in B2C Commerce or the email address is updated.

Considering NTO also uses Service Cloud and Marketing Cloud, which feature should a Solution Architect suggest to optimize the end-customer experience while also ensuring that tracking is visible to service agents?

- A. Service Cloud Email Service
- B. Marketing Cloud Journey Event
- C. Marketing Cloud Triggered Send
- D. Commerce Cloud Email Service

Answer: C

Explanation:

- ✍ C is correct because Marketing Cloud Triggered Send is a feature that allows sending personalized emails based on events or actions in another system, such as B2C Commerce. Triggered Send can be used to send password reset emails

when a new account is created or the email address is updated in B2C Commerce. Triggered Send also tracks email open and forward count in Marketing Cloud. To disable the coupon code after a single use, B2C Commerce can use coupon code restrictions based on redemption count.

- ✍ A is incorrect because Service Cloud Email Service is a feature that allows receiving and processing inbound emails from customers in Service Cloud. It is not used to send password reset emails or track email open and forward count.
- ✍ B is incorrect because Marketing Cloud Journey Event is a feature that allows triggering journeys based on events or actions in another system, such as B2C Commerce. Journey Event can be used to send password reset emails, but it is more suitable for complex or multi-step customer interactions, such as welcome series or re-engagement campaigns. Triggered Send is more efficient and simpler for single-step interactions, such as password reset.
- ✍ D is incorrect because Commerce Cloud Email Service is a feature that allows sending transactional emails from B2C Commerce, such as order confirmation or shipping notification. It is not used to send password reset emails or track email open and forward count.

References:

- ✍ :
https://help.salesforce.com/s/articleView?id=sf.mc_co_triggered_email_sends.htm&type=5
- ✍ :
https://help.salesforce.com/s/articleView?id=sf.mc_es_triggered_send_definition.htm&type=5
- ✍ :
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/coupons/b2c_coupon_code_restrictions.html
- ✍ : https://help.salesforce.com/s/articleView?id=sf.email_services.htm&type=5
- ✍ :
https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_events.htm&type=5
- ✍ :
<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/EmailService.html>

Question No : 8

A salesperson needs to know which subscription a customer has subscribed to or unsubscribed from when reviewing their account in Sales Cloud. However, Marketing Cloud needs to honor the unsubscribe action when it sends out emails.

Which two steps should a Solution Architect take to meet these requirements?

Choose 2 answers

- A. Create a Journey activity to update the records in Sales Cloud.
- B. Create a custom preference center that updates the records in Sales Cloud.
- C. Use the out-of-the-box preference center in Marketing Cloud.
- D. Implement the Marketing Cloud Connector to ensure the unsubscribe data is synced from Sales Cloud.

Answer: B,D

Explanation: B. Creating a custom preference center that updates the records in Sales Cloud can help meet the requirements by allowing customers to manage their subscription preferences and opt-in or opt-out of different email lists or publications. This can also provide more granular control over the data synchronization between Sales Cloud and Marketing Cloud. D. Implementing the Marketing Cloud Connector can help meet the requirements by enabling bi-directional data integration between Sales Cloud and Marketing Cloud. This can also allow Marketing Cloud to honor the unsubscribe status of contacts or leads in Sales Cloud when sending emails. References:

- ✍ https://help.salesforce.com/s/articleView?id=sf.mc_co_implement_marketing_cloud_connect.htm&type=5
- ✍ https://help.salesforce.com/s/articleView?id=sf.mc_co_unsubscribes_and_subscribers.htm&type=5
- ✍ https://help.salesforce.com/s/articleView?id=sf.mc_co_create_a_custom_profile_center.htm&type=5

Question No : 9

Northern Trail Outfitters (NTO) wants to consolidate various legacy commerce platforms into one centrally-managed platform on B2C Commerce. The IT department has been working extensively with web frameworks (such as React and Angular) in recent years and wants to leverage the benefits of B2C Commerce, but maintain the flexibility of the user experience using headless commerce.

Which three considerations, beyond user experience, should a Solution Architect consider before confirming a headless approach?

Choose 3 answers

- A. Additional infrastructure (for example Heroku servers) may be required to host the application
- B. Features that are available by default in the Storefront Reference Architecture (SFRA) app will need to be custom built in custom frameworks
- C. Developers will still be required to use the Commerce SDK for security purposes
- D. Available Service, Marketing, and LINK accelerators may not work without modifications

when using a headless approach

E. Developers familiar with the web frameworks (React, Angular) will be familiar with the framework used by B2C Commerce

Answer: A,B,D

Explanation: A. Additional infrastructure (for example Heroku servers) may be required to host the application when using a headless approach. This can increase the complexity, cost, and maintenance of the solution. A Solution Architect should consider the trade-offs between flexibility and simplicity when choosing a headless approach. B. Features that are available by default in the Storefront Reference Architecture (SFRA) app will need to be custom built in custom frameworks when using a headless approach. This can increase the development time, effort, and risk of the solution. A Solution Architect should consider the benefits and drawbacks of using SFRA versus custom frameworks when choosing a headless approach. D. Available Service, Marketing, and LINK accelerators may not work without modifications when using a headless approach. This can limit the integration capabilities and functionality of the solution. A Solution Architect should consider the compatibility and extensibility of the accelerators when choosing a headless approach.

References:

✍ https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_headless.htm&type=5

✍ https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_sfra.htm&type=5

✍ https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_link.htm&type=5

Question No : 10

An organization chose a multi-cloud solution that is comprised of Service Cloud and B2C Commerce. The organization now wants to ensure that the theme of its self-service portal is consistent with the theme of its B2C Commerce storefront.

How should a Solution Architect ensure that this requirement is met?

A. Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.

B. Set the value of the Portal Theme URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.

C. Copy any relevant .ess code from the organization's website and paste it into the pages for the self-service portal in Page Builder.

D. Make a copy of the appropriate .ess file from the organization's web server and upload it to the self-service portal.

Answer: A

Explanation: A self-service portal is a feature in Service Cloud that allows creating branded websites and portals for customers to access self-service resources, such as knowledge articles, case management, chat, etc. To ensure that the theme of the self-service portal is consistent with the theme of the B2C Commerce storefront, a Solution Architect should do the following:

- ✍ Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use. The Style Sheet URL setting is a configuration option in Service Cloud that allows specifying a custom style sheet for the self-service portal. The style sheet must be hosted on a publicly-accessible web server and must follow certain guidelines and limitations. By setting the value of the Style Sheet URL setting to match the style sheet used by the B2C Commerce storefront, the Solution Architect can ensure that the self-service portal has the same look and feel as the storefront.

Option B is incorrect because there is no Portal Theme URL setting in Service Cloud.

Option C is incorrect because copying any relevant CSS code from the organization's website and pasting it into the pages for the self-service portal in Page Builder is not a recommended or supported way of customizing the theme of the self-service portal. Option D is incorrect because making a copy of the appropriate CSS file from the organization's web server and uploading it to the self-service portal is not possible or advisable. The CSS file must be hosted on a publicly-accessible web server and referenced by the Style Sheet URL setting. References:

- ✍ https://help.salesforce.com/s/articleView?id=sf.networks_overview.htm&type=5
- ✍ https://help.salesforce.com/s/articleView?id=sf.selfservice_style_sheet.htm&type=5

Question No : 11

A company has 2,000 customers and currently services them using a call center and spreadsheets. Because of the lack of systems there is no ability to track how successful agents are. In addition, their ordering system cannot be easily accessed by service agents costing valuable time and hurting customer satisfaction.

What are two reasons a connected B2C Solution can add value to the company?

Choose 2 answers

- A.** Provides a better interface for agents using Service Cloud and B2C Commerce with Heroku
- B.** Allows agents to more easily access customer data to better support customers when they call in
- C.** Allows agents to use SSO to log into B2C Commerce and Service Cloud using the same credentials
- D.** Increases spend ROI as fewer service agents will be needed, which can allow for more

sales agents

Answer: B,C

Explanation: B. Allowing agents to more easily access customer data to better support customers when they call in can add value to the company by improving customer satisfaction, loyalty, and retention. This can also enable agents to provide personalized recommendations, cross-sell or upsell opportunities, and proactive service based on the customer's profile, preferences, and purchase history. C. Allowing agents to use SSO to log into B2C Commerce and Service Cloud using the same credentials can add value to the company by simplifying the login process, enhancing security, and reducing administrative overhead. This can also provide a seamless user experience for agents across different systems and platforms. References:

✍ <https://www.salesforce.com/products/service-cloud/overview/>

✍ <https://www.salesforce.com/products/commerce-cloud/overview/>

✍ https://help.salesforce.com/s/articleView?id=sf.identity_sso.htm&type=5

Question No : 12

An organization operating more than 20 beauty, personal care, and health brands wants to move from its on-premise CRM system to Service Cloud and Marketing Cloud. Because a customer's privacy and marketing preferences can vary based on the brand, the organization needs to track those preferences to run consent-based marketing campaigns.

Which consideration should a Solution Architect keep in mind with respect to consent preferences in Marketing Cloud with the consent data model?

- A.** A separate contact is required for each brand where consent is independently managed; the total count of contacts in Marketing Cloud can be larger than the number of individual customers.
- B.** When multiple brands are operated in a single org, the native relationship between Business, Brand, and Contact object helps distinguish privacy and consent preferences that vary between different brands.
- C.** Global consent governs all-or-nothing consent settings that should be managed on the Contact object to follow cross-cloud data strategy best practice using the contact ID as the primary key in Marketing Cloud.
- D.** When a subscriber unsubscribes without following the unsubscribe link provided in the message, the unsubscribe request is sent to Marketing Cloud directly and synchronized to the Salesforce Consent Data Model through Marketing Cloud Connect.

Answer: A

Explanation: This answer is correct because the consent data model in Marketing Cloud allows for multiple contacts per individual customer, each with their own consent

preferences for different brands. This enables consent-based marketing campaigns across multiple brands in a single org. References:
https://help.salesforce.com/s/articleView?id=sf.mc_cab_consent.htm&type=5

Question No : 13

Northern Trail Outfitters (NTO) exported all the Account records from Salesforce and used a data transformation tool to clean up values in the phone field using a standardized format. The export file has more than 2 million records. During previous data loads for similar updates on the Account object, NTO did not experience any issues with row lock.

Which feature of Data Loader should be used to load this data back into Salesforce faster?

- A. REST API
- B. Bulk API Serial Mode
- C. SOAP API
- D. Bulk API

Answer: D

Explanation: Bulk API is a feature of Data Loader that allows loading large amounts of data into Salesforce faster and more efficiently. Bulk API uses asynchronous processing to handle data in batches, which reduces network overhead and improves performance. Bulk API is suitable for loading data files with more than 20,000 records or larger than 10 MB. The export file has more than 2 million records, so Bulk API should be used to load this data back into Salesforce faster. References:

- ✍ https://help.salesforce.com/s/articleView?id=sf.data_loader_bulk.htm&type=5
- ✍ https://developer.salesforce.com/docs/atlas.en-us.api_asynch.meta/api_asynch/asynch_api_intro.htm

Question No : 14

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?

- 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.

References:

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 No : 15

A company uses Service Cloud and B2C Commerce and now wants to enable the 'Order on Behalf of functionality on its storefront. The customers using the storefront are Person and Household accounts.

Which three design and architecture considerations should a Solution Architect follow to ensure that the 'Order on Behalf of functionality works well for all the designated storefront customers?

Choose 3 answers

- A.** Verify that the permissions used are Login_On_Behalf, Login_Agent, and Create_Order_On_Behalf_Of business manager functional permissions.
- B.** The Order on Behalf of feature in the Service to B2C Commerce Connector only supports person accounts as a customer model by default.
- C.** Default user is required for anonymous storefront shoppers.
- D.** The REST calls between B2C Commerce and Service Cloud do not count towards API governor limits.
- E.** Verify that agents are Service Cloud and B2C Commerce users with Order on Behalf rights.

Answer: A,B,E

Explanation: The Order on Behalf of functionality allows Service Cloud agents to create orders for customers on the B2C Commerce storefront. To enable this functionality, the

following design and architecture considerations should be followed:

- ✍ Verify that the permissions used are Login_On_Behalf, Login_Agent, and Create_Order_On_Behalf_Of business manager functional permissions. These permissions are required for the Service Cloud Connector user in B2C Commerce to perform the Order on Behalf of actions.
- ✍ The Order on Behalf of feature in the Service to B2C Commerce Connector only supports person accounts as a customer model by default. If the customers using the storefront are household accounts, additional customization is required to map the household account ID to the B2C Commerce customer ID.
- ✍ Verify that agents are Service Cloud and B2C Commerce users with Order on Behalf rights. Agents need to have both Service Cloud and B2C Commerce user accounts with the appropriate roles and permissions to access the Order on Behalf of feature.

Option C is incorrect because a default user is not required for anonymous storefront shoppers. Option D is incorrect because the REST calls between B2C Commerce and Service Cloud do count towards API governor limits. References:

- ✍ https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of.htm&type=5
- ✍ https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of_permissions.htm&type=5
- ✍ https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of_limitations.htm&type=5

Question No : 16

A company wants to Implement B2C Commerce and Service Cloud and connect the systems with their existing Instance of Marketing Cloud.

Which two tactics should a Solution Architect recommend to model a customer across all three systems? Choose 2 answers

- A.** Migrate the Subscriber Key in Marketing Cloud to be the Service Cloud Contact or Person Account ID.
- B.** Use Customer 360 Data Manager to assign the Global Party ID and use it as a primary key across all systems including the new Subscriber ID in Marketing Cloud.
- C.** Using Service Cloud as a central point hold unique identifiers from all systems including the Service Cloud Contact or Person Account ID and B2C Commerce CustomerNo and Customer ID
- D.** Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.

Answer: A,C

Explanation: Migrating the Subscriber Key in Marketing Cloud to be the Service Cloud Contact or Person Account ID allows for a consistent identification of customers across

both systems. This also enables data synchronization and cross-cloud features via Marketing Cloud Connect. Using Service Cloud as a central point to hold unique identifiers from all systems, including B2C Commerce CustomerNo and Customer ID, allows for a single source of truth for customer data and facilitates data integration and reporting across systems. Customer 360 Data Manager is not yet available for B2C Commerce, so option B is not possible. Sending the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce is not necessary if option A is implemented, so option D is not optimal.

References:

- ✍ https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5
- ✍ https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_best_practices.htm&type=5
- ✍ <https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html>

Question No : 17

An electronics company operates its website on B2C Commerce. The company recently decided to update its Customer Service portal from a homegrown solution to Service Cloud in order to take advantage of Assisted Order Placement through the 'Order on Behalf of' feature in the Service Cloud console.

The company currently has 3 million customer records in its B2C Commerce database that need to be migrated into Service Cloud.

How should a Solution Architect manage the export from B2C Commerce and import the initial batch of customer records into Service

Cloud in an efficient manner?

- A. Use Business Manager to export and Data Loader to import the 3 million records into Service Cloud.
- B. Use the Streaming API to push the 3 million customer records from B2C Commerce to Service Cloud.
- C. Use the Salesforce REST API to import the 3 million records into Service Cloud.
- D. Use the Commerce Cloud REST API to import the 3 million records into Service Cloud.

Answer: A

Explanation: Business Manager is a web-based tool that allows B2C Commerce administrators to export customer data in CSV format. Data Loader is a desktop tool that allows Salesforce administrators to import data in CSV format into Service Cloud. This is an efficient way to migrate a large batch of customer records from one system to another.

References:

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.d>

oohelp/BusinessManager/BusinessManager.html

https://help.salesforce.com/s/articleView?id=sf.data_loader.htm&type=5

Question No : 18

An organization wants to add Service Cloud to their existing Salesforce Org currently hosting Sales Cloud. They know that an integrated customer service experience is a key component of a successful long-term relationship with their customers. After doing some research they learned that the Service Cloud connector can help start their implementation and they are now ready to proceed.



Which two functionality considerations should they be aware of when introducing the B2C Commerce to Service Cloud Connector into an existing Salesforce Org?

Choose 2 answers

- A.** In order to implement the Service Cloud Connector it is necessary to enable Person Accounts, a change which cannot be reverted once implemented.
- B.** The Service Cloud Connector is distributed as a managed package that can be extended to meet client-specific needs but with core functionality that cannot be altered.
- C.** The Service Cloud Connector natively supports accounts and contacts, households, and multi-brand customer models.
- D.** The Service Cloud Connector provides a collection of Lightning and Visualforce components that display customer and order information within Service Cloud, which needs to be customized and deployed by a developer.

Answer: A,B

Explanation: The B2C Commerce to Service Cloud Connector is a solution that enables integration between B2C Commerce and Service Cloud. It allows displaying customer and order information in Service Cloud, creating orders on behalf of customers, and synchronizing customer data between the two systems. When introducing the Service Cloud Connector into an existing Salesforce Org, the following functionality considerations should be aware of:

-  In order to implement the Service Cloud Connector it is necessary to enable Person Accounts, a change which cannot be reverted once implemented. Person Accounts are a type of account in Salesforce that combines an account and a contact into a single record. The Service Cloud Connector requires Person Accounts to store customer information from B2C Commerce. Enabling Person Accounts is an irreversible change that affects the entire Salesforce Org and may have implications for other features or customizations.
-  The Service Cloud Connector is distributed as a managed package that can be extended to meet client-specific needs but with core functionality that cannot be altered. A managed package is a collection of application components that can be installed from AppExchange or other sources. The Service Cloud Connector is a

managed package that provides core functionality for integrating B2C Commerce and Service Cloud. The core functionality cannot be modified or deleted, but it can be extended or customized using Apex code, Visualforce pages, or Lightning components.

Option C is incorrect because the Service Cloud Connector does not natively support accounts and contacts, households, and multi-brand customer models. It only supports person accounts as a customer model by default. Option D is incorrect because the Service Cloud Connector provides a collection of Lightning components that display customer and order information within Service Cloud, which do not need to be customized or deployed by a developer. References:

- ✍ https://help.salesforce.com/s/articleView?id=sf.icx_b2c_overview.htm&type=5
- ✍ https://help.salesforce.com/s/articleView?id=sf.accounts_person.htm&type=5
- ✍ https://help.salesforce.com/s/articleView?id=sf.distribution_installing_packages.htm&type=5

Question No : 19

Universal Containers (UC) uses B2C Commerce, Marketing Cloud, and Salesforce OMS for their online sales capabilities. Given recent logistics constraints and challenges, many customers are asking UC for the ability to make their purchases online but pick them up at a local store or location (BOPIS).

Which consideration should a Solution Architect keep in mind when designing a solution for UC that would allow for this functionality?

- A. Manage inventory data inside of Salesforce OMS so it is easier to parse by store.
- B. Manage B2C Commerce geolocation data for stores on an order by order basis.
- C. Manage inventory data inside of B2C Commerce so it is easier to parse by store.
- D. Marketing Cloud Mobile Push is required for this solution and must be enabled.

Answer: C

Explanation: This answer is correct because managing inventory data inside of B2C Commerce makes it easier to parse by store and enable buy online pick up in store (BOPIS) functionality. B2C Commerce can store inventory information for multiple locations and provide real-time availability information to customers and service agents. B2C Commerce can also integrate with Salesforce OMS to manage order fulfillment and payment processing for BOPIS orders. References:

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_oms_integration.htm&type=5

Question No : 20

Universal Containers (UC) is sending Invoice data from an external ERP system into their Salesforce org. Management is worried about data storage in their org, and after some analyses, they have identified the ERP Invoice records responsible for over 40% of the data storage. Their current business process does not require a Salesforce user to edit these records, so they can be read-only.

What recommendation should a Solution Architect make in order to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce?

- A. Use Change Data Capture to sync Invoice records
- B. Build a custom solution to view the ERP Invoice records in Salesforce
- C. Use Platform Events to sync Invoice record changes
- D. Use Salesforce Connect/External Objects (with custom Apex adapters)

Answer: D

Explanation: This answer is correct because it is a way to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce. Salesforce Connect/External Objects can be used to display external data in Salesforce without copying or storing it. Custom Apex adapters can be used to connect to any external system that has a web service API, such as an ERP system. References:

https://help.salesforce.com/s/articleView?id=sf.datacloud_connect.htm&type=5

https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_connector_intro.htm

Question No : 21

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and is seeking an order management solution. They process 2,000 orders per hour across their brands. The company has one B2C Commerce realm, two Salesforce core orgs, and two Marketing Cloud business units. The company is choosing between these three options for an order management tool:

- Build an order management solution in B2C Commerce using order management APIs
- Purchase Salesforce Order Management
- Build a custom order management solution using their own development team

Which three statements should a Solution Architect use to support using the Salesforce