B2C-SOLUTION-ARCHITECT^{Q&As}

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QUESTION 1

A company is in the process of defining the right systems to deliver key capabilities for its B2C business. The company has about 2 million customers, each placing an average of 100 orders each year through its existing B2C Commerce platform. 7

The company needs a system that can;

1.

Deliver a full list of all customer orders throughout their engagement lifetime

2.

Provide lifetime engagement tracking and history of the customer

3.

Calculate the lifetime value of customers based on their orders

Which three systems should a Solution Architect recommend to meet the company\\'s requirements?

Choose 3 answers

A. Sales Cloud

B. Service Cloud

C. Heroki

D. Materials Written

E. Marketing Cloud

F. Salesforce Order Management

Correct Answer: AEF

A system is a software application or platform that provides specific functionality or capabilities for a business. A system can be either internal or external to Salesforce, depending on where it is hosted and how it is accessed. To deliver key

capabilities for its B2C business, a company should use the following systems:

Sales Cloud: Sales Cloud is a product that allows managing sales processes and activities across different channels and devices. Sales Cloud can help the company to deliver a full list of all customer orders throughout their engagement

lifetime, by integrating with B2C Commerce and other systems to capture and display order information on customer records.

Marketing Cloud: Marketing Cloud is a product that allows creating and delivering personalized marketing campaigns across different channels and devices. Marketing Cloud can help the company to provide lifetime engagement tracking and

history of the customer, by integrating with B2C Commerce and other systems to collect and analyze customer behavior and interactions across touchpoints. Salesforce Order Management: Salesforce Order Management is a product that

allows managing and fulfilling orders across different channels and systems. Salesforce Order Management can help the company to calculate the lifetime value of customers based on their orders, by integrating with B2C Commerce and

other systems to aggregate and report on order revenue and profitability. Option B is incorrect because Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud

does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. Option C is incorrect because Heroku is a

platform that allows building, running, and scaling custom web applications using various languages and frameworks. Heroku does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders,

providing lifetime engagement tracking, or calculating lifetime value of customers. Option D is incorrect because Materials Written is not a system, but rather a term that refers to written documents or content that are used for communication

or education purposes. Materials Written does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers.

References:

https://www.salesforce.com/products/sales-cloud/overview/

https://www.salesforce.com/products/marketing-cloud/overview/

https://www.salesforce.com/products/commerce-cloud/ecommerce/order-management/

QUESTION 2

A company uses PersonAccounts to store customer information in Sales Cloud and now wants to map its customer records in Marketing Cloud. What should a Solution Architect recommend?

A. Sync Account object using PersonContactId to access the Contact.

B. Sync Account object using PersonSubscriberId to access the Contact.

C. Sync Contact object using PersonAccountId to access the Account.

D. Sync Contact object using PersenSubscriberId to access the Account.

Correct Answer: B

PersonAccounts are a special type of accounts that combine the properties of accounts and contacts. To sync PersonAccounts with Marketing Cloud, the Account object must be used and the PersonSubscriberId field must be mapped to the

Marketing Cloud Contact Key. This field contains the ID of the contact record associated with the PersonAccount.

References:

https://help.salesforce.com/s/articleView?id=sf.mc_co_person_accounts.htmandtype=5

QUESTION 3

A luxury retailer is about to implement B2C Commerce and Marketing Cloud for their online presence. They are well known for being open with their customers when it comes to their customers\\' purchases. For example, if a customer asks for a record of their recent purchases, they provide it very quickly within their stores. They would like this to reflect in their online presence as well.

Given that requirement and the requirement to adhere to global data privacy acts, what are two out-of-the-box features the retailer should enable across these clouds when it comes to providing customers access to their own data?

Choose 2 answers

A. Use the Contact Data Portability report in Marketing Cloud to create a report containing subscriber data related to a single contact.

B. Use the Customer Data Snapshots report in Commerce Cloud to create a report containing purchaser data related to a single customer.

C. Use the Contact Data Snapshots report in Commerce Cloud to create a report containing purchaser data related to a single contact.

D. Use the Customer Data Portability report in Marketing Cloud to create a report containing subscriber data related to a single customer.

Correct Answer: AB

A. The Contact Data Portability report in Marketing Cloud is a feature that allows creating a report containing subscriber data related to a single contact, such as email address, name, phone number, preferences, etc. This report can be used to provide customers access to their own data or comply with data privacy regulations, such as GDPR or CCPA. B. The Customer Data Snapshots report in Commerce Cloud is a feature that allows creating a report containing purchaser data related to a single customer, such as order history, payment methods, addresses, etc. This report can be used to provide customers access to their own data or comply with data privacy regulations, such as GDPR or CCPA.

References: https://help.salesforce.com/s/articleView?id=sf.mc_overview_contact_data_portability.htmandtype=5 https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/admin/b2c_customer_data_snapshots.html

QUESTION 4

A company recently launched their ecommerce sites for three countries: Australia, New Zealand, and Singapore. The company is now looking to set up marketing automations using Marketing Cloud.

Their B2C Commerce is configured with two realms: ANZ and SE Asia. Each country has a site within their respective realm: Australia and New Zealand sites are within ANZ and Singapore is within SE Asia.

Which account hierarchy should a Solution Architect recommend for the Marketing Cloud set up?

A. Use a separate Marketing Cloud tenant for each site

B. Use a separate Marketing Cloud tenant for each realm and map business units to sites within each realm

C. Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm

D. Use a single Marketing cloud tenant and map business units to each realm

Correct Answer: C

Marketing Cloud account hierarchy is the way of organizing Marketing Cloud accounts and business units to support different business needs and use cases. A Marketing Cloud tenant is a top-level account that contains one or more business units. A business unit is a sub-account that can have its own data, content, users, and permissions. To set up Marketing Cloud account hierarchy for a company that has ecommerce sites for three countries: Australia, New Zealand, and Singapore, a Solution Architect should recommend the following: Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm. This option allows the company to have a centralized account that can manage all the sites across different countries and regions. It also allows the company to have separate business units for each site that can have their own data, content, users, and permissions. This way, the company can maintain consistency and compliance across all the sites, while also enabling personalization and segmentation for each site. Option A is incorrect because using a separate Marketing Cloud tenant for each site is not necessary or advisable. It would create complexity and inefficiency in managing multiple accounts and duplicating data and content across them. It would also increase the cost and maintenance of the solution. Option B is incorrect because using a separate Marketing Cloud tenant for each realm and mapping business units to sites within each realm is not optimal or scalable. It would create inconsistency and fragmentation between the realms and limit the ability to share data and content across them. It would also increase the cost and maintenance of the solution. Option D is incorrect because using a single Marketing Cloud tenant and mapping business units to each realm is not sufficient or flexible. It would not allow the company to have separate data, content, users, and permissions for each site within a realm. It would also limit the ability to personalize and segment for each site.

References: https://help.salesforce.com/s/articleView?id=sf.mc_overview_account_hierarchy.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.mc_overview_business_units.htmandtype=5

QUESTION 5

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

Correct Answer: ABC

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

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