B2C-SOLUTION-ARCHITECT^{Q&As}

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QUESTION 1

A company needs to have specific fields encrypted in the user interface on the contact record in Service Cloud as well as on some fields in data extensions that exist only in the Marketing Cloud. The merchant believes that Salesforce Shield Encryption is a suitable solution.

Which two considerations are relevant for the merchant when determining an appropriate solution?

Choose 2 answers

A. With Shield, encrypted fields are not visible to the user, but there are no other feature impacts.

B. With Shield, encrypted fields cannot be used to filter or sort in Process Builder and Flow Builder.

C. Field-Level Encryption is also required on Marketing Cloud to encrypt the custom fields.

D. Shield encryption can be done on any standard or custom field on all field types, but cannot be set to encrypt those fields in Marketing Cloud.

Correct Answer: BD

Salesforce Shield Encryption is a feature that allows encrypting sensitive data at rest in Salesforce without compromising functionality or performance. Shield Encryption uses probabilistic encryption to protect data while preserving its format and length. Field-Level Encryption is a feature in Marketing Cloud that allows encrypting sensitive data at rest in Marketing Cloud using customer-managed keys. Field-Level Encryption uses deterministic encryption to protect data while preserving its format and length. When determining an appropriate solution for encrypting specific fields in Service Cloud as well as in data extensions in Marketing Cloud, the following considerations are relevant: With Shield, encrypted fields cannot be used to filter or sort in Process Builder and Flow Builder. Process Builder and Flow Builder are tools in Salesforce that allow creating automated workflows and processes based on certain criteria or conditions. However, Shield Encryption does not support filtering or sorting on encrypted fields in these tools, because probabilistic encryption does not allow exact matching or comparison of values. Shield encryption can be done on any standard or custom field on all field types, but cannot be set to encrypt those fields in Marketing Cloud. Shield Encryption supports encrypting any standard or custom field on any field type in Salesforce, such as text, email, phone, date, etc. However, Shield Encryption does not apply to Marketing Cloud fields or data extensions, because they are stored in a separate database from Salesforce. To encrypt fields in Marketing Cloud, Field- Level Encryption must be used. Option A is incorrect because with Shield, encrypted fields are visible to the user if they have the View Encrypted Data permission, but there are other feature impacts such as filtering, sorting, searching, etc. Option C is incorrect because Field-Level Encryption is not required on Marketing Cloud to encrypt the custom fields if they are already encrypted by Shield Encryption in Service Cloud. However, Field-Level Encryption can be used on Marketing Cloud if additional encryption or customer-managed keys are needed. References:
https://help.salesforce.com/s/articleView?id=sf.security_pe_overview.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.security_pe_considerations_general.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.mc_overview_field_level_encryption.htmandtype=5

QUESTION 2

A company contracted with a Satesforce implementation partner. A Solution Architect and a functional architect from the partner firm met with the business and IT stakeholders in the initial business discovery workshop. During that time, the Solution Architect gathered requirements about how the system needs to function in Salesforce with data flowing to downstream systems. The company also provided sketches of a potential user interface they want to see.

Which three actions should the Solution Architect take to ensure the right solution can be delivered?

Choose 3 answers

A. Capture functional specifications that contain business processes and expectations of how they translate to user interface behavior.

B. Design the annotated wireframes of the current user interface and finalize the future state data architectures.

C. Ask the company to describe system integrations and primary source of records to support business requirements.

D. Investigate the challenges that the company is experiencing with their existing setup and understand how they expect the future solution to solve those challenges.

E. Thank the company for providing solution specifications and deliver those to the technical team.

Correct Answer: ACD

These answers are correct because they are part of the solution design process that a Solution Architect should follow to ensure the right solution can be delivered. Capturing functional specifications, understanding system integrations and data sources, and identifying pain points and expected outcomes are essential steps to design a solution that meets the business needs and expectations.

References: https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process

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QUESTION 3

An organization wants to avoid sending post-purchase review emails until a customer has had a chance to receive and try out their order. The typical shipping duration is around 3 days, but the organization is unsure about how long it takes a customer to try the product once it has been delivered.

What should the company do to leverage its Salesforce product suite and optimize the open rates for its post-purchase emails?

A. Use B2C Commerce to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Einstein Engagement Split based on open rate to optimize the additional delay for product testing.

B. Use Salesforce Order Management to add the customer to a Marketing Cloud post- purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Engagement Split with 1-, 2-, and 3-day Wait activity based on open rate to optimize the additional delay for product testing.

C. Use B2C Commerce to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Engagement Split with 1-, 2-, and 3-day Wait activity based on open rate to optimize the additional delay for product testing.

D. Use Salesforce Order Management to add the customer to a Marketing Cloud post- purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Einstein Engagement Split based on open rate to optimize the additional delay for product testing.

Correct Answer: A

B2C Commerce can trigger a Marketing Cloud post-purchase journey using the Transactional Messaging API. Journey Builder can use a Wait activity to delay the email delivery based on a fixed duration or a date attribute. Einstein Engagement Split can use AI to determine the optimal path for each customer based on their engagement behavior, such as open rate. References: https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api https://help.salesforce.com/s/articleView?id=sf.mc_jb_wait_activity.htmandtype=5

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

QUESTION 4

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and wants to deliver integrated customer experiences across all three products. The company has one B2C Commerce realm serving two storefronts, a Salesforce org, and a Marketing Cloud instance with a single business unit that leverages email address as a subscriber key. None of these Salesforce Clouds are integrated. The company is also interested in integrating with Customer 360 Data Manager.

Which two Marketing Cloud implementation recommendations should a Solution Architect present to the company to adjust their architecture to adhere to Salesforce multi-cloud integration best practices?

Choose 2 answers

A. Marketing Cloud should serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier.

B. Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit.

C. Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices.

D. B2C Commerce should integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront.

Correct Answer: BC

Option B is correct because Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit. This is a recommended practice to enable multi-brand marketing campaigns and segmentation based on different storefronts and customer profiles. Option C is correct because Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices. This is a recommended practice to enable data integration and identity resolution across multiple Salesforce clouds using Customer 360 Data Manager. Email address is not a suitable subscriber key for multi-cloud scenarios, as it may change over time or be shared by multiple customers. Option A is incorrect because Marketing Cloud should not serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi- cloud customer identifier. This is not a recommended practice, as it would create data quality issues, security risks, and integration challenges across multiple Salesforce clouds. Customer email addresses are also not suitable as a multi- cloud customer identifier, as they may change over time or be shared by multiple customers. Option D is incorrect because B2C Commerce should not integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront. This is not a recommended practice, as it would create data duplication, synchronization issues, and performance impacts across multiple Salesforce clouds. B2C Commerce should integrate with Service Cloud or Customer 360 Data Manager to create or update customer records based on their actions on the storefront. References: [Get Started with B2C Solution Architect Cert Prep - Trailhead] [Certification - B2C Solution Architect - Trailhead] [B2C Solution Architect Certification Guide | Salesforce Ben]

QUESTION 5

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 Order Management solution?

Choose 3 answers

A. Salesforce Order Management synchronizes orders to and from B2C Commerce, which essentially replaces the Service Cloud Connector.

B. B2C Commerce order management does not support complex or advanced use cases.

C. The existing Service Cloud implementation team could extend the Salesforce Order Management product to the existing org.

D. Salesforce Order Management is a productized connector solution between B2C Commerce and Service Cloud; orders will be synchronized from the client B2C Commerce realm to multiple Salesforce Orgs without the need for customization.

E. Salesforce Order Management shares the same database with Service Cloud while other solutions need to build additional integration.

Correct Answer: BCE

B is correct because B2C Commerce order management does not support complex or advanced use cases such as split shipments, backorders, partial cancellations, or returns3. Salesforce Order Management provides these capabilities out of the box or with minimal customization. C is correct because Salesforce Order Management can be installed as a managed package in an existing Service Cloud org, which means that the existing Service Cloud implementation team can leverage their existing skills and knowledge to extend the product to meet the business needs. E is correct because Salesforce Order Management shares the same database with Service Cloud, which eliminates the need for additional integration between the two systems. Other solutions would require building custom integration to synchronize data between different databases. A is incorrect because Salesforce Order Management does not replace the Service Cloud Connector, which is used to synchronize data between Service Cloud and B2C Commerce. Salesforce Order Management integrates with both Service Cloud and B2C Commerce using platform events and REST APIs. D is incorrect because Salesforce Order Management does not support synchronizing orders from one B2C Commerce realm to multiple Salesforce orgs without customization. The standard integration assumes that there is a one-to- one relationship between a B2C Commerce realm and a Salesforce org. References: https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementOverview.html
https://help.salesforce.com/s/articleView?id=sf.om_order_management.htmandtype=
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https://help.salesforce.com/s/articleView?id=sf.om_data_model.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.om_b2c_commerce_integration.ht mandtype=5
https://help.salesforce.com/s/articleView?id=sf.om_b2c_commerce_integration_ov erview.htmandtype=5

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