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QUESTION 1

Northern Trail Outfitters (NTO) is implementing B2C Commerce and Service Cloud as part of an IT transformation project focused on improving the customer experience across all channels. As part of the Service Cloud implementation, there will also be a service portal implemented using Experience Cloud so that customers can better self-serve for the most common use cases. NTO customers are also heavily engaged on social services, so anything that can help them use their existing social accounts to log in will be essential to a great customer experience.

Which two things should a Solution Architect recommend to cover NTOs identity needs?

Choose 2 answers

- A. Define a user registration handler to support user provisioning and authentication via social services like Google and Facebook.
- B. Leverage Salesforce Identity as the identity provider to centralize authentication for both Experience Cloud and B2C Commerce in one place.
- C. Leverage B2C Commerce as the identity provider for both Storefront and the Service Portal.
- D. Use Salesforce CDP, which automatically syncs profiles and authentication information across systems.

Correct Answer: AB

Identity is a feature that allows managing user authentication and access across different applications and systems. Identity can be either internal or external to Salesforce, depending on where the user credentials are stored and verified. To cover NTOs identity needs, a Solution Architect should recommend the following: Define a user registration handler to support user provisioning and authentication via social services like Google and Facebook. A user registration handler is a class in Apex code that defines the logic for creating and updating user accounts based on information from an external identity provider. A user registration handler can support user provisioning and authentication via social services like Google and Facebook, by using OAuth 2.0 protocols and OpenID Connect standards to exchange user information and tokens between Salesforce and the social services. Leverage Salesforce Identity as the identity provider to centralize authentication for both Experience Cloud and B2C Commerce in one place. Salesforce Identity is a product that allows using Salesforce as an identity provider for other applications and systems. Salesforce Identity can centralize authentication for both Experience Cloud and B2C Commerce in one place, by using single sign-on (SSO) protocols and standards to enable users to log in to both applications with the same credentials. Option C is incorrect because leveraging B2C Commerce as the identity provider for both Storefront and the Service Portal is not possible or advisable. B2C Commerce does not support acting as an identity provider for other applications or systems, as it does not support SSO protocols or standards. Option D is incorrect because using Salesforce CDP, which automatically syncs profiles and authentication information across systems, is not a valid or available option. Salesforce CDP is a product that allows creating unified customer profiles from various data sources, but it does not sync or manage authentication information across systems.

References: https://help.salesforce.com/s/articleView?id=sf.identity_overview.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.identity_provider.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.sso_about.htm&type=5 https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_interface_Auth_RegistrationHandler.htm

QUESTION 2

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>

QUESTION 3

A company had strong new-customer growth for the year but has noticed that lifetime value has been declining. They want to run automated re-engagement campaigns with customers who made purchases in the last 24 months but are unsure of where to start. They have Service Cloud, Marketing Cloud, and B2C Commerce implemented and recently began using Tableau CRM (formerly Einstein Analytics).

Which two recommendations should a Solution Architect provide to the company to improve the success of the automated campaign? Choose 2 answers

- A. Configure Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder
- B. Use SMS as a channel due to its significantly higher engagement rate as compared to email
- C. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
- D. Consider using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months

Correct Answer: AD



Option A is correct because configuring Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder is a valid recommendation to improve the success of the automated campaign. Einstein Retargeting Recommendations uses machine learning to identify customers who are likely to purchase again based on their past behavior and preferences, and automatically creates segments for Journey Builder to send personalized messages and offers. Option D is correct because using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months is a valid recommendation to improve the success of the automated campaign. Einstein Discovery uses advanced analytics and AI to analyze data from multiple sources and generate predictive insights and recommendations. A retargeting score can help the company prioritize and target customers who have a high probability of buying again. Option B is incorrect because using SMS as a channel due to its significantly higher engagement rate as compared to email is not a valid recommendation to improve the success of the automated campaign. SMS may have a higher engagement rate than email, but it also has a higher cost and a lower personalization potential. SMS should be used sparingly and strategically for time- sensitive or urgent messages, not for general re-engagement campaigns. Option C is incorrect because generating personalized coupon codes in B2C Commerce and sending them through Marketing Cloud to be able to effectively track impact of campaigns is not a valid recommendation to improve the success of the automated campaign. Personalized coupon codes may increase conversions and loyalty, but they also reduce margins and profitability. Coupon codes should be used selectively and carefully for customers who have a high lifetime value or a high retargeting score, not for all customers who made purchases in the last 24 months. References: [Get Started with B2C Solution Architect Cert Prep - Trailhead] [Certification - B2C Solution Architect - Trailhead] B2C Solution Architect Certification Guide | Salesforce Ben

QUESTION 4

A university is considering using Experience Cloud so its students can interact with advisors who have Service Cloud licenses. The university would like to offer the easiest path for existing students to log in while still maintaining security.

They have an on- premises Active Directory identity provider and use Google Workspace (formerly known as G Suite) for student email addresses.

What should a Solution Architect recommend?

- A. Implement Social Sign On with OpenId Connect and Google Workspace as Auth Provider.
- B. Implement Active Directory and Salesforce Identity for SAML delegated Single Sign On.
- C. Implement Aloha template for students to access email with Salesforce Authenticator app.
- D. Implement OAuth 2.0 authentication protocol with Google Workspace as Service Provider.

Correct Answer: A

A is correct because implementing Social Sign On with OpenID Connect and Google Workspace as Auth Provider is a simple and secure way to allow existing students to log in to Experience Cloud using their Google Workspace credentials¹. This also eliminates the need for creating and managing separate user accounts in Experience Cloud. B is incorrect because implementing Active Directory and Salesforce Identity for SAML delegated Single Sign On would require the university to set up and maintain a SAML identity provider and configure it with Salesforce Identity. This would be more complex and costly than using Social Sign On with Google Workspace². C is incorrect because implementing Aloha template for students to access email with Salesforce Authenticator app would not meet the requirement of using the existing Google Workspace email addresses. Aloha template is a pre-built template for Experience Cloud that provides email functionality, but it does not integrate with Google Workspace³. Salesforce Authenticator app is a mobile app that provides two-factor authentication, but it does not integrate with Google Workspace either. D is incorrect because implementing OAuth 2.0 authentication protocol with Google Workspace as Service Provider would not meet the requirement of using the easiest path for existing students to log in. OAuth 2.0 is a protocol that allows users to authorize third-party applications to access their data, but it does not provide authentication or single sign on functionality.



References:

- 1: https://help.salesforce.com/s/articleView?id=sf.networks_auth_provider_openid_connect.htm&type=5
 - 2: https://help.salesforce.com/s/articleView?id=sf.identity_provider_saml.htm&type=5
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QUESTION 5

A luxury retailer is about to implement B2C Commerce and Marketing Cloud for their online presence. They are well known for their privacy when it comes to their customers' purchases within their stores and would like that 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 their customers' privacy?

Choose 2 answers

- A. Enable terms and conditions functionality within Marketing Cloud to have customers opt-in.
- B. Determine the customer's tracking preference using the B2C Commerce Shop API.
- C. Use profile and preference center functionality for Marketing Cloud Email Studio to capture consent and opt-in confirmation.
- D. Create cookies initially, then delete once the customer asks to deny.

Correct Answer: AC

To adhere to global data privacy acts and respect customers' privacy, the retailer should enable terms and conditions functionality within Marketing Cloud, which will allow them to display a custom message and a checkbox for customers to agree before they can submit a form or join a list. The retailer should also use profile and preference center functionality for Marketing Cloud Email Studio, which will allow them to capture consent and opt-in confirmation from customers, as well as provide them with options to manage their email preferences and unsubscribe.

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