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QUESTION 1

Key business stakeholders have asked for a new business requirement that requires a multi-cloud solution design using self-service commerce, a service agent console, and marketing communication. A Solution Architect was brought in to lead the end-to-end solution design and delivery.

Which two actions should the Solution Architect take to accurately capture these requirements?

Choose 2 answers

- A. Set up DevOps processes and environments in preparation for the discovery workshops.
- B. Design the solution and hand it off to the delivery team to start to build and test it.
- C. Include functional and technical experts across discovery workshops to ensure requirements and priorities are captured.
- D. Draft a requirements and process document. Invite key business and technical/design team stakeholders to review and approve.

Correct Answer: CD

These answers are correct because they are actions that a Solution Architect should take to accurately capture the requirements for a multi-cloud solution design. Including functional and technical experts across discovery workshops can help ensure that the requirements and priorities are captured from different perspectives and domains. Drafting a requirements and process document can help document the business needs, expectations, and constraints for the solution design. Inviting key business and technical/design team stakeholders to review and approve the document can help validate the requirements and ensure alignment.

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

QUESTION 2

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.

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. Salesforce Order Management
- B. Service Cloud
- C. Sales Cloud
- D. Marketing Cloud
- E. Heroku

Correct Answer: ABD

These answers are correct because they are systems that can meet the company's requirements for delivering a full list of all customer orders throughout their engagement lifetime, providing lifetime engagement tracking and history of the customer, and calculating the lifetime value of customers based on their orders. Salesforce Order Management can manage order lifecycle from capture to fulfillment across multiple channels. Service Cloud can provide a complete view of customer interactions across sales, service, marketing, and commerce. Marketing Cloud can track customer engagement across email, mobile, social, web, and more. CRM Analytics can provide insights into customer lifetime value based on order data and engagement history. References:

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

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.icx_b2c_crosscloudengagement_connectors.htm&language=en_US&type=5

<https://www.salesforce.com/products/marketing-cloud/what-is-marketing-cloud/>

QUESTION 3

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

- 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.

Correct Answer: BD

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.

References:

<https://www.salesforce.com/products/platform/products/shield/>

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

QUESTION 4

A company is implementing B2C Commerce, Service Cloud, and Marketing Cloud. The company is based in Europe and needs to be compliant with GDPR.

Which two design implementations should a Solution Architect use to ensure GDPR compliance?

Choose 2 answers

- A. Use email addresses, SMS, or other channel addresses as the contact key (subscriber key) in Marketing Cloud
- B. Use a Salesforce record ID as a single unique identifier to apply across channels and clouds
- C. Set tracking site preference for each storefront
- D. Set field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud

Correct Answer: BD

B. Using a Salesforce record ID as a single unique identifier to apply across channels and clouds can help ensure GDPR compliance by enabling data portability, deletion, and anonymization across systems. This can also reduce data duplication and improve data quality. D. Setting field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud can help ensure GDPR compliance by protecting sensitive data from unauthorized access or disclosure. This can also help meet the requirements of data minimization and pseudonymization.

References: https://trailhead.salesforce.com/en/content/learn/modules/gdpr_basics/gdpr_basics_principles

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

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_security.htm&type=5

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

QUESTION 5

Northern Trail Outfitters (NTO) wants to bring data from across all parts of their Salesforce Customer Success Platform into the Marketing Cloud account. A Solution Architect recommends using Synchronized Data Sources in Contact Builder and Marketing Cloud Connect to integrate multiple business units in their account.

Which API does the Solution Architect need to use with Marketing Cloud Connect for this integration?

- A. Tooling API
- B. REST API



C. SOAP API

D. Streaming API

Correct Answer: C

C is correct because Marketing Cloud Connect uses the SOAP API to integrate multiple business units in Marketing Cloud with Salesforce core orgs. The SOAP API enables data synchronization, triggered sends, journey builder integrations,

and tracking data.

A is incorrect because the Tooling API is used to create and modify metadata in Salesforce core orgs, such as custom objects, fields, workflows, etc. It is not used for Marketing Cloud Connect integration.

B is incorrect because the REST API is used to access resources in Marketing Cloud, such as contacts, content, campaigns, etc. It is not used for Marketing Cloud Connect integration.

D is incorrect because the Streaming API is used to receive notifications of data changes in Salesforce core orgs, such as record updates, deletes, etc. It is not used for Marketing Cloud Connect integration.

References:

<https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm>

https://developer.salesforce.com/docs/atlas.en-us.api_tooling.meta/api_tooling/intro_api_tooling.htm :
<https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm>

https://developer.salesforce.com/docs/atlas.en-us.api_streaming.meta/api_streaming/intro_stream.htm

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