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QUESTION 1

An ecommerce company has one B2C Commerce Primary Instance Group with three storefronts and is considering Marketing Cloud for email messaging and customer journey orchestration. The company has a strong desire to implement product recommendations in their email messaging as well as implement the abandoned cart use-case.

Which two approaches should a Solution Architect recommend to ensure that the company can implement solutions that align with their requirements?

Choose 2 answers

- A. Implement Marketing Cloud with a single business unit as that unit can share its product catalog across the three B2C Commerce storefronts and generate storefront-specific product recommendations.
- B. Implement a separate business unit for each B2C Commerce storefront to ensure that each storefront has its own Marketing Cloud product catalog from which product recommendations will be driven.
- C. Implement abandoned cart using Marketing Cloud's Behavioral Trigger feature and create an abandonment journey for all three storefronts from a single business unit. Marketing Cloud will manage ensuring that product recommendations are storefront specific via Marketing Cloud Einstein.
- D. Implement abandoned cart using Marketing Cloud's Behavioral Trigger feature and create an abandonment journey for each storefront and their paired business unit. The B2C Commerce storefront must also be extended to re-create the customer's shopping cart with abandoned products.

Correct Answer: BD

This approach allows the company to have a separate business unit for each B2C Commerce storefront, which provides data segregation and customization for each market. Each business unit can have its own Marketing Cloud product catalog, which is a data extension that contains product information for generating product recommendations using Einstein. D. This approach allows the company to implement abandoned cart using Marketing Cloud's Behavioral Trigger feature, which can track customer behavior on the B2C Commerce storefront and trigger an email journey based on predefined rules. The abandonment journey can include product recommendations based on the products left in the cart. The B2C Commerce storefront must also be extended to re-create the customer's shopping cart with abandoned products using a link or button in the email. References:

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

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

<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/abandoned-cart>

QUESTION 2

Northern Trail Outfitters (NTO) wants to upgrade its customer service by providing the opportunity for customers to engage using social messaging channels such as Facebook, WhatsApp, and SMS to resolve issues and ask questions. They already use Marketing Cloud Mobile Connect and Social Studio. Alongside these, the Solution Architect also recommends implementing Digital Engagement features in Service Cloud.

Which two reasons should a Solution Architect use to justify those recommendations?

Choose 2 answers

- A. Mobile Connect lacks integration with the service agent console without Digital Engagement
- B. Mobile Connect only supports outbound messaging in selected countries



- C. Social Studio does not support 1:1 messaging on the apps listed in the scenario
- D. Social Studio is limited to listening to social channel and not responding

Correct Answer: AC

Digital Engagement is a set of features in Service Cloud that enables agents to communicate with customers using social messaging channels such as Facebook, WhatsApp, and SMS. To justify the recommendation of implementing Digital

Engagement, a Solution Architect can use the following reasons:

Mobile Connect lacks integration with the service agent console without Digital Engagement. Mobile Connect is a feature in Marketing Cloud that allows sending and receiving SMS messages. However, without Digital Engagement, Mobile

Connect messages cannot be handled by Service Cloud agents in the service console or omnichannel routing.

Social Studio does not support 1:1 messaging on the apps listed in the scenario. Social Studio is a feature in Marketing Cloud that allows listening and engaging with customers on social media platforms. However, Social Studio does not support direct messaging on Facebook or WhatsApp, which are popular social messaging channels.

Option B is incorrect because Mobile Connect supports outbound messaging in more than 200 countries. Option D is incorrect because Social Studio can respond to public posts or comments on social media platforms.

References:

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

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

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

QUESTION 3

A B2C Commerce merchant has multiple live sites across different brands and geographies all supported by Service Cloud and Marketing Cloud. Unfortunately, the merchant is having customer service challenges caused by fragmented views of the customer. Customers occasionally use alternate email addresses, make purchases as guests, and contact customer service anonymously. The Success Manager believes that Customer 360 Data Manager could help them solve their problem.

How should a Solution Architect describe the role of Customer 360 Data Manager in this context?

- A. Customer 360 Data Manager can be used to recognize customers as humans and extend existing records related to that human across connected systems with a consistent Global Party ID.
- B. Customer 360 Data Manager can be used to identify multiple records within each separate system representing the same person and assigning them a consistent Global Party ID; additional custom development is then required to relate those IDs between systems.
- C. Customer 360 Data Manager cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.



D. When Customer 360 Data Manager is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed by Customer 360 Data Manager.

Correct Answer: A

Customer 360 Data Manager is a platform service that enables companies to connect customer data across Salesforce apps and create a unified customer profile. It uses advanced matching algorithms to identify and link customer records from different systems based on common attributes such as name, email, phone, address, etc. It also assigns a consistent Global Party ID to each customer record, which serves as a unique identifier across systems. Customer 360 Data Manager can be used across multiple brands within a single merchant environment by creating separate data spaces for each brand. Option B is incorrect because Customer 360 Data Manager can relate the IDs between systems without additional custom development. Option C is incorrect because Customer 360 Data Manager supports multiple brands within a single merchant environment. Option D is incorrect because B2C Commerce, Service Cloud, and Marketing Cloud do not automatically use a common core Customer Profile managed by Customer 360 Data Manager; they need to be connected and configured via Customer 360 Data Manager.

References: <https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html>
https://help.salesforce.com/s/articleView?id=sf.c360_overview.htm&type=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

Northern Trail Outfitters (NTO) wants to integrate its product information management (PIM) system with B2C Commerce so shopping experiences can be relevant, personalized, and seamless across channels. They need the ability to search for product deltas in the PIM system and reflect those changes in B2C Commerce on a scheduled basis. The Solution Architect recommends using MuleSoft Accelerator for B2C Commerce for this integration.

Which two benefits should the Solution Architect highlight about API-led connectivity while implementing the MuleSoft accelerator for B2C Commerce?

Choose 2 answers

- A. It enables self-service and an increase in productivity through reusable microservices and APIs.
- B. It lets the business quickly integrate different systems without involving IT.
- C. It offers a template-driven approach for development.
- D. It enforces a distributed approach and allows for the creation of Experience APIs, Data APIs, and System APIs.

Correct Answer: AD

API-led connectivity is a method of connecting data to applications through reusable and purposeful APIs. MuleSoft Accelerator for Salesforce B2C Commerce Cloud is a solution that uses API-led connectivity to integrate B2C Commerce with

other systems such as PIM, ERP, or Service Cloud. The benefits of API-led connectivity while implementing the MuleSoft accelerator for B2C Commerce are:

It enables self-service and an increase in productivity through reusable microservices and APIs. API-led connectivity allows developers to create modular and reusable microservices and APIs that can be easily discovered, accessed, and

composed by other developers or business users. This reduces duplication of effort, increases agility, and accelerates time to market. It enforces a distributed approach and allows for the creation of Experience APIs, Data APIs, and System

APIs. API-led connectivity follows a distributed approach that decouples data sources from data consumers, enabling greater scalability, flexibility, and security. It also allows for the creation of three layers of APIs:

Experience APIs that tailor data to specific channels or devices, Data APIs that orchestrate data from multiple sources, and System APIs that connect to core systems of record.

Option B is incorrect because API-led connectivity does not let the business quickly integrate different systems without involving IT. It requires IT to design, build, and manage the APIs that enable integration. Option C is incorrect because



API-led connectivity does not offer a template-driven approach for development. It offers a methodology and a framework for developing APIs based on best practices.

References:

<https://www.mulesoft.com/resources/api/what-is-api-led-connectivity>

<https://www.mulesoft.com/exchange/org.mule.examples/mulesoft-accelerator-for-salesforce-b2c-commerce-cloud/>

QUESTION 6

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 CRM Analytics.

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

Choose 2 answers

- A. Use SMS as a channel due to its significantly higher engagement rate as compared to email
- B. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
- C. Use CRM Analytics to analyze customer engagement history over the last 24 months
- D. Configure Einstein Recommendations in Marketing Cloud to automate segment generation for Journey Builder

Correct Answer: AD

These answers are correct because they are recommendations that can improve the success of the automated re-engagement campaign. Using SMS as a channel can increase the engagement rate as compared to email, as SMS messages have higher open and response rates. Configuring Einstein Recommendations in Marketing Cloud can automate segment generation for Journey Builder, which can help create personalized and relevant messages based on customer data and behavior.

References: <https://www.salesforce.com/products/marketing-cloud/best-practices/sms-marketing-statistics/>
https://help.salesforce.com/s/articleView?id=sf.mc_pb_einstein_recommendations.htm&type=5

QUESTION 7

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.

Correct Answer: BCD

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 8

A US-based pet superstore wants to build a stronger relationship with their customers by offering an omnichannel, seamless experience at each customer interaction. Currently, they have over 1,500 stores, and numerous pet websites, services, and applications that are siloed, which is a major functional pain point. Recently, they purchased Service Cloud and B2C Commerce and want to integrate their systems as part of their digital transformation.

Which design and approach should a Solution Architect recommend for a robust and scalable multi-cloud integration?

- A. Implement an integration solution using an outbound messaging design pattern and Salesforce Connect as the integration approach, to connect the multiple clouds and on- premises applications.
- B. Implement a custom integration solution using lightweight middleware tools like Jitterbit or Talend.
- C. Build an application network by adopting an API-led connectivity approach that packages underlying connectivity and orchestration services as easily discoverable and reusable API building blocks.
- D. Build multiple point-to-point application integrations connecting the multi-cloud and on- premises applications using SOA (Service-Oriented Architecture) and SOAP web services.

Correct Answer: C

A multi-cloud integration is a solution that allows connecting and integrating data and applications across different cloud platforms and systems. A multi-cloud integration can provide various benefits, such as scalability, flexibility, resilience,



and innovation. To design and implement a robust and scalable multi-cloud integration, a Solution Architect should recommend the following: Build an application network by adopting an API-led connectivity approach that packages underlying connectivity and orchestration services as easily discoverable and reusable API building blocks. An application network is a way of organizing applications, data, and devices into a network of reusable services that can be composed and recomposed to meet changing business needs. An API-led connectivity approach is a methodical way to connect data and applications through reusable and purposeful APIs that are developed to play a specific role: unlocking data from systems, composing data into processes, or delivering an experience. By building an application network using an API-led connectivity approach, the Solution Architect can enable a composable, connected, and automated solution that can leverage the capabilities of different cloud platforms and systems in a flexible and agile way. Option A is incorrect because implementing an integration solution using an outbound messaging design pattern and Salesforce Connect as the integration approach is not suitable or scalable for a multi-cloud integration. An outbound messaging design pattern is a way of sending notifications from Salesforce to external systems when a record is created or updated. Salesforce Connect is a feature that allows accessing and integrating external data from various sources without copying or storing it in Salesforce. These approaches are limited in functionality, performance, security, and reliability for a complex multi-cloud integration scenario. Option B is incorrect because implementing a custom integration solution using lightweight middleware tools like Jitterbit or Talend is not optimal or sustainable for a multi-cloud integration. Lightweight middleware tools are software applications that provide basic integration capabilities, such as data transformation, routing, orchestration, etc. However, these tools are not designed for building an application network or supporting an API-led connectivity approach. They also require custom code or configuration that can increase the cost and complexity of the solution. Option D is incorrect because building multiple point-to-point application integrations connecting the multi-cloud and on-premises applications using SOA (Service-Oriented Architecture) and SOAP web services is not advisable or scalable for a multi-cloud integration. Point-to-point integrations are direct connections between two applications or systems that are tightly coupled and hard to maintain. SOA is an architectural style that organizes applications into loosely coupled services that communicate through standardized interfaces. SOAP web services are protocols that allow exchanging structured data between applications using XML messages. However, these approaches are outdated and inefficient for a modern multi-cloud integration scenario. They also create complexity and fragility in the solution. References:
<https://www.mulesoft.com/resources/api/what-is-api-led-connectivity> <https://www.mulesoft.com/resources/api/what-is-an-application-network> https://help.salesforce.com/s/articleView?id=sf.datacloud_connect_overview.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.workflow_om_outboundmessaging.htm&type=5

QUESTION 9

A company wants to use the Salesforce Platform for their needs. They need a marketing solution, an online ordering platform, and a b solution for service agents, The goal of the company is to provide end-to-end support for their customers.

What is an example of a deliverable that the Solution Architect should provide to make sure the company understands the solution that is needed?

- A. Technical Design Specification showing the data mapping/model and systems integration
- B. Final design document for storefront pages and service agent experience
- C. Email templates and copy for suggested marketing emails
- D. Organization chart of the company completed by the Solution Architect

Correct Answer: A

A Technical Design Specification is a document that describes the technical architecture and design of a solution, including the data mapping/model and systems integration. This document can help the company understand the solution that

is needed and how it will meet their requirements.



References:

<https://trailhead.salesforce.com/content/learn/modules/solution-design-for-technical-architects/define-the-technical-architecture>

QUESTION 10

A retail company currently uses B2C Commerce and Marketing Cloud to enable a seamless customer experience. They are evaluating tools to better support customer service activities like their call center for online ordering and social customer service.

Which two functionalities should a Solution Architect discuss with the company to explain the value of Service Cloud? Choose 2 answers A. Ability to create a B2C storefront using Digital Experiences.

B. Ability to de-duplicate and create a single customer identity.

C. Ability to allow the agent to see purchase history to support case management

D. Ability to have a customer leave a journey when they have an escalated case.

Correct Answer: CD

Service Cloud is a product that allows managing customer service interactions across different channels and systems. To explain the value of Service Cloud to a retail company that currently uses B2C Commerce and Marketing Cloud, a

Solution Architect can discuss the following functionalities:

Ability to allow the agent to see purchase history to support case management. Service Cloud can integrate with B2C Commerce to display customer order history and details in the service console or omnichannel routing. This allows agents

to have a complete view of customer transactions and provide faster and more personalized service.

Ability to have a customer leave a journey when they have an escalated case. Service Cloud can integrate with Marketing Cloud to trigger customer journey changes based on case events. For example, if a customer has an escalated case,

Service Cloud can send a signal to Marketing Cloud to pause or exit the customer from a marketing journey, and resume or re-enter the customer when the case is resolved.

Option A is incorrect because Service Cloud does not provide the ability to create a B2C storefront using Digital Experiences. Digital Experiences is a feature of Experience Cloud that allows creating branded websites and portals for

customers, partners, or employees. Option B is incorrect because Service Cloud does not provide the ability to de-duplicate and create a single customer identity. This functionality can be achieved by using Customer 360 Data Manager or

other data integration tools.

References:

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

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.mc_co_journey_builder.htm&type=

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

<https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html>

QUESTION 11

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

QUESTION 12

A financial company uses an external system for pricing and quotation.

What is the recommended approach to use the pricing and discount rules in the external system within Salesforce during the loan application process?

- A. Rebuild the logic used in the external system using Apex.
- B. Use the API callout component in Process Builder to retrieve the latest information from the external system during the loan application process.
- C. Use an external object to store pricing and discount information.



D. Use the Apex callout to retrieve the latest information from the external system during the loan application process.

Correct Answer: D

This option allows you to use Apex code to make HTTP requests and receive HTTP responses from an external system, such as a pricing and quotation service. You can use the `@future(callout=true)` annotation to make asynchronous callouts from Apex triggers or invocable methods. The other options are either not feasible or not optimal for this use case.

QUESTION 13

A retail company that sell fitness products is implementing Service Cloud, B2C Commerce, and Marketing Cloud. In order to provide their customers with personalized recommendations, they are capturing and storing certain PII and health information. In order to adhere to compliance and regulations, they need to ensure shared data is encrypted across all platforms.

What features should a Solution Architect recommend to accomplish this?

- A. Use Shield platform Encryption to encrypt data in Service Cloud, Enable Encrypted Data Sanding (EDS) in Marketing Cloud, and use B2C Commerce's crypto API.
- B. Platform Encryption to encrypt data in Service Cloud, Marketing Cloud, and B2C Commerce.
- C. Use Shield platform Encryption to encrypt data in Service Cloud and B2 Commerce. Data in Marketing Cloud is encrypted by default.
- D. Use Shield Platform Encryption to encrypt data in Service Cloud, enable encryption at rest in Marketing Cloud, and enable encryption at rest in B2C Commerce.

Correct Answer: A

Shield Platform Encryption is a feature that allows you to encrypt sensitive data at rest in Service Cloud and B2C Commerce, while preserving platform functionality. Encrypted Data Sending (EDS) is a feature that allows you to send encrypted data from Service Cloud to Marketing Cloud using an encryption key that only you control. B2C Commerce's crypto API is a set of methods that allow you to encrypt and decrypt data using symmetric or asymmetric keys in your code.

References:

[Salesforce Shield Platform Encryption Implementation Guide] [Encrypted Data Sending (EDS) for Marketing Cloud] [B2C Commerce Crypto API]

QUESTION 14

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

Correct Answer: ABD

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 15

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.



Correct Answer: AB

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
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