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QUESTION 1

An ecommerce company has one Primary Instance Group with three instances and one Secondary Instance Group with five sandboxes.

They are expanding and adding people in multiple locations to manage the storefront. They would like additional sandboxes to support their expansion efforts into new markets with new templates, scripts, and controllers.

Which approach should a Solution Architect recommend?

- A. Add new instances to the Primary Instance Group for new sandboxes in each realm.
- B. Add a Tertiary Instance Group to add sandboxes to the existing realm.
- C. Add a new realm for each new market to get additional sandboxes for each realm.
- D. Add new sandboxes to the Secondary Instance Group for the current realm.

Correct Answer: D

The Secondary Instance Group is used for sandboxes in B2C Commerce. Adding new sandboxes to this group does not require creating a new realm or adding instances to the Primary Instance Group, which is used for production and staging instances.

References: <https://developer.salesforce.com/docs/commerce/b2c-commerce/guide/b2c-developer-sandboxes.html>

QUESTION 2

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.htm&type=](https://help.salesforce.com/s/articleView?id=sf.om_order_management.htm&type=5)
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https://help.salesforce.com/s/articleView?id=sf.om_b2c_commerce_integration.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.om_b2c_commerce_integration_overview.htm&type=5

QUESTION 3

A company is implementing a multi-locale solution that includes B2C Commerce, Service Cloud, and Marketing Cloud. Order confirmation emails are triggered from either B2C Commerce or Service Cloud and sent from Marketing Cloud.

What are two possible reasons why the shipping method name and description can be missing when these emails are triggered for languages other than US English, while other translated content appears correctly?

Choose 2 answers

- A. The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale.
- B. The subscriber in Marketing Cloud does not have a preferred locale set.
- C. The locale is not set correctly in the body of the email template.
- D. The ShippingMethods data extension is missing the label and description field for the corresponding locale.

Correct Answer: AD

The shipping method name and description can be missing when order confirmation emails are triggered for languages other than US English, while other translated content appears correctly, for the following possible reasons: The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale. The shipping method name and description are stored as attributes in B2C Commerce or Service Cloud, and they need to be translated and localized for each supported locale. If the translation or localization is missing or



incorrect, the order confirmation email may not display them properly. The ShippingMethods data extension is missing the label and description field for the corresponding locale. The ShippingMethods data extension is a table in Marketing Cloud that stores the shipping method information for each locale. It has fields for label and description that need to match the values in B2C Commerce or Service Cloud. If the fields are missing or mismatched for a certain locale, the order confirmation email may not display them properly. Option B is incorrect because the subscriber in Marketing Cloud does not need to have a preferred locale set. The locale can be determined by the order data or the storefront language. Option C is incorrect because the locale can be set correctly in the email template using AMPscript or SSJS variables. References: https://help.salesforce.com/s/articleView?id=sf.mc_co_transactional_messaging.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_order_confirmation_email.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_shipping_methods_data_extension.htm&type=5

QUESTION 4

A company currently uses B2C Commerce and Service Cloud for one of its storefronts. They are now considering implementing the Order on Behalf of flow. Which consideration must a Solution Architect keep in mind while implementing the Order on Behalf of flow?

- A. The Service Cloud Connector is not available for guests or anonymous storefront shoppers. Use Order on Behalf with registered B2C Commerce customer accounts.
- B. The Service Cloud Connector enables data synchronization through SOAP services using Service Cloud and B2C Commerce. REST services are not available for such data synchronization needs.
- C. The Service Cloud Connector does not require B2C Commerce to be registered as a remote site as long as the Service Cloud org and B2C Commerce realm are in the same geographic region.
- D. The Service Cloud Connector can work with any valid Service Cloud user. There is no specific need for an Integration User with administrative rights.

Correct Answer: A

A is correct because the Service Cloud Connector only works with registered B2C Commerce customer accounts and does not support guests or anonymous storefront shoppers. The connector uses the customer ID to link the Service Cloud contact with the B2C Commerce customer profile. B is incorrect because the Service Cloud Connector supports both SOAP and REST services for data synchronization between Service Cloud and B2C Commerce. C is incorrect because the Service Cloud Connector requires B2C Commerce to be registered as a remote site in Service Cloud regardless of the geographic region. This is to allow outbound messages from Service Cloud to B2C Commerce. D is incorrect because the Service Cloud Connector requires a dedicated Integration User with administrative rights in both Service Cloud and B2C Commerce. This user is used to authenticate and authorize the data synchronization between the two systems. References: <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorOverview.html> <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorDataSynchronization.html> <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorSetup.html> <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorUserSetup.html>

QUESTION 5

A customer has been using Marketing Cloud with their existing (non-Salesforce) ecommerce site for more than 3 years and is now implementing Service Cloud to help improve the quality of support given to their customers. While Service

Cloud will be integrated with the ecommerce site and they want to use many Marketing Cloud Connect features, the customer is insisting on continuing to use the existing integration between the ecommerce site and Marketing Cloud



until

they move to Salesforce B2C Commerce (planned for the coming 2 years).

Which two concerns should the Solution Architect raise with the customer considering the approach they want to take?

Choose 2 answers

- A. Additional Matching rules will need to be implemented in Service Cloud to ensure identities are merged before messaging in Marketing Cloud.
- B. Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents.
- C. Journey Builder will need to be used to update the Contact Key directly in Marketing Cloud to ensure the existing ecommerce site integration can continue to be used.
- D. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date.

Correct Answer: BD

B. Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents. Marketing Cloud Connect can only track email sends that are initiated from Marketing Cloud or Salesforce CRM, not from an external ecommerce site. This means that the Service Agents will not have a complete view of the customer's email interactions or preferences. D. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date. Marketing Cloud Connect uses the Salesforce Contact ID or Lead ID as the contact key in Marketing Cloud, which is a unique identifier for each contact or lead. If the existing ecommerce site integration uses a different identifier, such as email address or customer ID, then it may create duplicate contacts in Marketing Cloud when syncing with Service Cloud. This can affect the contact count, billing, and personalization in Marketing Cloud.

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

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