B2C-SOLUTION-ARCHITECT^{Q&As}

Salesforce Certified B2C Solution Architect

Pass Salesforce B2C-SOLUTION-ARCHITECT Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

https://www.geekcert.com/b2c-solution-architect.html

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce Official Exam Center

⚙ **Instant Download** After Purchase

⚙ **100% Money Back** Guarantee

⚙ **365 Days** Free Update

⚙ **800,000+** Satisfied Customers

QUESTION 1

Universal Containers (UC) is working on an initial release of Service Cloud and B2C Commerce. The UC management team is excited about the new features and wants to go to market with the new solution as soon as possible even though the requirements are not completely mapped out.

A Solution Architect is asked to evaluate when UC can go live with a new B2C Commerce site, automated chatbots, Einstein case classification, Service Cloud Voice, and analytics.

How should a Solution Architect respond to the management team\\'s request to help formulate a roadmap for these new capabilities?

A. Facilitate a workshop with the management team, applying the relationship design process to create a roadmap aligned to business objectives.

B. Facilitate a workshop with the development team and create a list of prioritized user stories that can then be used to create a detailed roadmap.

C. Ask to follow the management team for a week to gain a better understanding of how they work and what information they need to formulate their roadmap.

D. Ask each member of the management team about their top three concerns, and use it to formulate the roadmap.

Correct Answer: A

This answer is correct because it is a way to respond to the management team\\'s request to help formulate a roadmap for these new capabilities using the relationship design process. The relationship design process is a method that centers

relationships as the building blocks of business and social value. It is based on four mindsets that can help design products and services from a place of compassion:

compassion, intention, courage, and reciprocity. By facilitating a workshop with the management team, applying the relationship design process, a Solution Architect can help create a roadmap that aligns with business objectives and builds

customer trust.

References: https://www.salesforce.com/blog/how-relationship-design-works/

QUESTION 2

Northern Trail Outfitters (NTO) is beginning an implementation of B2C Commerce, Service Cloud, and Marketing Cloud from legacy applications. NTO\\'s Data Management team is working on a data migration strategy and has to consider the complexity of the systems involved.

What should Marketing Cloud be the single source of truth of in this multi-cloud scenario\\'5

A. Individuals attributes such as name, address, birthday, and email

B. Customer journey flow

C. Order history

D. Customer product affinity

Correct Answer: B

Marketing Cloud should be the single source of truth for customer journey flow, which is the sequence of interactions that a customer has with a brand across different channels and touchpoints. Marketing Cloud can help design, execute, and optimize customer journeys using Journey Builder, which can leverage data from other systems, such as B2C Commerce or Service Cloud, to trigger or personalize journeys.

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

QUESTION 3

A company is using both Service Cloud and B2C Commerce but they are not using Mulesoft or any other integration middleware and do not plan on adding that in the near future. However, there is a need to keep customer records in sync across both Service Cloud and B2C Commerce. When a change to the customer record in Service Cloud takes place, such as an updated customer name, the same customer record should be updated in B2C Commerce. Assume that there is a common ID that uniquely identifies the customer across the two systems.

How should a Solution Architect deliver the desired functionality?

A. Send a platform event from Service Cloud and subscribe to the platform event in B2C Commerce using the built-in functionality

B. Develop a custom solution in Service Cloud to consume and communicate with B2C Commerce APIs

C. Send an Outbound Message from Service Cloud and catch and handle the Outbound Message using the B2C Commerce APIs

D. Use change data capture to send a message from Service Cloud and catch and handle the message using B2C Commerce Service Cloud Connector

Correct Answer: B

A custom solution in Service Cloud can use Apex or Lightning Web Components to call the B2C Commerce APIs and update the customer records in B2C Commerce. This option provides the most flexibility and control over the integration logic and error handling. Platform events, outbound messages, and change data capture are not supported by B2C Commerce out of the box, so they would require additional development or middleware to handle them.

References: https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_rest_code_sample_basic.htm https://developer.salesforce.com/docs/component-library/documentation/en/lwc/lwc.data_wire_example https://documentation.b2c.commercecloud.salesforce.com/DOC1/index.jsp?topic=%2Fcom.demandware.dochelp%2FOCAPI%2Fcurrent%2Fusage%2FRESTAPIs.html

---

QUESTION 4

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.htmandtype=5

QUESTION 5

A company recently launched their ecommerce sites for three countries: Australia, New Zealand, and Singapore. The company is now looking to set up marketing automations using Marketing Cloud.

Their B2C Commerce is configured with two realms: ANZ and SE Asia. Each country has a site within their respective realm: Australia and New Zealand sites are within ANZ and Singapore is within SE Asia.

Which account hierarchy should a Solution Architect recommend for the Marketing Cloud set up?

A. Use a separate Marketing Cloud tenant for each site

B. Use a separate Marketing Cloud tenant for each realm and map business units to sites within each realm

C. Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm

D. Use a single Marketing cloud tenant and map business units to each realm

Correct Answer: C

Marketing Cloud account hierarchy is the way of organizing Marketing Cloud accounts and business units to support different business needs and use cases. A Marketing Cloud tenant is a top-level account that contains one or more business units. A business unit is a sub-account that can have its own data, content, users, and permissions. To set up Marketing Cloud account hierarchy for a company that has ecommerce sites for three countries: Australia, New

Zealand, and Singapore, a Solution Architect should recommend the following: Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm. This option allows the company to have a centralized account that can manage all the sites across different countries and regions. It also allows the company to have separate business units for each site that can have their own data, content, users, and permissions. This way, the company can maintain consistency and compliance across all the sites, while also enabling personalization and segmentation for each site. Option A is incorrect because using a separate Marketing Cloud tenant for each site is not necessary or advisable. It would create complexity and inefficiency in managing multiple accounts and duplicating data and content across them. It would also increase the cost and maintenance of the solution. Option B is incorrect because using a separate Marketing Cloud tenant for each realm and mapping business units to sites within each realm is not optimal or scalable. It would create inconsistency and fragmentation between the realms and limit the ability to share data and content across them. It would also increase the cost and maintenance of the solution. Option D is incorrect because using a single Marketing Cloud tenant and mapping business units to each realm is not sufficient or flexible. It would not allow the company to have separate data, content, users, and permissions for each site within a realm. It would also limit the ability to personalize and segment for each site.

References: https://help.salesforce.com/s/articleView?id=sf.mc_overview_account_hierarchy.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.mc_overview_business_units.htmandtype=5

| Latest B2C-SOLUTION-ARCHITECT Dumps | B2C-SOLUTION-ARCHITECT VCE Dumps | B2C-SOLUTION-ARCHITECT Study Guide |