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QUESTION 1

An organization chose a multi-cloud solution that Is comprised of Service Cloud and B2C Commerce. The organization now wants to ensure that the theme of Its self-service portal Is consistent with the theme of its B2C Commerce storefront.

How should a Solution Architect ensure that this requirement Is met?

A. Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.

B. Set the value of the Portal Theme URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.

C. Copy any relevant .ess code from the organization\\\'s website and paste it into the pages for the self-service portal in Page Builder.

D. Make a copy of the appropriate .ess file from the organization\\\'s web server and upload it to the self-service portal.

Correct Answer: A

A self-service portal is a feature in Service Cloud that allows creating branded websites and portals for customers to access self-service resources, such as knowledge articles, case management, chat, etc. To ensure that the theme of the self- service portal is consistent with the theme of the B2C Commerce storefront, a Solution Architect should do the following: Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use. The Style Sheet URL setting is a configuration option in Service Cloud that allows specifying a custom style sheet for the self-service portal. The style sheet must be hosted on a publicly-accessible web server and must follow certain guidelines and limitations. By setting the value of the Style Sheet URL setting to match the style sheet used by the B2C Commerce storefront, the Solution Architect can ensure that the self-service portal has the same look and feel as the storefront. Option B is incorrect because there is no Portal Theme URL setting in Service Cloud. Option C is incorrect because copying any relevant CSS code from the organization\\\'s website and pasting it into the pages for the self-service portal in Page Builder is not a recommended or supported way of customizing the theme of the self-service portal. Option D is incorrect because making a copy of the appropriate CSS file from the organization\\\'s web server and uploading it to the self-service portal is not possible or advisable. The CSS file must be hosted on a publicly-accessible web server and referenced by the Style Sheet URL setting.

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

QUESTION 2

A financial services company wants to implement Service Cloud and Marketing Cloud. A number of profile attributes required for personalization in Marketing Cloud were identified as personally identifiable information (PII) and are too sensitive to be stored in Salesforce.

Tokenized Sending was presented as a way to address these concerns.

Which two implications should a Solution Architect consider if Marketing Cloud Connect is to be used for cloud integration?

Choose 2 answers

A. The synchronized data extensions will include the token and all PII attributes

B. All emails will need to be sent through Marketing Cloud or Marketing Cloud Connect to avoid disruptions

C. The standard email address field for contacts and leads needs to be populated with a token

D. The token with all supporting attributes will need to be stored in Service Cloud

Correct Answer: AC

Tokenized Sending is a feature in Marketing Cloud that allows sending messages with data that is too sensitive to store in Salesforce due to laws, regulations, or security policies. Tokenized Sending uses an API call to exchange data from an external system with Marketing Cloud at send time, without storing the data in Salesforce. Marketing Cloud Connect is a feature that enables integration between Marketing Cloud and other Salesforce clouds such as Service Cloud. When using Tokenized Sending with Marketing Cloud Connect, the following implications should be considered: The synchronized data extensions will include the token and all PII attributes. Synchronized data extensions are tables in Marketing Cloud that store data from other Salesforce clouds using data synchronization in Marketing Cloud Connect. When using Tokenized Sending, the synchronized data extensions will include the token as well as all personally identifiable information (PII) attributes such as name, email, phone, etc. The token will serve as the subscriber key and contact key in Marketing Cloud, while the PII attributes will be used for personalization and segmentation. The standard email address field for contacts and leads needs to be populated with a token. When using Tokenized Sending, the standard email address field for contacts and leads in other Salesforce clouds needs to be populated with a token instead of an actual email address. The token resembles a standard email address but contains encrypted information about the subscriber. The token is used to exchange data with the external system at send time and send messages to the actual email address. Option B is incorrect because not all emails need to be sent through Marketing Cloud or Marketing Cloud Connect to avoid disruptions when using Tokenized Sending. However, it is recommended to do so to ensure consistent tracking and deliverability data across clouds. Option D is incorrect because the token with all supporting attributes does not need to be stored in Service Cloud when using Tokenized Sending. The token and the attributes are stored in the external system and only exchanged with Marketing Cloud at send time. References: https://help.salesforce.com/s/articleView?id=sf.mc_overview_tokenized_sending1.htmandtype=5 https://help.salesforce.com/s/articleView?id=sf.mc_co_tokenized_sending.htmandtyp e=0

QUESTION 3

A customer service team raised a new business requirement that requires a multi-cloud solution design between B2C Commerce, Service Cloud, and Marketing Cloud. A Solution Architect has been hired to lead the design of the multi-cloud solution.

Which two actions should the Solution Architect take to accurately capture requirements and deliver the solution overview?

Choose 2 answers

A. Include functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function to ensure all requirements are captured.

B. Conduct discovery workshops and upon completion present the solution back to the design authority or executive stakeholders to validate the solution.

C. Conduct discovery workshops to create a user acceptance testing document and invite business owners, each cloud technical architect, and implementation development team.

D. Include the customer service team so that they can provide detailed user stories prior to the discovery workshops.

Correct Answer: AB

A is correct because including functional subject matter experts and technical resources across multiple discovery

workshops, grouped by business function, is a best practice for capturing requirements and ensuring alignment across

different stakeholders.

B is correct because conducting discovery workshops and presenting the solution back to the design authority or executive stakeholders is a best practice for validating the solution and obtaining feedback and approval.

C is incorrect because conducting discovery workshops to create a user acceptance testing document is not the purpose of discovery workshops. User acceptance testing documents are created after the solution design is finalized and

approved.

D is incorrect because including the customer service team to provide detailed user stories prior to the discovery workshops is not necessary. User stories are created during the discovery workshops based on the business requirements and

pain points identified by the stakeholders.

References:

1: https://trailhead.salesforce.com/content/learn/modules/om-salesforce-order-management/om-discovery-workshops

2: https://trailhead.salesforce.com/content/learn/modules/om-salesforce-order-management/om-user-acceptance-testing

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QUESTION 4

A company actively uses CI/CO processes for their Service Cloud implementation and is adding Marketing Cloud and Marketing Cloud Connect to their architecture. Under the current setup each developer has their own developer sandbox for development. Developers merge their changes into a sandbox for QA regularly, then once every week changes are moved to staging, and from staging to production instances.

Which set up should a Solution Architect propose to support this development approach considering costs and data segregation?

A. Set up one Marketing Cloud instance with a business unit for production and one business unit for testing that is connected to all Developer sandboxes

B. Set up one Marketing Cloud instance for testing and one for production, where the testing instance is connected to the staging sandbox

C. Set up one Marketing Cloud instance for each sandbox in Service Cloud

D. Set up one Marketing Cloud instance for production and create a Marketing Cloud sandbox to connect to each of the Service Cloud sandboxes

Correct Answer: D

A Marketing Cloud sandbox is a separate instance of Marketing Cloud that can be used for development, testing, and training purposes. A Marketing Cloud sandbox can be connected to a Service Cloud sandbox using Marketing Cloud

Connect, which allows data synchronization and cross-cloud functionality. This option supports the CI/CO processes and data segregation for each Service Cloud sandbox. The other options are either not feasible or not cost-effective.

References:

https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_sandbox.

htmandtype=5

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

QUESTION 5

Northern Trail Outfitters (NTO) wants to use Salesforce as a front end for creating accounts using the lead-to-opportunity process. When an opportunity is closed or won, an order must be created in the ERP, which manages orders. The organization has an Enterprise Service Bus (ESB) that supports the CometD protocol.

Which two integration approaches or steps should a Solution Architect recommend for this scenario?

Choose 2 answers

A. Define a new platform event in Salesforce and then create a Process Builder process to publish a platform event when the opportunity status changes to Closed-Won.

B. Enable ESB to publish to the platform event using the CometD protocol and notify the back-end ERP system to create the order synchronously.

C. Define a new platform event in the back-end system for the order details and then create a Process Builder process to initiate the platform event when the opportunity status changes to Closed-Won.

D. Enable ESB to subscribe to the platform event using the CometD protocol and notify the back-end ERP system to create the order asynchronously.

Correct Answer: AD

A is correct because defining a new platform event in Salesforce and publishing it with Process Builder when the opportunity status changes to Closed-Won is a valid way to trigger an integration with the ESB using the CometD protocol. D is

correct because enabling ESB to subscribe to the platform event using the CometD protocol and notifying the back-end ERP system to create the order asynchronously is a valid way to handle the integration with the ERP system using a

publish-subscribe model.

B is incorrect because publishing to a platform event using the CometD protocol requires an Apex trigger, not a Process Builder process. Also, creating the order synchronously would not be advisable as it would introduce latency and

dependency on the ERP system\\'s availability.

C is incorrect because defining a new platform event in the back-end system for the order details would not be possible as platform events are Salesforce-specific objects that can only be defined within Salesforce.

References:

https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_intro_emp.htm

https://developer.salesforce.com/docs/atlas.en-

us.platform_events.meta/platform_events/platform_events_subscribe.htm

https://developer.salesforce.com/docs/atlas.en-
us.platform_events.meta/platform_events/platform_events_publish_apex.htm

https://developer.salesforce.com/docs/atlas.en- us.platform_events.meta/platform_events/platform_events_define.htm

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