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QUESTION 1

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.htmandtype=
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htmandtype=5 https://help.sal
esforce.com/s/articleView?id=sf.icx_b2c_crosscloudengagement_connectors.htmandlanguage=en_USandtype=5
https://www.salesforce.com/products/marketing-cloud/what-is-marketing-cloud/

QUESTION 2

A company uses B2C Commerce to capture customer orders and then uses an ETL tool to send the orders to an ERP system for processing. The company also uses Service Cloud and would like to display the processed orders in that system as well, in case their service reps need to refer to an order. However, the order data itself does not need to be

copied.

Which tool can a Solution Architect use to meet this requirement?

A. Remote Process Invocation

B. Salesforce Connect

C. Streaming API

D. Batch Data Synchronization

Correct Answer: B

This answer is correct because Salesforce Connect can be used to display external data in Salesforce without copying or storing it. Salesforce Connect uses external objects to access data from an external system via an adapter. This way,

the order data from the ERP system can be displayed in Service Cloud as read-only records without consuming additional storage space.

References:

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

QUESTION 3

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.htmandtype =5
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_sfra.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_link.htmandtype=5

QUESTION 4

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

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QUESTION 5

A university has several branded schools scattered across different colleges. Each of which has its own finances, business processes, and strategies for engaging students. They would like to introduce a university-wide communications strategy that allows their recruitment team to market to potential students globally while allowing each department to recruit existing students for its own programs. They are looking for art environment strategy across their potential purchases of Salesforce and Marketing Cloud.

What should a Solution Architect recommend to meet their needs?

A. Marketing Cloud and Marketing cloud Connect across multiple connected Salesforce orgs

B. Marketing Cloud with multiple business units connected to multiple existing Salesforce orgs with Marketing cloud Connect

C. Marketing Cloud with multiple business units and a single, consolidated Salesforce org spanning all departments

D. Marketing Cloud and a single, consolidated Salesforce org spanning all departments

Correct Answer: B

Marketing Cloud with multiple business units connected to multiple existing Salesforce orgs with Marketing Cloud Connect is the option that a Solution Architect should recommend to meet the university\\'s needs. Marketing Cloud allows the university to create and execute personalized marketing campaigns across various channels and audiences. Multiple business units enable the university to have separate sub-accounts for each branded school or department, with different permissions, settings, and content. Multiple existing Salesforce orgs allow the university to maintain their existing finances, business processes, and strategies for each college or school. Marketing Cloud Connect enables the integration between Marketing Cloud and Salesforce orgs, allowing for data synchronization, cross-cloud reporting, and journey activation.

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