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

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://docume ntation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnect orSetup.html https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/Service Cloud/ServiceCloudConnectorUserSetup.html

QUESTION 2

A company wants to implement an abandoned cart solution for their ecommerce storefront in Marketing Cloud. The use case is when a customer visits their ecommerce website and adds an item to their shopping cart but does not complete the purchase. After an hour has passed from abandonment, an email containing the item that was in the shopping cart will be sent to the customer to remind them of their incomplete purchase.

What process should a Solution Architect follow to set up the solution?

A. Export the purchase data from B2C Commerce, import the data into Marketing Cloud, and create an email in Content Builder.

B. Set up Marketing Cloud Connector, create an email in Marketing Cloud, and create a send trigger.

C. Implement collect.js in the ecommerce storefront, create a behavioral trigger, create an email in Marketing Cloud, and create a journey.

D. Set up Einstein Recommendations, set up Marketing Cloud Connector, and create an email in Marketing Cloud.

Correct Answer: C

An abandoned cart solution is a solution that allows sending personalized and timely email reminders to customers who have added items to their shopping cart but have not completed the purchase. An abandoned cart solution can help increase conversion rates, revenue, and customer loyalty. To implement an abandoned cart solution for their ecommerce storefront in Marketing Cloud, a Solution Architect should follow the following process: Implement collect.js in the ecommerce storefront. Collect.js is a JavaScript code that allows tracking customer behavior and interactions on the ecommerce website, such as browsing products, adding items to cart, etc. Collect.js sends this behavioral data to Marketing Cloud for further analysis and action. Create a behavioral trigger. A behavioral trigger is a rule that defines how to map behavioral data to a target data extension when a customer takes a particular action, such as abandoning a cart or browser session. A behavioral trigger can help automate the data flow and segmentation process based on customer behavior. Create an email in Marketing Cloud. An email is a message that contains text, images, links, and other content that can be sent to customers via email. An email can be created using Content Builder, a tool that allows designing and managing email content in Marketing Cloud. Create a journey. A journey is a sequence of messages and actions that are triggered by customer events or attributes. A journey can be created using Journey Builder, a tool that allows designing and managing customer journeys in Marketing Cloud. Option A is incorrect because exporting the purchase data from B2C Commerce, importing the data into Marketing Cloud, and creating an email in Content Builder is not a sufficient or efficient process for implementing an abandoned cart solution. This process does not involve creating a behavioral trigger or a journey, which are essential for sending timely and personalized email reminders based on customer behavior. Option B is incorrect because setting up Marketing Cloud Connector, creating an email in Marketing Cloud, and creating a send trigger is not a suitable or scalable process for implementing an abandoned cart solution. Marketing Cloud Connector is a feature that allows integrating Marketing Cloud with other Salesforce products, such as Sales Cloud or Service Cloud. It is not necessary or relevant for integrating Marketing Cloud with B2C Commerce. A send trigger is a rule that defines how to send an email to customers based on certain criteria or conditions. However, a send trigger does not capture or leverage the behavioral data collected by collect.js, which is crucial for creating an effective abandoned cart solution. Option D is incorrect because setting up Einstein Recommendations, setting up Marketing Cloud Connector, and creating an email in Marketing Cloud is not a relevant or optimal process for implementing an abandoned cart solution. Einstein Recommendations is a feature that allows generating personalized product recommendations based on customer behavior and preferences. It is not directly related to creating an abandoned cart solution, although it can be used to enhance the email content with relevant recommendations. As mentioned before, Marketing Cloud Connector is not necessary or relevant for integrating Marketing Cloud with B2C Commerce. This process also does not involve creating a behavioral trigger or a journey, which are essential for sending timely and personalized email reminders based on customer behavior.

References: https://help.salesforce.com/s/articleView?id=sf.mc_ctc_collect_code.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.mc_jb_behavioral_triggers.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.mc_es_create_an_email_message.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.mc_jb_create_a_journey.htmandtype=5

QUESTION 3

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.commercecl oud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementOverview.html https://help.salesforce.com/s/articleView?id=sf.om_order_management.htmandtype= https://help.salesforce.com/s/articleView?id=sf.om_installation.htmandtype=5 https://help.salesforce.com/s/articleView?id=sf.om_data_model.htmandtype=5 https://help.salesforce.com/s/articleView?id=sf.om_b2c_commerce_integration.ht mandtype=5 https://help.salesforce.com/s/articleView?id=sf.om_b2c_commerce_integration_ov erview.htmandtype=5

QUESTION 4

A company is beginning a multi-cloud implementation involving B2C Commerce and Service Cloud. The company wants to trace configuration and code changes as much as possible and ensure basic standards for code quality.

Which three options should a Solution Architect recommend to help the company with this goal?

Choose 3 answers

A. GIT Repository

B. Static Code Analysis tools

C. CI/CD Pipelines

D. Smoke testing

E. Salesforce DX

Correct Answer: ABC

A GIT repository is a version control system that allows developers to track changes in code and collaborate on projects. A GIT repository can help with tracing configuration and code changes across different environments and branches. Static code analysis tools are software tools that analyze source code or compiled versions of code to find potential errors, bugs, vulnerabilities, or quality issues. Static code analysis tools can help with ensuring basic standards for code quality and security. CI/CD pipelines are automated workflows that enable developers to integrate code changes into a shared repository and deliver them to production environments with speed and reliability. CI/CD pipelines can help with testing, deploying, and monitoring configuration and code changes across different environments. Smoke testing is a type of software testing that verifies the basic functionality of an application or system after deployment. Smoke testing can help with ensuring the stability and performance of configuration and code changes, but it does not trace or enforce them. Salesforce DX is a set of tools and features that enable developers to build applications on the Salesforce Platform using an org development model or a package development model. Salesforce DX can help with managing configuration and code changes across different environments, but it is not specific to multi- cloud implementations. References: https://git-scm.com/book/en/v2/Getting-Started-About-Version-Control https://www.perforce.com/blog/qac/what-static-code-analysis https://www.redhat.com/en/topics/devops/what-is-ci-cd https://www.guru99.com/smoke-testing.html https://developer.salesforce.com/platform/dx

QUESTION 5

Universal Containers (UC) is sending Invoice data from an external ERP system into their Salesforce org. Management is worried about data storage in their org, and after some analyses, they have identified the ERP Invoice records responsible for over 40% of the data storage. Their current business process does not require a Salesforce user to edit these records, so they can be read-only.

What recommendation should a Solution Architect make in order to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce?

A. Use Change Data Capture to sync Invoice records

B. Build a custom solution to view the ERP Invoice records in Salesforce

C. Use Platform Events to sync Invoice record changes

D. Use Salesforce Connect/External Objects (with custom Apex adapters)

Correct Answer: D

This answer is correct because it is a way to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce. Salesforce Connect/External Objects can be used to display external data in Salesforce without copying or storing it. Custom Apex adapters can be used to connect to any external system that has a web service API, such as an ERP system.

References: https://help.salesforce.com/s/articleView?id=sf.datacloud_connect.htmandtype=5 https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_connector_intro.htm