

真実的なAP-205資格トレーニング一回合格-権威のあるAP-205最新日本語版参考書



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Salesforce AP-205 Exam Syllabus Topics:

Section	Weight	Objectives
Implement	32%	- Test and validate solution implementation
		- Rationalize licensing and install Consumer Goods Cloud package
		- Configure TPM core features, rules, and workflows
		- Plan deployment and migration strategy
		- Set up integration and data management
Design	36%	- Determine reporting and analysis requirements
		- Define promotion structures aligned with Go-To-Market strategy
		- Design solutions using KPIs, claims, and P&L capabilities
		- Set up account planning using hierarchy and metrics
		- Configure customer business plans and promotion tactics
Discovery	32%	- Validate design priorities with stakeholders
		- Rationalize use of Consumer Goods Cloud and TPM for customer environments
		- Capture non-functional requirements and volumetric data
		- Document customer business processes and journey
		- Conduct discovery interviews using TPM lifecycle
		- Map functional capabilities to TPM or third-party systems

>> AP-205資格トレーニング <<

AP-205最新日本語版参考書、AP-205復習過去問

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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional 認定 AP-205 試験問題 (Q62-Q67):

質問 # 62

A consultant needs to configure the Volume Only promotions so that the key account manager (KAM) can see the Volume Planning card (VPC).

Where should the consultant configure this to see the VPC?

- A. In the KPI subset
- B. In the tactic template
- **C. In the promotion template**

正解: C

解説:

The Promotion Template is the master controller for the layout and behavior of a specific type of promotion.

When a business defines different types of promotions—for example, a "Full P&L Promotion" versus a "Volume Only Promotion"—they use different Promotion Templates to tailor the user experience.

For a "Volume Only" promotion, the business might want to hide financial complexity (like ROI or Fixed Funds) but must show the volume data. The visibility of the major UI components (Cards) is toggled directly on the Promotion Template record.

Within the Promotion Template configuration, there are specific checkboxes or settings for:

- * Show VPC (Volume Planning Card): Controls if the volume grid is visible.
- * Show SPC (Spend Planning Card): Controls if the financial grid is visible.

To ensure the KAM can see the VPC, the consultant must navigate to the specific Promotion Template used for "Volume Only" promotions and ensure the VPC visibility setting is enabled. While KPI Subsets (Option B) control which columns appear inside the card, the Promotion Template (Option C) controls whether the card appears at all. Tactic templates (Option A) control the individual tactics (e.g., Display, Flyer) and do not control the high-level promotion page layout.

質問 # 63

A customer needs to send the Effective Price key performance indicator (KPI) value, calculated at the promotion level, to an external system for each product.

How should a consultant recommend doing this?

- A. Identify the Cost and Volume KPI and enable the writeback of these two KPIs at the Product storage level as a helper value to be sent using standard Integration APIs or RTR CSV Extracts.
- B. Generate Tactic Product conditions and send the records generated from the Salesforce object through a supported Salesforce integration tool.
- **C. Enable the writeback of the Effective Price KPI and keep storage level as Product, and extract the data using standard Integration application programming interface (APIs) or Real-Time Reporting (RTR) CSV Extracts.**

正解: C

解説:

In Consumer Goods Cloud TPM, many KPIs (like Effective Price) are calculated "on the fly" by the processing engine in the browser or the calculation grid. They do not automatically exist as stored data records in the database that an external integration tool can simply "query." To make a calculated KPI available for integration (extraction to an ERP or Data Warehouse), you must configure Writeback. Writeback instructs the system to physically save the calculated value into a storage table (typically the Promotion Product or a generic Measurement table) whenever the promotion is saved.

The requirement asks specifically for the value "for each product." Therefore, the Storage Level must be set to Product. If it were set to "Tactic" or "Promotion," the granular product-level price data would be aggregated and lost. Once Writeback is enabled and the storage level is correct, the data exists as physical records in Salesforce objects. These can then be extracted using standard methods like the Integration API or RTR CSV Extracts. Option B describes this exact configuration workflow: Enable Writeback -> Set Level to Product -> Extract via API. Option A discusses "Conditions" which is a different concept related to pricing logic, not generic KPI extraction.

質問 # 64

Ursa Major Solar needs to migrate a promotion from its existing legacy system to Consumer Goods Cloud TPM. Which structures need to be in place in the Salesforce org before migrating the promotion?

- A. Sales org, master data, promotion templates, funds, payment templates
- B. Org unit hierarchy, master data, assortment, promotion templates, payment templates
- C. Sales org, master data, promotion templates, tactic templates, all related KPI templates

正解: C

解説:

Migrating active or historical promotions into Salesforce Consumer Goods Cloud TPM is a complex dependency management task. You cannot create a promotion record if the underlying "scaffolding" does not exist. The correct order of operations dictates that Sales Org and Master Data (Customers, Products, Periods) must be loaded first, as promotions are anchored to these entities. Crucially, however, the Templates are the "DNA" of any TPM object. A promotion cannot exist without a Promotion Template to define its rules, duration, and attributes. Similarly, a promotion consists of tactics (the actual actionable mechanisms like "Display" or "Price Cut"), which require Tactic Templates.

Furthermore, and most importantly for this specific answer option, the calculation engine relies on KPI Templates (or KPI Sets). A promotion in TPM is essentially a container for calculations (Volume, Spend, Profit). If the KPI templates are not in place, the promotion has no "fields" or metrics to hold the migrated data values (like "Planned Volume" or "Fixed Cost"). Therefore, you cannot migrate the promotion data until the KPI structure that defines that data is fully configured and active in the target org. Option A correctly captures this full chain of structural dependencies: Org -> Master Data -> Promo Templates -> Tactic Templates -> KPI Templates.

質問 # 65

A key account manager (KAM) for Northern Trail Outfitters utilizes real-time reporting (RTR) to report on key performance indicators (KPIs) and identify critical business metrics to create better informed decisions.

How should RTR support a KAM through the post event analysis phase?

- A. Using customized reports to help track payments and funds based on a promotion's execution
- B. Using customized reports to monitor business development of competing brands' successes
- C. Using customized reports that help to evaluate the success of promotional events on product level

正解: C

解説:

Post-Event Analysis (PEA) is a critical phase in the Trade Promotion Management lifecycle where the KAM evaluates what happened after a promotion has concluded. The goal is to determine the Return on Investment (ROI) and effectiveness of the trade spend. Real-Time Reporting (RTR) in Salesforce Consumer Goods Cloud is specifically engineered to support this by providing granular, immediate visibility into performance metrics without requiring data warehouse extraction.

RTR supports PEA primarily by enabling the KAM to evaluate success at the Product Level (Option A).

Promotional success is rarely uniform; one flavor of a beverage might have sold out while another remained on the shelf. RTR allows the KAM to drill down into the "Actuals" (shipment or POS data imported from ERP) versus the "Plan" (forecasted volume) for every Stock Keeping Unit (SKU) involved in the event.

By using customized RTR views, the KAM can instantly see KPIs such as "Uplift Volume," "Incremental Revenue," and "Cost per Unit" for each specific product. This granular analysis is essential for future planning. If the analysis reveals that 1-Liter bottles had a negative ROI while 500ml bottles had a positive ROI, the KAM can adjust the product mix for the next promotion. Options B and C are less relevant to the core strength of RTR in this context; competitor data is often external and harder to track in real-time, and fund payments are typically handled in the Claims/Settlement module rather than the immediate operational reporting of promotional product performance.

質問 # 66

Cloud Kicks wants to optimize the allocation of promotion spend for its key account managers (KAMs) on a customer account basis.

In which capability area should a consultant begin their discovery process to identify these requirements?

- A. Funds Management

- B. Strategic Planning
- C. Promotion Planning

正解: A

解説:

The requirement specifically focuses on the allocation of promotion spend¹. In the Trade Promotion Management (TPM) architecture, the mechanism for defining, accruing, and distributing budgets to specific customers is the domain of Funds Management².

While Strategic Planning sets high-level targets (e.g., "Grow revenue by 10%"), it is the Funds Management module that operationalizes the financial resources required to achieve those targets. It handles the logic for:

- * Fund Types: Are budgets Fixed (lump sum) or Rate-Based (accrual from sales)?
- * Allocation: How is money moved from a Headquarters fund to a specific Customer fund?
- * Governance: Rules on who can spend what.

Therefore, to "optimize the allocation," the consultant must first analyze the current Funds Management processes (Option C) to understand how budgets are currently constructed and assigned to KAMs.

質問 # 67

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