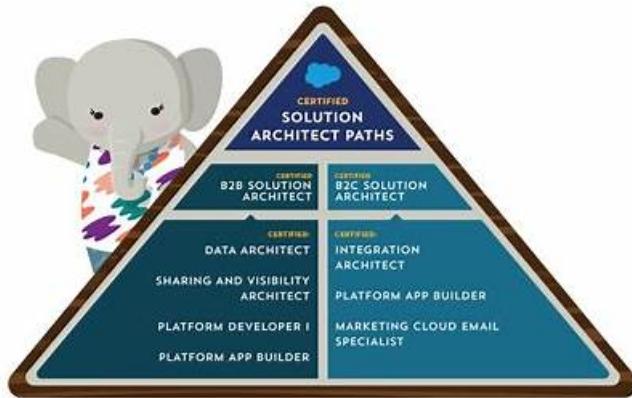


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Salesforce Certified B2C Solution Architect Sample Questions (Q66-Q71):

NEW QUESTION # 66

A company Is implementing B2C Commerce, Service Cloud, and Marketing Cloud. The company Is based in Europe and needs to be compliant with GDPR.

Which two design implementations should a Solution Architect use to ensure GDPR compliance?

Choose 2 answers

- A. Use email addresses, SMS, or other channel addresses as the contact key {subscriber key} in Marketing Cloud
- B. Use a Salesforce record ID as a single unique identifier to apply across channels and clouds
- C. Set field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud
- D. Set tracking site preference for each storefront

Answer: B,C

Explanation:

B: Using a Salesforce record ID as a single unique identifier to apply across channels and clouds can help ensure GDPR compliance by enabling data portability, deletion, and anonymization across systems. This can also reduce data duplication and improve data

quality. D. Setting field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud can help ensure GDPR compliance by protecting sensitive data from unauthorized access or disclosure. This can also help meet the requirements of data minimization and pseudonymization. References:

- * https://trailhead.salesforce.com/en/content/learn/modules/gdpr_basics/gdpr_basics_principles
- * https://help.salesforce.com/s/articleView?id=sf.mc_co_contact_key.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_security.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.field_level_encryption.htm&type=5

NEW QUESTION # 67

An organization wants to add Service Cloud to their existing Salesforce Org currently hosting Sales Cloud.

They know that an integrated customer service experience is a key component of a successful long-term relationship with their customers. After doing some research they learned that the Service Cloud connector can help start their implementation and they are now ready to proceed.

Which two functionality considerations should they be aware of when introducing the B2C Commerce to Service Cloud Connector into an existing Salesforce Org?

Choose 2 answers

- A. In order to implement the Service Cloud Connector it is necessary to enable Person Accounts, a change which cannot be reverted once implemented.
- B. The Service Cloud Connector is distributed as a managed package that can be extended to meet client- specific needs but with core functionality that cannot be altered.
- C. The Service Cloud Connector provides a collection of Lightning and Visualforce components that display customer and order information within Service Cloud, which needs to be customized and deployed by a developer.
- D. The Service Cloud Connector natively supports accounts and contacts, households, and multi-brand customer models.

Answer: A,B

Explanation:

The B2C Commerce to Service Cloud Connector is a solution that enables integration between B2C Commerce and Service Cloud. It allows displaying customer and order information in Service Cloud, creating orders on behalf of customers, and synchronizing customer data between the two systems. When introducing the Service Cloud Connector into an existing Salesforce Org, the following functionality considerations should be aware of:

* In order to implement the Service Cloud Connector it is necessary to enable Person Accounts, a change which cannot be reverted once implemented. Person Accounts are a type of account in Salesforce that combines an account and a contact into a single record. The Service Cloud Connector requires Person Accounts to store customer information from B2C Commerce. Enabling Person Accounts is an irreversible change that affects the entire Salesforce Org and may have implications for other features or customizations.

* The Service Cloud Connector is distributed as a managed package that can be extended to meet client- specific needs but with core functionality that cannot be altered. A managed package is a collection of application components that can be installed from AppExchange or other sources. The Service Cloud Connector is a managed package that provides core functionality for integrating B2C Commerce and Service Cloud. The core functionality cannot be modified or deleted, but it can be extended or customized using Apex code, Visualforce pages, or Lightning components.

Option C is incorrect because the Service Cloud Connector does not natively support accounts and contacts, households, and multi-brand customer models. It only supports person accounts as a customer model by default. Option D is incorrect because the Service Cloud Connector provides a collection of Lightning components that display customer and order information within Service Cloud, which do not need to be customized or deployed by a developer. References:

- * https://help.salesforce.com/s/articleView?id=sf.icx_b2c_overview.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.accounts_person.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.distribution_installing_packages.htm&type=5

NEW QUESTION # 68

A university is considering using Experience Cloud so its students can interact with advisors who have Service Cloud licenses. The university would like to offer the easiest path for existing students to log in while still maintaining security. They have an on-premises Active Directory identity provider and use Google Workspace (formerly known as G Suite) for student email addresses.

What should a Solution Architect recommend?

- A. Implement Active Directory and Salesforce Identity for SAML delegated Single Sign On.
- B. Implement Aloha template for students to access email with Salesforce Authenticator app.

- C. Implement OAuth 2.0 authentication protocol with Google Workspace as Service Provider.
- D. Implement Social Sign On with OpenID Connect and Google Workspace as Auth Provider.

Answer: D

Explanation:

- * A is correct because implementing Social Sign On with OpenID Connect and Google Workspace as Auth Provider is a simple and secure way to allow existing students to log in to Experience Cloud using their Google Workspace credentials1. This also eliminates the need for creating and managing separate user accounts in Experience Cloud.
- * B is incorrect because implementing Active Directory and Salesforce Identity for SAML delegated Single Sign On would require the university to set up and maintain a SAML identity provider and configure it with Salesforce Identity. This would be more complex and costly than using Social Sign On with Google Workspace2.
- * C is incorrect because implementing Aloha template for students to access email with Salesforce Authenticator app would not meet the requirement of using the existing Google Workspace email addresses. Aloha template is a pre-built template for Experience Cloud that provides email functionality, but it does not integrate with Google Workspace3. Salesforce Authenticator app is a mobile app that provides two-factor authentication, but it does not integrate with Google Workspace either.
- * D is incorrect because implementing OAuth 2.0 authentication protocol with Google Workspace as Service Provider would not meet the requirement of using the easiest path for existing students to log in. OAuth 2.0 is a protocol that allows users to authorize third-party applications to access their data, but it does not provide authentication or single sign on functionality.

References:

- * 1: https://help.salesforce.com/s/articleView?id=sf.networks_auth_provider_openid_connect.htm&type=5
- * 2: https://help.salesforce.com/s/articleView?id=sf.identity_provider_saml.htm&type=5
- * 3: https://help.salesforce.com/s/articleView?id=sf.networks_templates_aloha.htm&type=5
- * : https://help.salesforce.com/s/articleView?id=sf.security_authenticator_app.htm&type=5
- * : https://help.salesforce.com/s/articleView?id=sf.remoteaccess_oauth_web_server_flow.htm&type=5

NEW QUESTION # 69

Northern Trail Outfitters (NTO) is implementing B2C Commerce and Service Cloud as part of an IT transformation project focused on improving the customer experience across all channels. As part of the Service Cloud implementation, there will also be a service portal implemented using Experience Cloud so that customers can better self-serve for the most common use cases. NTO customers are also heavily engaged on social services, so anything that can help them use their existing social accounts to log in will be essential to a great customer experience.

Which two things should a Solution Architect recommend to cover NTOs identity needs?

Choose 2 answers

- A. Define a user registration handler to support user provisioning and authentication via social services like Google and Facebook.
- B. Leverage Salesforce Identity as the identity provider to centralize authentication for both Experience Cloud and B2C Commerce in one place.
- C. Use Salesforce CDP, which automatically syncs profiles and authentication information across systems.
- D. Leverage B2C Commerce as the identity provider for both Storefront and the Service Portal.

Answer: A,B

Explanation:

Identity is a feature that allows managing user authentication and access across different applications and systems. Identity can be either internal or external to Salesforce, depending on where the user credentials are stored and verified. To cover NTOs identity needs, a Solution Architect should recommend the following:

* Define a user registration handler to support user provisioning and authentication via social services like Google and Facebook. A user registration handler is a class in Apex code that defines the logic for creating and updating user accounts based on information from an external identity provider. A user registration handler can support user provisioning and authentication via social services like Google and Facebook, by using OAuth 2.0 protocols and OpenID Connect standards to exchange user information and tokens between Salesforce and the social services.

* Leverage Salesforce Identity as the identity provider to centralize authentication for both Experience Cloud and B2C Commerce in one place. Salesforce Identity is a product that allows using Salesforce as an identity provider for other applications and systems. Salesforce Identity can centralize authentication for both Experience Cloud and B2C Commerce in one place, by using single sign-on (SSO) protocols and standards to enable users to log in to both applications with the same credentials.

Option C is incorrect because leveraging B2C Commerce as the identity provider for both Storefront and the Service Portal is not possible or advisable. B2C Commerce does not support acting as an identity provider for other applications or systems, as it does

not support SSO protocols or standards. Option D is incorrect because using Salesforce CDP, which automatically syncs profiles and authentication information across systems, is not a valid or available option. Salesforce CDP is a product that allows creating unified customer profiles from various data sources, but it does not sync or manage authentication information across systems.

References:

- * https://help.salesforce.com/s/articleView?id=sf.identity_overview.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.identity_provider.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.sso_about.htm&type=5
- * https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_interface_Auth_RegistrationHandler.htm

NEW QUESTION # 70

A retail company currently uses B2C Commerce, Service Cloud, and Marketing Cloud. The company plans to launch a winter sweepstakes campaign to attract new customers. The signup page is hosted on B2C Commerce and collects new customer details like name, phone number, and email. In order to enter the sweepstakes, the customer must sign up to receive marketing communications. In return, they will receive a coupon for 20% off their next purchase.

Which option should be defined as the data source authority for the customer attributes collected from the sweepstakes page?

- A. B2C Commerce
- B. Experience Cloud
- C. Marketing Cloud
- D. Service Cloud

Answer: A

Explanation:

B2C Commerce should be defined as the data source authority for the customer attributes collected from the sweepstakes page, as it is the system that captures the customer data directly from the web form and validates the customer consent and compliance preferences. The other systems can consume or sync the customer data from B2C Commerce, but they should not overwrite or modify the data without the customer's consent.

NEW QUESTION # 71

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