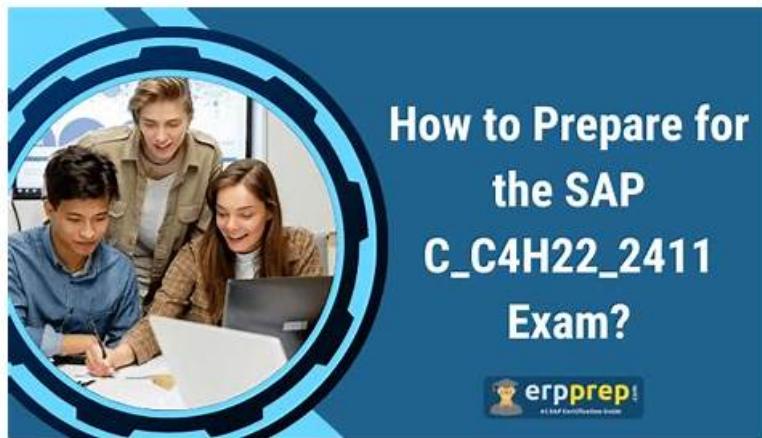


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SAP C_C4H22_2411 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Account Creation and Settings: This section targets IT Solution Architects, covering the provisioning of environments and configuration of various settings. It includes contact data integration, DNS settings, SSL certificates, email channel setup and compliance, account security settings, and channel setup. The focus is on describing, explaining, and configuring these elements.
Topic 2	<ul style="list-style-type: none">• Data Integrations Advanced: Designed for Data Center Network Engineers, this section delves into advanced data integration techniques. It encompasses store data onboarding (CSV), product data integration (URL, Google Tag Manager), sales data onboarding (APIs), customer data onboarding (APIs, CSV), Predict, and the SAP Customer Data Platform connector. The emphasis is on describing and explaining these integration methods.
Topic 3	<ul style="list-style-type: none">• Managing Clean Core: This section evaluates the ability of IT Solution Architects to apply clean core principles to ERP systems. It emphasizes maximizing business process agility, reducing adaptation efforts, and accelerating innovation.
Topic 4	<ul style="list-style-type: none">• Data Collection and Contact Management: Aimed at Data Center Network Engineers, this section focuses on contact management, block lists, Smart Insight, Web Extend, relational data, and plug-in onboarding for platforms like SAP Commerce, SAP Customer Data Platform, and Magento. It assesses the ability to effectively describe, explain, and utilize these components.

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SAP Certified Associate - Implementation Consultant - SAP Emarsys Sample Questions (Q12-Q17):

NEW QUESTION # 12

You are creating personalization tokens that you can reuse across different channel campaigns. Which of the following token types are available? Note: There are 2 correct answers to this question.

- A. Email Address
- B. External Data
- C. Contact Data
- D. Custom Data

Answer: B,C

Explanation:

Personalization tokens in SAP Emarsys allow reusable data insertion across channels:

- * Option A (Contact Data):Correct. Tokens can pull from contact fields (e.g., first name, email), a core personalization type.
- * Option C (External Data):Correct. Tokens can use data from external sources (e.g., Relational Data or API feeds) for dynamic content.
- * Option B:Incorrect. "Email Address" is a specific field within Contact Data, not a distinct token type.
- * Option D:Incorrect. "Custom Data" is not a defined token type; custom fields fall under Contact Data or External Data. The SAP Emarsys Help Portal under "Personalization Tokens" lists Contact Data and External Data as key types. References:SAP Emarsys Help Portal - "Personalization Tokens" (<https://help.emarsys.com/>).

NEW QUESTION # 13

Which type of SSL certificate is valid for SAP Emarsys? Note: There are 2 correct answers to this question.

- A. A self-signed certificate generated by your organization
- B. A 6-month certificate issued from a Trusted Certificate Authority (CA).
- C. A 12-month certificate from a Trusted Certificate Authority (CA).
- D. A certificate issued and maintained for free by SAP Emarsys.

Answer: B,C

Explanation:

SSL certificates in SAP Emarsys secure domains (e.g., for email or Web Channel):

- * Option A:Correct. A 12-month certificate from a Trusted CA (e.g., DigiCert) is valid and commonly used.
- * Option B:Correct. A 6-month certificate from a Trusted CA is also acceptable, as validity depends on the CA, not duration.
- * Option C:Incorrect. SAP Emarsys does not issue or maintain free certificates; clients must provide their own.
- * Option D:Incorrect. Self-signed certificates are not supported due to security and trust issues. The SAP Emarsys Help Portal under "SSL Configuration" specifies Trusted CA certificates. References:SAP Emarsys Help Portal - "SSL Certificates" (<https://help.emarsys.com/>).

NEW QUESTION # 14

You want to connect your own hosted databases to SAP Emarsys Customer Engagement using Relational Data. Which of the following connection types are available? Note: There are 3 correct answers to this question.

- A. Snowflake
- B. Oracle database
- C. Google BigQuery
- D. MySQL
- E. IBM DB2

Answer: A,C,D

Explanation:

Relational Data in SAP Emarsys supports:

- * Option A (MySQL):Correct. A widely supported SQL database.
- * Option C (Snowflake):Correct. A cloud-based data warehouse supported for integration.
- * Option E (Google BigQuery):Correct. Another cloud data platform compatible with Relational Data.
- * Option B:Incorrect. Oracle is not listed as a supported connection.
- * Option D:Incorrect. IBM DB2 is not supported natively. The SAP Emarsys Help Portal under "Relational Data" confirms MySQL, Snowflake, and BigQuery. References:SAP Emarsys Help Portal - "Relational Data" (<https://help.emarsys.com>).

NEW QUESTION # 15

You are a consultant on an SAP S/4HANA Cloud greenfield project. As part of their clean core journey, the customer must analyze the current IT landscape to eliminate redundant systems and establish an efficient architectural design. Which of the following can you use to do the analysis?

- A. SAP Cloud ALM
- **B. Lean IX**
- C. SAP Solution Manager
- D. SAP Best Practices

Answer: B

Explanation:

- * Option B (Lean IX):Correct. Lean IX is an enterprise architecture management tool recommended by SAP for analyzing IT landscapes, identifying redundancies, and designing efficient architectures-key steps in a clean core journey.
- * Option A (SAP Best Practices):Incorrect. While SAP Best Practices provide preconfigured processes, they are not analysis tools for IT landscapes.
- * Option C (SAP Cloud ALM):Incorrect. SAP Cloud ALM is for application lifecycle management (e.g., implementation, operations), not specifically for IT landscape analysis.
- * Option D (SAP Solution Manager):Incorrect. While Solution Manager can analyze systems, it is more suited for traditional SAP environments, not the cloud-focused clean core approach in S/4HANA greenfield projects. SAP's clean core documentation highlights tools like Lean IX for landscape analysis.

References:SAP Help Portal - "Clean Core for SAP S/4HANA Cloud" (<https://help.sap.com>).

NEW QUESTION # 16

What are some SAP recommended guiding principles to achieve clean core operations? Note: There are 3 correct answers to this question.

- **A. Integrate clean core practices in the end-to-end value process chain.**
- B. Define roles and responsibilities as part of a process transformation office.
- **C. Establish an organizational structure, technical foundation, and transformation methodology for clean core.**
- D. Establish regular housekeeping tasks and procedures.
- **E. Establish release management.**

Answer: A,C,E

Explanation:

This question pertains to SAP's clean core strategy (more S/4HANA-focused but interpreted here):

- * Option A:Correct. Integrating clean core practices across processes ensures minimal customizations and standard adherence.
- * Option B:Correct. A strong organizational and technical foundation supports clean core transformations.
- * Option D:Correct. Release management ensures updates align with clean core principles.
- * Option C:Incorrect. While roles matter, a "process transformation office" is not a specific SAP principle.
- * Option E:Incorrect. Housekeeping is operational, not a guiding principle. The SAP Help Portal under "Clean Core" lists these principles, adapted here for context. References:SAP Help Portal - "Clean Core Strategy" (<https://help.sap.com>).

NEW QUESTION # 17

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