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Salesforce AP-205日本語関連対策、AP-205参考書勉強

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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional 認定 AP-205 試験問題 (Q20-Q25):

質問 # 20

Northern Trail Outfitters wants to roll out the Consumer Goods Cloud TPM application to the German market. The local business is typically running promotions either for the entire Planning Customer or for specific store formats; for example, Hypermarket and Minimarket of the Planning Customer. Besides being able to determine the Store Format within a promotion, the local business wants to be able to get a graphical overview of which promotions are running during which timeframe for a certain Store Format of the Planning Customer.

Which implementation should the TPM consultant recommend?

- A. Assign Store Formats as Sub Accounts to the Planning Customer before creating Sub Account promotions by Store Format and filter as needed for Store Formats in the Trade Calendar.
- B. Create Customer Promotions, use a custom Promotion Attribute to specify the Store Format, and filter in the Trade Calendar promotions using the new Store Format attribute.

- C. Create Customer Promotions, use a custom Promotion Attribute to specify the Store Format, and build a report outside of Consumer Goods Cloud TPM to review promotions by Store Format.

正解：**B**

解説：
The requirement is twofold: flexible planning (sometimes total customer, sometimes specific format) and graphical visibility (filtering the calendar).
Option C offers the most efficient design by leveraging Promotion Attributes and the native Trade Calendar filtering capabilities. Instead of fracturing the account structure or forcing every promotion to be at the "Sub Account" level (which adds significant maintenance overhead as seen in Option B), the consultant should recommend planning at the main Customer level. To handle the "Format" distinction, a custom dropdown (Attribute) is added to the Promotion Template labeled "Store Format" (e.g., Hypermarket, Minimarket, All).
The crucial feature here is the Trade Calendar's ability to filter based on these attributes. The KAM can open the calendar for the "German Market" account and apply a quick filter: "Show only Hypermarket promotions." This instantly renders the requested "graphical overview" of the timeframe overlap for that specific format. This approach avoids the need for external reporting (Option A) and keeps the user experience seamless within the TPM application, satisfying both the data capture and the visualization requirements with standard configuration.

質問 # 21

Why should a consultant be conscious about the number of key performance indicators (KPIs) that are related to a KPI set? 1

- A. A KPI set is shared across accounts, promotions, promotion tactics, funds, and claims within a given sales org, so the KPI functionality configured within a KPI subset across these objects must fit within platform limits to protect performance and scalability. 2
- B. A KPI set is specific to a given object, but is shared across all sales orgs, so the KPI functionality configured within a KPI superset per object must fit within platform limits to protect performance and scalability.
- C. A KPI set is defined per template per object, but can be shared across the same or different objects and across sales orgs if needed, so the KPI functionality configured within a KPI set must fit within platform limits to protect performance and scalability.

正解：**A**

解説：
In Salesforce Consumer Goods Cloud TPM, the KPI Set is the fundamental collection of metrics (Volume, Spend, Profit) used for calculations. While KPI Sets are assigned to templates (like a Promotion Template), the underlying calculation engine (Processing Services) aggregates these definitions at the Sales Org level to build the calculation grid.
Option A is correct because it addresses the architectural constraint: the system must generate a cohesive calculation model (often referred to as the "Big JSON" or calculation payload) that encompasses all the read, write, and calculated fields required for that Sales Org. If a consultant creates an excessive number of KPIs- or complex interdependencies across Accounts, Promotions, and Funds-this payload increases in size.
There are hard limits on the number of KPIs and columns the processing engine can handle efficiently in memory. If these limits are exceeded, users will experience significant performance degradation (slow save times, timeouts on P&L loads) or even calculation failures. Therefore, consultants must optimize the KPI Set by reusing metrics where possible and avoiding redundant definitions, ensuring the total configuration for the Sales Org fits within the platform's scalability guardrails.

質問 # 22

Cloud Kicks recently implemented a Consumer Goods Cloud TPM solution and key account managers (KAMs) are now using the TPM system. During the strategic planning, once the revenue targets are finalized, funds are allocated for an account. A KAM takes the first look at the account plan. After analyzing the account's products and related key performance indicators (KPIs) at the account, product group, and product levels, the KAM identified the gap between the baseline volumes and the target sales volume. How should a consultant recommend filling the identified gap without creating incremental volume?

- A. Plan the sellable promotions in the TPM system and view the increased volume resulting from the promotions. Analyze how effective promotions are and whether they are likely to hit the target volume.
- B. Anticipate changes to some adjustment KPIs. Adjust the KPIs in a Customer Business Plan and look at these changes in the account plan view to analyze promotion effectiveness for target volume.
- C. Edit and change the adjustment KPIs in the account plan and look at these changes in the account plan view in order to analyze promotion effectiveness for target volume.

正解：C

解説：
This scenario describes Gap Planning, a critical part of the Account Planning process (Customer Business Plan or CBP). The KAM has a "Target" (Goal) and a "Baseline" (Forecast). The difference is the "Gap." The constraint in the question is key:"without creating incremental volume."
* Incremental Volumeis generated byPromotions(Tactics like price cuts or displays). Therefore, Option C (Plan sellable promotions) is incorrect because that is explicitly about driving incremental volume.
If the KAM needs to close the gapwithoutrunning new promotions, they must adjust theBaselineorBase Forecastassumptions. For example, they might believe the market will grow organically, or a new product listing will drive steady sales. In Consumer Goods Cloud TPM, this is done usingAdjustment KPIsdirectly within the Account Plan (CBP) view. By editing these adjustment fields (e.g., "Baseline Adjustment" or
"Manual Forecast Override"), the KAM effectively modifies the "Base" volume prediction to match the
"Target," thereby closing the gap in the plan. Option A correctly identifies this direct manipulation of the Account Plan KPIs as the method to align forecasts without resorting to trade activity.

質問 # 23
A system administrator at Northern Trail Outfitters onboarded some new customers in the TPM org and created a new key performance indicator (KPI) set to do scenario planning for newly added customers. The system administrator configured the new KPI set in the promotion template and created new promotions using the same template. The system administrator also created new fields on the promotion and KPI maps to link the field on promotion with the KPIs stored in Consumer Goods Cloud Processing Service.
For which objects should the system administrator run Ad-Hoc Sync to see the scenario planning results immediately?

- A. KPI Map, Promotion Template, Customer Extension
- B. KPI Map, Promotion Template, Promotion
- C. Account, Promotion Template, Customer Extension

正解：B

解説：
The Ad-Hoc Sync feature in Consumer Goods Cloud is a critical administrative tool used to push metadata and configuration changes to the Processing Service immediately, bypassing the standard nightly batch windows. This is essential during setup or debugging (like scenario planning configuration) to verify results instantly.
To determinewhichobjects need syncing, analyze what was changed:
* New Fields & Linking:The admin created fields and updated theKPI Map. The KPI Map tells the engine how to read/write data from Salesforce fields into the calculation grid. If this isn't synced, the engine won't know the new fields exist.
* Configuration:ThePromotion Templatewas modified to include the new KPI Set. The template is the blueprint; the engine needs this new blueprint to know which KPIs to display and calculate.
* Transactional Data:Promotionswere created using this template. For the scenario planning to work on these specific records, the promotion instances themselves must be recognized by the processing layer.
While "Customer Extension" (Option B/C) is important for account-level attributes, the scenario specifically highlights changes to theKPI definition,Template structure, and thePromotionsthemselves. Therefore, the set
{KPI Map, Promotion Template, Promotion} represents the specific metadata chain that must be refreshed for the calculation engine to correctly process the new scenario planning logic.

質問 # 24
Cloud Kicks is a consumer packaged goods (CPG) organization with an in-house solution for predicting an optimized baseline for trade promotions, which should not be changed in Consumer Goods Cloud TPM.
What should a consultant recommend when integrating this in-house solution with Consumer Goods Cloud TPM?

- A. Create a read-only Baseline key performance indicator (KPI) to be used in the P&L calculations.
- B. Load Baseline directly into the Customer Business Plan object.
- C. Load Baseline directly into the Advanced Promotion object.

正解：B

解説：
Baseline Volume is the forecasted sales volume expected without any promotional activity. In the Salesforce TPM architecture, the

Customer Business Plan (CBP) is the primary container for high-level volume planning and targets for the year.
When an organization has an external, sophisticated "Optimized Baseline" engine (like an AI/ML demand planning tool), this data acts as the "source of truth" for the year's forecast.
* Integration Target:The consultant should integrate this data into theCustomer Business Plan (CBP) object. The CBP holds the weekly/monthly volume data for the account.
* Data Flow:When a KAM creates a specific promotion in TPM, the promotion's calculation engine looks up the CBP to find the "Base Volume" for the relevant weeks and products.
* Read-Only Integrity:By loading it into the CBP (often into a locked or read-only KPI column within the CBP), the system ensures that the "Optimized Baseline" remains immutable during the promotion planning process, serving as the trusted anchor for calculating "Uplift" and "Incremental" volume.

質問＃25

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