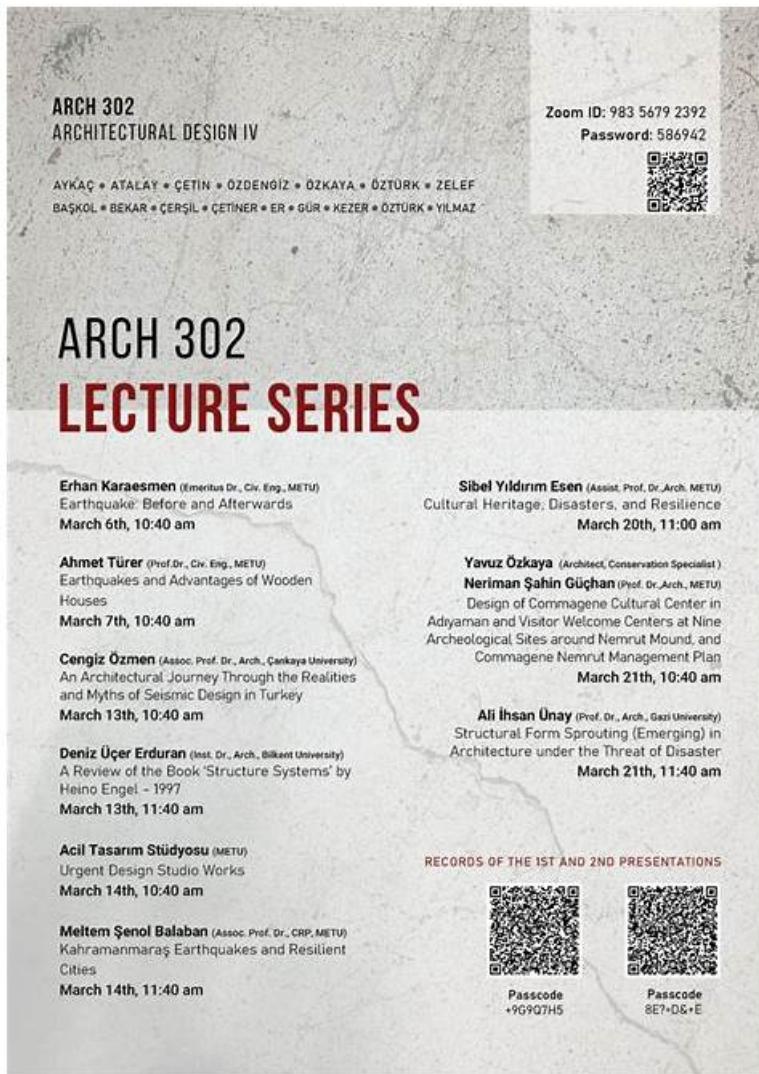# 完璧なArch-302日本語版テキスト内容 &認定試験のリーダー &コンプリートArch-302学習関連題

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Arch-302日本語版テキスト内容 - 合格する信頼できるパートナー

Salesforce Certified B2C Solution Architect

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Salesforce Certified B2C Solution Architect 認定 Arch-302 試験問題 (Q60-Q65):

質問 # 60

A company is in the process of defining the right systems to deliver key capabilities for its B2C business. The company has about 2 million customers, each placing an average of 100 orders each year through its existing B2C Commerce platform. 7 The company needs a system that can;
*Deliver a full list of all customer orders throughout their engagement lifetime
* Provide lifetime engagement tracking and history of the customer
* Calculate the lifetime value of customers based on their orders
Which three systems should a Solution Architect recommend to meet the company's requirements?
Choose 3 answers

- A. Sales Cloud
- B. Marketing Cloud
- C. Salesforce Order Management
- D. Materials Written
- E. Service Cloud
- F. Heroki

正解：A、B、C

解説：
A system is a software application or platform that provides specific functionality or capabilities for a business. A system can be either internal or external to Salesforce, depending on where it is hosted and how it is accessed. To deliver key capabilities for its B2C business, a company should use the following systems:
* Sales Cloud: Sales Cloud is a product that allows managing sales processes and activities across different channels and devices. Sales Cloud can help the company to deliver a full list of all customer orders throughout their engagement lifetime, by integrating with B2C Commerce and other systems to capture and display order information on customer records.
* Marketing Cloud: Marketing Cloud is a product that allows creating and delivering personalized marketing campaigns across different channels and devices. Marketing Cloud can help the company to provide lifetime engagement tracking and history of the customer, by integrating with B2C Commerce and other systems to collect and analyze customer behavior and interactions across touchpoints.
* Salesforce Order Management: Salesforce Order Management is a product that allows managing and fulfilling orders across different channels and systems. Salesforce Order Management can help the company to calculate the lifetime value of customers based on their orders, by integrating with B2C Commerce and other systems to aggregate and report on order revenue and profitability.
Option B is incorrect because Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. Option C is incorrect because Heroku is a platform that allows building, running, and scaling custom web applications using various languages and frameworks. Heroku does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. Option D is incorrect because Materials Written is not a system, but rather a term that refers to written documents or content that are used for communication or education purposes. Materials Written does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. References:
* https://www.salesforce.com/products/sales-cloud/overview/
* https://www.salesforce.com/products/marketing-cloud/overview/
* https://www.salesforce.com/products/commerce-cloud/ecommerce/order-management/

質問 # 61

A US-based pet superstore wants to build a stronger relationship with their customers by offering an ominichannel, seamless experience at each customer interaction. Currently, they have over 1,500 stores, and numerous pet websites, services, and applications that are siloed, which is a major functional pain point.

Recently, they purchased Service Cloud and B2C Commerce and want to integrate their systems as part of their digital transformation.

Which design and approach should a Solution Architect recommend for a robust and scalable multi-cloud integration?

- A. Implement a custom integration solution using lightweight middleware tools like Jitterbit or Talend.
- B. Implement an integration solution using an outbound messaging design pattern and Salesforce Connect as the integration approach, to connect the multiple clouds and on-premises applications.
- C. Build multiple point-to-point application integrations connecting the multi-cloud and on-premises applications using SOA (Service-Oriented Architecture) and SOAP web services.
- D. Build an application network by adopting an API-led connectivity approach that packages underlying connectivity and orchestration services as easily discoverable and reusable API building blocks.

正解：**D**

解説：

A multi-cloud integration is a solution that allows connecting and integrating data and applications across different cloud platforms and systems. A multi-cloud integration can provide various benefits, such as scalability, flexibility, resilience, and innovation. To design and implement a robust and scalable multi-cloud integration, a Solution Architect should recommend the following:

* Build an application network by adopting an API-led connectivity approach that packages underlying connectivity and orchestration services as easily discoverable and reusable API building blocks. An application network is a way of organizing applications, data, and devices into a network of reusable services that can be composed and recomposed to meet changing business needs. An API-led connectivity approach is a methodical way to connect data and applications through reusable and purposeful APIs that are developed to play a specific role: unlocking data from systems, composing data into processes, or delivering an experience. By building an application network using an API-led connectivity approach, the Solution Architect can enable a composable, connected, and automated solution that can leverage the capabilities of different cloud platforms and systems in a flexible and agile way.

Option A is incorrect because implementing an integration solution using an outbound messaging design pattern and Salesforce Connect as the integration approach is not suitable or scalable for a multi-cloud integration. An outbound messaging design pattern is a way of sending notifications from Salesforce to external systems when a record is created or updated. Salesforce Connect is a feature that allows accessing and integrating external data from various sources without copying or storing it in Salesforce. These approaches are limited in functionality, performance, security, and reliability for a complex multi-cloud integration scenario. Option B is incorrect because implementing a custom integration solution using lightweight middleware tools like Jitterbit or Talend is not optimal or sustainable for a multi-cloud integration. Lightweight middleware tools are software applications that provide basic integration capabilities, such as data transformation, routing, orchestration, etc. However, these tools are not designed for building an application network or supporting an API-led connectivity approach. They also require custom code or configuration that can increase the cost and complexity of the solution. Option D is incorrect because building multiple point-to-point application integrations connecting the multi-cloud and on-premises applications using SOA (Service-Oriented Architecture) and SOAP web services is not advisable or scalable for a multi-cloud integration. Point-to-point integrations are direct connections between two applications or systems that are tightly coupled and hard to maintain. SOA is an architectural style that organizes applications into loosely coupled services that communicate through standardized interfaces. SOAP web services are protocols that allow exchanging structured data between applications using XML messages. However, these approaches are outdated and inefficient for a modern multi-cloud integration scenario. They also create complexity and fragility in the solution. References:

* https://www.mulesoft.com/resources/api/what-is-api-led-connectivity
* https://www.mulesoft.com/resources/api/what-is-an-application-network
* https://help.salesforce.com/s/articleView?id=sf.datacloud_connect_overview.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.workflow_om_outboundmessaging.htm&type=5

質問 # 62

Which two considerations should the Solution Architect keep in mind while designing the solution for OOBO?
Choose 2 answers

- A. The Service Agent cannot order on behalf of the customer if the customer is offline.
- B. The OOBO shopping experience requires that Salesforce service agent users authenticate against the B2C Commerce environment before creating the shopping session.
- C. Middleware, like Mulesoft, must be used to ensure the security and uptime of the integration between B2C Commerce and Service Cloud.
- D. Every REST call between B2C Commerce and Service Cloud counts towards API governor limits.

正解：**B、D**

解説：
The REST calls between B2C Commerce and Service Cloud are subject to API governor limits, which can affect the performance and availability of the integration. The service agent users need to have B2C Commerce permissions and access keys to log in and place orders on behalf of registered storefront shoppers.

質問 # 63

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and wants to deliver integrated customer experiences across all three products. The company has one B2C Commerce realm serving two storefronts, a Salesforce org, and a Marketing Cloud instance with a single business unit that leverages email address as a subscriber key. None of these Salesforce Clouds are integrated. The company is also interested in integrating with Customer 360 Data Manager.

Which two Marketing Cloud implementation recommendations should a Solution Architect present to the company to adjust their architecture to adhere to Salesforce multi-cloud integration best practices?

Choose 2 answers

- A. Marketing Cloud should serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier.
- B. Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit.
- C. B2C Commerce should integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront.
- D. Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices.

正解：**B、D**

解説：
* Option B is correct because Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit. This is a recommended practice to enable multi-brand marketing campaigns and segmentation based on different storefronts and customer profiles.
* Option C is correct because Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices. This is a recommended practice to enable data integration and identity resolution across multiple Salesforce clouds using Customer 360 Data Manager. Email address is not a suitable subscriber key for multi-cloud scenarios, as it may change over time or be shared by multiple customers.
* Option A is incorrect because Marketing Cloud should not serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier. This is not a recommended practice, as it would create data quality issues, security risks, and integration challenges across multiple Salesforce clouds. Customer email addresses are also not suitable as a multi-cloud customer identifier, as they may change over time or be shared by multiple customers.
* Option D is incorrect because B2C Commerce should not integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront. This is not a recommended practice, as it would create data duplication, synchronization issues, and performance impacts across multiple Salesforce clouds. B2C Commerce should integrate with Service Cloud or Customer 360 Data Manager to create or update customer records based on their actions on the storefront.
References:
* [Get Started with B2C Solution Architect Cert Prep - Trailhead]
* [Certification - B2C Solution Architect - Trailhead]
* [B2C Solution Architect Certification Guide | Salesforce Ben]

質問 # 64

Northern Trail Outfitters (NTO) operates its website on B2C Commerce. NTO recently decided to update its Customer Service from a bespoke solution to Service Cloud.

NTO currently has around two million customer records in its B2C Commerce database that need to be migrated into Service Cloud.

What should a Solution Architect recommend to export all the customer data from B2C Commerce and import into Service Cloud without additional development7

- A. Export the data using B2C Commerce APIs, and import it into Salesforce using Data Import Wizard.
- B. Export the data using Business Manager, and import it into Salesforce using Data Loader.

- C. Export the data using Business Manager, and import it into Salesforce using the Data Import Wizard.
- D. Export the data using B2C Commerce APIs, and import it into Salesforce using Data Loader.

正解：**B**

解説：
This answer is correct because it is a way to export all the customer data from B2C Commerce and import into Service Cloud without additional development. Business Manager is a tool that allows B2C Commerce administrators to export customer data in CSV format. Data Loader is a tool that allows Salesforce administrators to import data from CSV files into Salesforce objects. References: https://documentation.b2c. commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/BusinessManager /ExportingCustomerData.html https://developer.salesforce.com/docs/atlas.en-us.dataLoader.meta/dataLoader /data_loader.htm

質問＃65
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