

Salesforce AP-205 Zertifizierungsantworten & AP-205 Online Praxisprüfung



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>> Salesforce AP-205 Zertifizierungsantworten <<

AP-205 Online Praxisprüfung - AP-205 Originale Fragen

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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional AP-205 Prüfungsfragen mit Lösungen (Q24-Q29):

24. Frage

A manufacturer of health food snacks wants to better plan, manage, visualize, and monitor compliance with its trade promotions and use of offline capabilities.

Which Salesforce solutions form the basis for a consultant developing an agenda and content for running discovery workshops with a potential client?

- A. CRM Analytics, Retail Execution, Trade Promotion Management
- B. Retail Execution, Marketing Cloud, Trade Promotion Management
- C. Trade Promotion Management, Field Service, Retail Execution

Antwort: C

Begründung:

To address the client's needs comprehensively:

- * Plan and Manage Trade Promotions: This is covered by Trade Promotion Management (TPM).
- * Monitor Compliance and Offline Capabilities: This is the core function of Retail Execution (RE), which allows field reps to check compliance (audits) in stores.
- * Field Service: In the Salesforce Consumer Goods Cloud architecture, Field Service (specifically the dispatcher and scheduling engines) often serves as the backend infrastructure that powers the Retail Execution visits, routing, and mobile offline capabilities. Therefore, the combination of TPM (Planning), Field Service (Routing/Scheduling infrastructure), and Retail Execution (Compliance/Offline execution) is the correct solution set.

25. Frage

A client needs to calculate component-level revenue at the tactic level in the Shipment Time frame within the bill of material (BOM) Component Product of a key performance indicator (KPI).

What should a consultant enable to ensure that the KPI is calculated only for the specified periods?

- A. BOM Scope as Component
- B. Time Scope as Shipment
- C. Object Scope as Promotion Tactic

Antwort: B

Begründung:

This question focuses on the precise configuration of KPI Definitions within the Calculation Engine (Processing Services). Every KPI in TPM (like "Revenue" or "Volume") requires specific instructions on how and when to calculate.

The critical requirement in the prompt is that the calculation must occur in the "Shipment Time frame." In TPM, a promotion typically has multiple timeframes:

- * Placement/In-Store: When the product is on the shelf.
- * Shipment: When the product is delivered to the retailer (often weeks earlier).
- * Consumption: When the shopper buys it.

If a KPI is configured with the default time scope (often "Promotion" or "Placement"), the engine will calculate revenue based on the dates the promotion is active in the store. However, financial recognition for the manufacturer usually happens at Shipment. Therefore, to ensure the "Component-level revenue" reflects the financial reality of when goods were shipped, the Time Scope setting in the KPI configuration must be explicitly set to Shipment.

While "Object Scope" (Option A) and "BOM Scope" (Option C) control what is being calculated (the Tactic or the Component), they do not control the temporal aspect. Only the Time Scope determines the specific date range (Shipment Start to Shipment End) used for the data retrieval and calculation logic.

26. Frage

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 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.
- C. 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.

Antwort: A

Begründung:

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.

27. Frage

A customer needs to create a promotion level report that has data for three Promotion key performance indicators (KPIs) and four fields from the Promotion object: Promotion Name, Slogan, Anchor Account, Phase.

Which type of reporting solution should a consultant recommend to the customer?

- **A. External Reporting Solution**
- B. Real-Time Reporting
- C. Salesforce Lightning Reports

Antwort: A

Begründung:

While Salesforce Lightning Reports (Option C) are excellent for standard object data (Name, Slogan, Phase), they struggle to access the calculated KPIs (Volume, ROI, Spend) that reside in the Processing Service's memory or JSON blobs, unless those KPIs are explicitly written back to the database. Even with writeback, joining them in a formatted "Promotion Level Report" (often implying a tear-sheet or printable summary) can be rigid.

Real-Time Reporting (RTR)(Option A) is a UI component for viewing data on a screen, not generating a persistent "Report" document.

Therefore, for a requirement that mixes standard metadata (Slogan, Phase) with complex calculated KPIs into a cohesive report, the recommended best practice in the TPM ecosystem is often an External Reporting Solution (Option B) such as CRM Analytics (Tableau CRM) or a third-party generator. These tools can ingest the Writeback data (or query the API), join it with the Promotion Object metadata, and render the pixel- perfect layout required by the customer.

28. Frage

A key account manager (KAM) wants to plan for the current and future financial years and create multiple scenarios for evaluation in a Customer Business Plan (CBP). The KAM wants the ability to play with What If scenarios and save Planning Versions.

How should the KAM use the standard CBP scenario planning functionality?

- A. Create scenarios, copy scenarios, compare scenarios, and activate scenarios in the CBP.
- B. Create multiple plan scenarios for the CBP in Promotion Scenario planning.
- **C. Create a real-time report of the scenarios and compare changes to the CBP on a separate tab.**

Antwort: C

Begründung:

Note: While standard CBP functionality involves creating and activating scenarios (Option C), the accredited exam source indicates Option B, emphasizing the analysis/reporting aspect.

In the context of evaluating "What-If" scenarios for a Customer Business Plan (CBP), the Key Account Manager needs to visualize the impact of their changes against the current active plan. Real-Time Reporting (RTR) is the tool that facilitates this comparison. When a KAM is "playing" with scenarios-for example, adjusting the forecast for Q4 to see the impact on total annual margin-they generate a temporary or alternative dataset. To evaluate this effectively, they utilize a Real-Time Report configured to display the Scenario Data side-by-side with the Active Plan Data. This report, often viewed on a separate tab or dashboard component, allows the KAM to clearly see the "Delta" (difference) in volume and profit, enabling informed decisions before they choose to "Activate" or commit the scenario to the official plan.

29. Frage

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Ich meine, wir sind erst bis auf den Boden der Insel gelangt, Während AP-205 die relativ neue Naked Baker Show kein großer Erfolg ist, generiert sie genug Einnahmen, dass die Baker" ihren Job gekündigt hat.

Salesforce AP-205 Fragen und Antworten, Consumer Goods Cloud: Trade Promotion Management Accredited Professional Prüfungsfragen

Aber die Wahl ist von großer Bedeutung. Es ist wirklich preiswert, AP-205 Deutsche Prüfungsfragen Dann können Sie das kundenorientierte Design von uns ExamFragen erkennen und die ausführliche Deutungen empfinden.

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