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Salesforce Certified Platform Integration Architect Sample Questions (Q14-Q19):

NEW QUESTION # 14

A large business-to-consumer (B2C) customer is planning to implement Salesforce CRM to become a customer-centric enterprise. Below is the B2C customer's current system landscape diagram.

The goals for implementing Salesforce include:

Develop a 360-degree view of the customer.

Leverage Salesforce capabilities for marketing, sales, and service processes.

Reuse Enterprise capabilities built for quoting and order management processes.

Which three systems from the current system landscape can be retired with the implementation of Salesforce?

- A. Order Management, Case Management, and Email Marketing
- B. Sales Activity, Order Management, and Case Management
- C. Email Marketing, Sales Activity, and Case Management

Answer: C

Explanation:

In the framework of a Salesforce Platform Integration Architect's landscape evaluation, the primary goal is to determine the "system of record" for each business function and identify redundancies between legacy systems and the proposed Salesforce architecture. This process is driven by the alignment of Salesforce's native "Customer 360" capabilities with the specific goals defined by the enterprise stakeholders.

According to Goal 2, the customer intends to leverage Salesforce specifically for marketing, sales, and service processes. Within the standard Salesforce ecosystem, these domains are addressed by the three core cloud products:

Marketing Cloud provides the capabilities found in the legacy Email Marketing System.

Sales Cloud replaces the functions of the Sales Activity System.

Service Cloud is the native replacement for the Case Management System.

By migrating these three domains to a single platform, the organization directly fulfills Goal 1-developing a 360-degree view of the customer. Consolidating these interactions onto the Salesforce platform allows for a unified data model where customer behaviors in marketing, sales, and support are visible in one place, eliminating the silos inherent in the previous landscape.

However, a critical constraint is presented in Goal 3, which explicitly mandates the reuse of existing enterprise capabilities for quoting and order management. In an integration architecture, this signals that the Quoting System and Order Management System (OMS) are designated as external systems of record that must remain active. These systems often contain complex logic, tax calculations, or supply chain integrations (such as with an SAP Business Suite) that the business is not currently ready to migrate.

Therefore, since the Quoting and Order Management systems must be retained, they are excluded from the retirement list. The remaining three systems-Email Marketing, Sales Activity, and Case Management-overlap with Salesforce's native strengths and are not protected by the "reuse" requirement. Retiring them streamlines the technology stack and allows the architect to focus on building robust integration patterns (such as REST or SOAP callouts) to connect Salesforce to the retained Quoting and Order Management systems.

NEW QUESTION # 15

The goals for implementing Salesforce include a 360-degree view, leveraging CRM for marketing, sales, and service, and reusing enterprise quoting/order management. Which three systems from the current landscape can be retired?

- A. Order Management, Case Management, and Email Marketing
- B. Sales Activity, Order Management, and Case Management
- C. Email Marketing, Sales Activity, and Case Management

Answer: C

Explanation:

When implementing Salesforce to achieve a 360-degree view of the customer, the platform replaces legacy "siloes" applications that perform core CRM functions. Based on the business goals provided, Salesforce will be the master for Marketing, Sales, and Service.

The systems to be retired are those whose functionality is natively subsumed by Salesforce:

Email Marketing: Replaced by Salesforce Marketing Cloud or native marketing features.

Sales Activity: Replaced by Sales Cloud, which masters lead management, opportunity tracking, and activity logging.

Case Management: Replaced by Service Cloud, which provides the tools for customer support agents to resolve inquiries.

Order Management and Quoting are specifically noted as "Enterprise capabilities" that the business wants to reuse. This means these systems will stay in the landscape and be integrated with Salesforce, rather than being retired. Therefore, any option containing "Order Management" (A and C) is incorrect. Retiring the marketing, sales activity, and service systems allows the organization to consolidate its customer data into a single platform, fulfilling the primary goal of the Salesforce transformation.

NEW QUESTION # 16

A company has an external system that processes and tracks orders. Sales reps manage their leads and opportunity pipeline in Salesforce. The company decided to integrate Salesforce and the Order Management System (OMS) with minimal customization and code. Sales reps need to see order history in real-time. The legacy system is on-premise and connected to an ESB. There are 1,000 reps creating 15 orders each per shift, mostly with 20-30 line items. How should an integration architect integrate the two systems based on these requirements?

- A. Use Salesforce external object and OData connector.
- B. Use Salesforce custom object, custom REST API, and extract, transform, load (ETL).
- C. Use Salesforce standard object, REST API, and extract, transform, load (ETL).

Answer: A

Explanation:

To meet the requirements of minimal customization, low developer resources, and real-time visibility without data replication, the architect should utilize Salesforce Connect with External Objects and an OData connector.

Salesforce External Objects allow the OMS data to be viewed within Salesforce as if it were stored natively, but the data remains in the on-premise system. This fulfills the requirement for sales reps to see "up-to-date information" because every time they view the record, Salesforce Connect fetches the latest data via the ESB's OData endpoint. This Data Virtualization pattern is the most efficient choice for real-time history where users only need to view the data occasionally.

Options A and B involve Data Replication via ETL, which would store the order data inside Salesforce. Given the volume (15,000 orders/shift with 25 line items each = 375,000 records daily), this would rapidly consume Salesforce data storage limits and require significant custom development for the ETL logic and REST APIs. Furthermore, ETL is typically batch-oriented and would not provide the true "real-time" view requested. By using an OData connector, the architect leverages a declarative, "no-code" solution that satisfies the timeline constraints and provides immediate access to order details and line items without the cost of data storage.

NEW QUESTION # 17

Universal Containers (UC) uses Salesforce Service Cloud. Support agents open bank accounts on the spot. UC's core banking system is the system of record, and all accounts opened in Salesforce must be synced in real time. Agents need to inform the customers of the newly created bank account ID, which is generated by the core banking system. Which integration pattern is recommended for this use case?

- A. Salesforce platform event
- B. Request and Reply
- C. Streaming API to generate PushTopic

Answer: B

Explanation:

The requirement for an agent to receive a newly created bank account ID in real time to inform a customer signifies a synchronous dependency. The agent cannot complete the business process until the core banking system confirms the account creation and returns the generated identifier.

The Request and Reply pattern is the appropriate recommendation for this use case. In this pattern:

Request: Salesforce sends a synchronous callout (REST or SOAP) containing the customer's data to the core banking system

Wait: The Salesforce thread remains open, and the user interface typically displays a loading indicator while waiting for the external system to process the request.

Reply: The core banking system returns the new account ID, which is then immediately displayed to the support agent in Salesforce.

Options A (Platform Events) and C (Streaming API) are asynchronous, event-driven patterns. While highly scalable, they are unsuitable for this specific "on the spot" requirement because there is no native way to force the agent's screen to wait for an asynchronous callback with the new ID. Request and Reply ensures that the agent has the necessary information to complete the customer interaction in a single, continuous flow.

NEW QUESTION # 18

Northern Trail Outfitters uses Salesforce to track leads and opportunities, and to capture order details. However, Salesforce isn't the system that holds or processes orders. After the order details are captured in Salesforce, an order must be created in the Remote system, which manages the order's lifecycle. The integration architect for the project is recommending a remote system that will subscribe to the platform event defined in Salesforce. Which integration pattern should be used for this business use case?

- A. Remote Call-In
- B. Request and Reply
- **C. Fire and Forget**

Answer: C

Explanation:

In this scenario, Salesforce acts as the trigger for a business process that completes in an external system. The architect's recommendation for the remote system to subscribe to a platform event is the classic implementation of the Remote Process Invocation-Fire and Forget pattern.¹ In a Fire and Forget pattern, Salesforce initiates a process by publishing a message (the event) to the event bus and then immediately continues its own² processing without waiting for a functional response from the target system. The "Fire" part occurs when the order details are captured and the event is published; the "Forget" part refers to Salesforce handing off the responsibility of order creation to the remote system. This pattern is ideal for improving user experience and system performance, as it avoids blocking the user interface while waiting for potentially slow back-office systems to respond. Option A (Request and Reply) is incorrect because that would require Salesforce to make a synchronous call and wait for the remote system to confirm the order was created before allowing the user to proceed. Option C (Remote Call-In) is the inverse of what is described; it would involve the remote system actively reaching into Salesforce to "pull" the data, whereas here Salesforce is "pushing" the notification via an event stream. By using Platform Events to facilitate this hand-off, Northern Trail Outfitters ensures a decoupled, scalable architecture where the remote system can process orders at its own pace while Salesforce remains responsive to sales users.

NEW QUESTION # 19

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