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Salesforce AP-205 Exam Syllabus Topics:

Section	Weight	Objectives
Topic 1: Implementation	40%	- Implement TPM capabilities
		1. Configure funds and transactions 2. Implement data synchronization processes 3. Implement promotions and tactics 4. Manage settlement processes 5. Configure KPI calculations and reporting
Topic 2: Design	28%	- Design TPM solutions
		1. Design reporting and analytics solutions 2. Recommend best practices for data management 3. Design integration and synchronization approaches 4. Configure trade promotion planning processes 5. Design scalable TPM architecture
Topic 3: Discovery	32%	- Use Consumer Goods Cloud and TPM for customer environments
		1. Conduct discovery interviews using TPM lifecycle 2. Map TPM and third-party systems capabilities 3. Gather functional and technical requirements 4. Capture non-functional and volumetric requirements 5. Document customer journey and business processes

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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q50-Q55):

NEW QUESTION # 50

Universal Containers (UC) wishes to produce a dashboard displaying basic up-to-date information regarding funds, promotions, and claims. UC wants to enable end users to modify the graphics within the report.

Which solution should a consultant recommend to meet this requirement?

- A. TPM Real-Time-Reports (RTR)
- B. CRM Analytics Dashboards
- C. Salesforce Lightning Reports & Dashboards

Answer: C

Explanation:

This question requires selecting the appropriate reporting tool based on two constraints: "basic up-to-date information" and "end users ability to modify graphics."

* Salesforce Lightning Reports & Dashboards (Option A): This is the standard, native Salesforce reporting tool. It is "live" (up-to-date) as it queries the database directly. Crucially, it is designed for self-service. A standard user (with appropriate permissions) can easily "Clone" a dashboard, change a bar chart to a donut chart, or adjust filters without needing developer skills or complex JSON configuration.

This fits the requirement for end-users modifying graphics perfectly.

* TPM Real-Time-Reports (RTR) (Option B): While RTR provides specific, high-speed P&L views for TPM, its visualization capabilities are often more rigid or technically configured (via JSON or admin setup) compared to the drag-and-drop simplicity of Lightning Dashboards. It is designed more for the

"Grid" view of a specific promotion rather than a general "Funds and Claims" dashboard.

* CRM Analytics (Option C): This is a powerful, enterprise-grade intelligence platform (formerly Einstein Analytics). While it offers superior visualization, it is generally considered a "heavy" solution.

Modifying dashboards in CRM Analytics often requires a specialized license and a higher skill set (understanding datasets, lenses, and SAQL) than the "basic" modification requested for end users. It is typically used for deep data mining, not basic operational dashboards.

NEW QUESTION # 51

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

Answer: B

Explanation:

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.

NEW QUESTION # 52

A system administrator in Ursa Major Solar wants to load Sell through volume of a customer in data processing engine for read as a

key performance indicator (KPI).

Which permission set license should a consultant recommend assigning so that the system administrator is able to load the data?

- A. Lightning Trade Promotion Management Psl
- **B. CGC Processing Services Register**
- C. CGC Retail and Trade Promotion Management Psl

Answer: B

Explanation:

In the Salesforce Consumer Goods Cloud (CGC) architecture, high-volume calculations and data processing for Trade Promotion Management (TPM) are handled by the Cloud Processing Service (CPS). This off-platform engine is necessary to manage the massive data grids involved in promotion planning.

When a System Administrator needs to interact directly with this engine—specifically to load, register, or sync external data sources (like "Sell through volume") so they can be read as KPIs—they require specific privileges that go beyond standard CRM access.

The CGC Processing Services Register permission set license is explicitly designed for this administrative purpose.

This license grants the user the necessary API rights and access controls to manage the Data Processing Engine (DPE) definitions and trigger the synchronization jobs that hydrate the CPS with data. Without this specific license, the administrator might be able to see the TPM application screens (if they have the TPM license, Option A), but they would lack the backend permissions required to configure the data ingestion pipelines that feed the calculation engine.

NEW QUESTION # 53

Cloud Kicks is planning promotions for planning accounts, including different formats like Hypermarkets, Supermarkets, Convenience, and Online. To which object should the data of these formats be interfaced?

- A. Customer Trade Org Hierarchy with Relationship Type Sub Account
- **B. Customer Relationship with Relationship Type Sub Account**
- C. Sub Account with timeframe Valid From and Valid Thru

Answer: B

Explanation:

In the Consumer Goods Cloud data model, the concept of "Planning Accounts" (where the plan is created) often differs from the "Execution" or "Format" level (where the volume actually occurs). A retailer might be one Planning Customer (e.g., "Global Retailer Inc."), but they operate distinct store formats like

"Hypermarkets" and "Supermarkets" which have different performance characteristics.

To model this, Salesforce utilizes the Customer Relationship object. This object acts as a flexible connector that links the main Planning Account to the specific Format accounts (Sub-Accounts). The correct configuration involves setting the Relationship Type to "Sub Account".

This architecture allows the system to aggregate data. When a KAM plans a promotion for the main "Planning Account," the system needs to know which underlying stores or formats contribute to that volume. By interfacing the format data into the Customer Relationship object with the "Sub Account" type, the TPM calculation engine can automatically roll up historical data (baselines) from the Supermarkets and Hypermarkets to the Planning Account level. Conversely, it allows for planning at the format level if needed.

This is superior to using the standard Trade Org Hierarchy (Option A) for this specific use case because

"Formats" are often virtual or logical groupings that exist across standard geographic hierarchies, and the Customer Relationship object provides the necessary flexibility to map these many-to-many or specific one-to-many relationships without disrupting the primary sales organization tree.

NEW QUESTION # 54

A consultant for Northern Trail Outfitters (NTO) is looking to utilize real-time reporting (RTR) to see the complete view of NTO's finances.

If the consultant makes an update to a key performance indicator (KPI) in the Volume Planning card (VPC), how fast will those changes be reflected in the RTR?

- A. The KPI changes will be reflected every 10 minutes through SF Data Sync.
- B. The KPI changes will be picked up in a batch run overnight and reflected the next day.
- **C. The KPI changes will be updated immediately.**

Answer: C

Explanation:

Real-Time Reporting (RTR) in Consumer Goods Cloud TPM is architected to provide exactly what its name implies: zero-latency visibility into the active planning session.

When a Key Account Manager (KAM) or consultant modifies a KPI in the Volume Planning Card (VPC)- for example, increasing the "Planned Uplift Volume"-the system triggers a recalculation within the Processing Service.

* In-Memory Calculation: The engine recomputes all dependent metrics (Revenue, Spend, Profit) in memory.

* Shared Context: The RTR component sits on top of this same active calculation context. It does not wait for the data to be written back to the Salesforce database, synced to CRM Analytics, or processed by a batch job.

Therefore, the moment the calculation completes (which is typically sub-second or a few seconds), the RTR view reflects the new financial reality immediately. This immediate feedback loop is crucial for "What-If" analysis, allowing users to tweak volume assumptions and instantly see the impact on the bottom line without the delay associated with traditional data warehousing or batch synchronization (Option B or C).

NEW QUESTION # 55

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