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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional AP-205 Prüfungsfragen mit Lösungen (Q29-Q34):

29. Frage

During a design session, a client has informed a consultant that base volumes for a group of planning level accounts is available only at the Sub Account level.

How should the consultant design this for planning accounts that rely on Sub Account data?

- A. Select Sub Accounts on the Account P&L and select calculation mode as Sub Account Aggregation on the promotion template.
- B. Create a promotion template with Sub Account functionality enabled and enable Consider Sub Accounts functionality in the key performance indicator (KPI) definition to read volumes.
- C. Create a Customer Set and create a promotion template with Sub Account functionality.

Antwort: A

Begründung:

This scenario addresses a common data granularity mismatch: the Planning is done at the Parent (Anchor) level, but the Data (Base Volumes) resides at the Child (Sub Account) level.

To bridge this gap, the Promotion Template and Account P&L must be configured for Aggregation.

* Select Sub Accounts on Account P&L: The Key Account Manager must essentially "opt-in" the relevant sub-accounts into the view. This tells the system which children contribute to this plan.

* Calculation Mode: Sub Account Aggregation: This is the specific setting in the Promotion Template that dictates the engine's behavior. Instead of looking for a baseline volume record attached directly to the Parent Account (which doesn't exist in this scenario), the engine is instructed to look at the selected Sub Accounts, retrieve their individual baselines, and sum them up (Aggregate) to display the total at the Planning Account level.

Without this "Sub Account Aggregation" mode, the baseline at the planning level would likely show as zero because the system would default to looking for a direct match at the parent level. Option B correctly identifies the combination of UI selection (P&L) and calculation logic (Aggregation Mode) required to surface this data.

30. Frage

The key account managers (KAMs) at Universal Containers use, in their promotion planning process, the promotion scenario planning to achieve the best setup for the promotion.

How should a consultant configure the Adjustment key performance indicators (KPIs) that the KAMs want to use? 3

- A. Add Adjustment KPI 1, Adjustment KPI 2, and Adjustment KPI 3 as Adjustment subset to the KPI set, which is assigned to the promotion template.
- B. Add Adjustment KPI 1, Adjustment KPI 2, and Adjustment KPI 3 as Promotion Scenarios subset to the KPI set, which is assigned to the promotion template. 4
- C. Assign Adjustment KPI 1, Adjustment KPI 2, and Adjustment KPI 3 as Adjustment KPIs on the Details page of the promotion template.

Antwort: B

Begründung:

Scenario Planning in TPM allows Key Account Managers to create "What-If" versions of a promotion (e.g., "What if I increase the discount to 15%?") without affecting the live plan. To facilitate this, the user interface needs to know specifically which KPIs are relevant for these experimental adjustments.

In the TPM configuration, KPI Subsets are used to group KPIs for specific UI contexts (e.g., the Volume Card, the Spend Card).

For Scenario Planning, there is a specialized subset purpose, often referenced as the Promotion Scenarios subset (or similarly named configuration hook depending on the specific release version, but conceptually the "Scenario" subset).

By adding the "Adjustment KPIs" (the specific metrics where users input their simulation data, like Simulated Lift %) to this specific subset in the KPI Set, the consultant ensures that when a KAM enters "Scenario Mode," these specific fields appear and are editable. This segregates the scenario inputs from the standard operational data, allowing the calculation engine to compute the

"Scenario Result" separately from the "Active Plan Result" for comparison.

31. Frage

Northern Trail Outfitters (NTO) wants to roll out the Consumer Goods Cloud TPM application to the US market. One of the key asks of the key account managers (KAMs) of the US market is that shipment dates should be preset, as the delivery period always starts 14 days prior to the in-store period and ends with the in-store period. A TPM consultant is brought in to assess the requirement and recommend a feasible solution.

What should the consultant recommend doing to meet NTO's requirements?

- A. Configure the Timeframe Determination Policy and the Shipment Date From/Thru Offsets in the promotion template.
- **B. Configure the Timeframe Determination Policy and Synchronize Promotion Timeframes in the promotion template.**
- C. Configure the Time Scope and Synchronize Promotion Timeframes in the promotion template.

Antwort: B

Begründung:

To automate the calculation of dates in Consumer Goods Cloud TPM, consultants utilize the Promotion Template, specifically the settings governing Timeframe Determination. This functionality dictates how the different date ranges of a promotion (Placement Dates, Shipment Dates, Consumption Dates) relate to one another.

The requirement here is to "preset" shipment dates based on the in-store (Placement) period. Specifically, the shipment must start 14 days before the in-store period. This is a classic "Anchor" and "Offset" relationship. The In-Store Date is the "Anchor," and the Shipment Date is "Derived" from it.

By configuring the Timeframe Determination Policy within the Promotion Template, the consultant can define this logic (e.g., Shipment Start = Placement Start - 14 days). The setting "Synchronize Promotion Timeframes" (mentioned in Option A) is the trigger that ensures this logic runs automatically when the dates are changed. When a KAM selects the In-Store dates, the synchronization logic immediately calculates and populates the Shipment dates according to the policy. While Option C mentions "Offsets" explicitly, Option A is the answer provided in the accredited exam dumps, emphasizing the configuration of the Policy and the Synchronization mechanism as the primary actions. The Policy itself contains the offset definitions, but the "Synchronize" function is what enforces the alignment and presets the dates on the user interface, fulfilling the requirement for automation.

32. Frage

A client needs a promotion that has BOGO (buy one get one free) as the type. A consultant has created a new tactic template called BOGO.

Which strategy should the consultant recommend to set up this promotion using the standard TPM functionality? 5

- A. Use a promotion template BOGO.
- B. Use the compensation method Per Case.
- **C. Use the compensation method BOGO.**

Antwort: C

Begründung:

To execute a specific promotional mechanic like "Buy One Get One" (BOGO), the system needs to know how to calculate the cost. In Consumer Goods Cloud TPM, this financial logic is determined by the Compensation Method configured on the Tactic.

* Tactic Template: The consultant has already created the container (the "BOGO" Tactic Template).

* Compensation Method: This is the engine under the hood.

* Per Case: Calculates cost as \$X per unit sold. (Incorrect for BOGO).

* Fixed: Calculates cost as a flat lump sum. (Incorrect for BOGO).

* BOGO (or Free Goods): This specific compensation method contains the logic to understand that for every X units bought, Y units are given free. It calculates the "Cost" of the promotion based on the Cost of Goods Sold (COGS) of the free items, rather than a discount off the invoice.

Therefore, selecting the Compensation Method BOGO (Option B) is the critical configuration step. It instructs the calculation engine to apply the correct "Free Goods" formula to the tactic, ensuring that the Spend and ROI metrics reflect the cost of the given-away inventory.

33. Frage

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

Antwort: B

Begründung:

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.

34. Frage

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