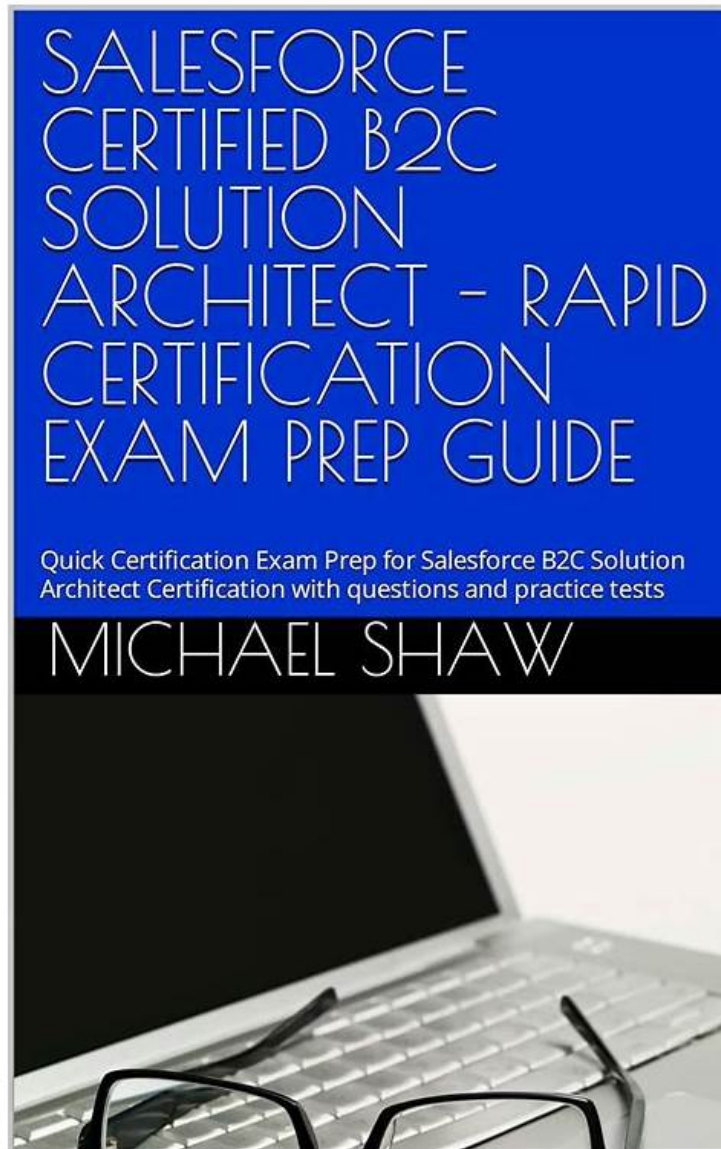


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Salesforce B2C-Solution-Architect certification exam has been designed to validate a candidate's knowledge and expertise in designing and implementing B2C Commerce Cloud solutions. B2C-Solution-Architect exam focuses on various topics such as data modeling, system architecture, application development, and integration with other systems. Candidates are also tested on their knowledge of the platform's features such as promotions, catalog management, site design, and more.

Salesforce B2C-Solution-Architect Certification Exam is intended for professionals who have an in-depth understanding of the B2C domain and possess several years of experience in working with Salesforce technologies. B2C-Solution-Architect exam is ideal for architects, developers, and consultants who want to demonstrate their expertise in designing and implementing B2C solutions.

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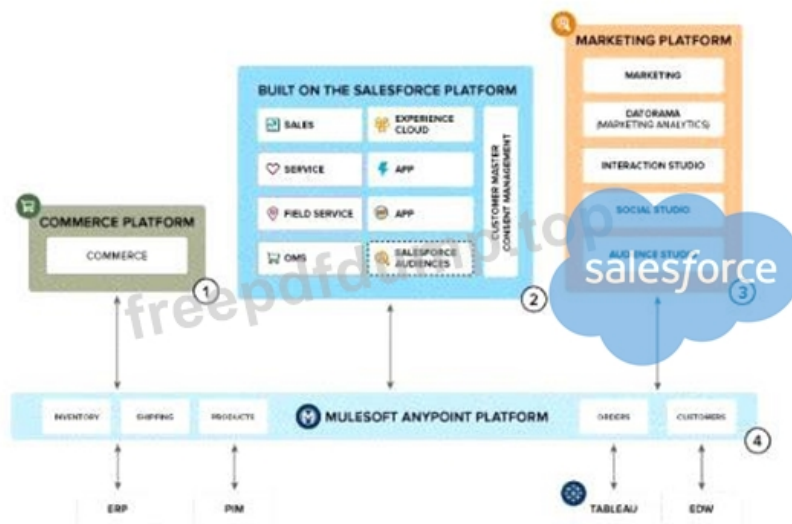
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Salesforce B2C-Solution-Architect Certification Exam is a challenging exam that requires a deep understanding of the B2C domain and Salesforce technologies. Candidates have to demonstrate their ability to design and implement scalable, secure, and high-performance solutions that meet the unique needs of B2C businesses. B2C-Solution-Architect Exam also tests the candidate's knowledge of best practices, governance, and compliance requirements.

Salesforce Certified B2C Solution Architect Sample Questions (Q37-Q42):

NEW QUESTION # 37

Refer to the exhibit.



A company plans to adopt Salesforce for a number of their needs, including an internal CRM, a public B2C Commerce storefront with order management functionality, and an extensible API framework to integrate with other systems, as well as marketing automation. The overall system landscape of the proposed solution is shown above.

Which three considerations are important for this scenario? Choose 3 answers

- A. Tableau requires MuleSoft in order to access data outside of the Salesforce Platform.
- B. Salesforce products, including Sales Cloud, Service Cloud, Experience Cloud, and Order Management System (OMS) run on the same physical platform and share a common data model.
- C. The Salesforce Platform can be used for customer master and consent management, or it can integrate with a third-party Master Data Management system.
- D. Marketing Cloud enables personalization, journey orchestration, and cross-channel messaging.
- E. Order Management System (OMS) is a B2C Commerce product but it does not run natively on the core Salesforce Platform.

Answer: B,C,E

Explanation:

* Option A is correct because the Salesforce Platform can be used for customer master and consent management, or it can integrate with a third-party Master Data Management system. This is an important consideration for this scenario, as it affects the data quality, security, and governance of customer data across multiple Salesforce clouds and systems.

* Option C is correct because Order Management System (OMS) is a B2C Commerce product but it does not run natively on the core Salesforce Platform. This is an important consideration for this scenario, as it affects the integration, performance, and scalability of OMS with other Salesforce clouds and systems.

* Option D is correct because Marketing Cloud enables personalization, journey orchestration, and cross-channel messaging. This is an important consideration for this scenario, as it affects the marketing strategy, campaign design, and customer engagement of the company.

* Option B is incorrect because Tableau does not require MuleSoft in order to access data outside of the Salesforce Platform. Tableau can

connect to various data sources using native connectors or custom connectors without relying on MuleSoft.

References:

- * [Get Started with B2C Solution Architect Cert Prep - Trailhead]
- * [Certification - B2C Solution Architect - Trailhead]
- * B2C Solution Architect Certification Guide | Salesforce Ben

NEW QUESTION # 38

A customer service team raised a new business requirement that requires a multi-cloud solution design between B2C Commerce, Service Cloud, and Marketing Cloud. A Solution Architect has been hired to lead the design of the multi-cloud solution.

Which two actions should the Solution Architect take to accurately capture requirements and deliver the solution overview?

Choose 2 answers

- A. Include the customer service team so that they can provide detailed user stories prior to the discovery workshops.
- **B. Include functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function to ensure all requirements are captured.**
- C. Conduct discovery workshops and upon completion present the solution back to the design authority or executive stakeholders to validate the solution.
- **D. Conduct discovery workshops to create a user acceptance testing document and invite business owners, each cloud technical architect, and implementation development team.**

Answer: B,D

NEW QUESTION # 39

An electronics company operates its website on B2C Commerce. The company recently decided to update its Customer Service portal from a homegrown solution to Service Cloud in order to take advantage of Assisted Order Placement through the 'Order on Behalf of' feature in the Service Cloud console.

The company currently has 3 million customer records in its B2C Commerce database that need to be migrated into Service Cloud.

How should a Solution Architect manage the export from B2C Commerce and import the initial batch of customer records into Service Cloud in an efficient manner?

- A. Use the Commerce Cloud REST API to import the 3 million records into Service Cloud.
- **B. Use Business Manager to export and Data Loader to import the 3 million records into Service Cloud.**
- C. Use the Salesforce REST API to import the 3 million records into Service Cloud.
- D. Use the Streaming API to push the 3 million customer records from B2C Commerce to Service Cloud.

Answer: B

Explanation:

Business Manager is a web-based tool that allows B2C Commerce administrators to export customer data in CSV format. Data Loader is a desktop tool that allows Salesforce administrators to import data in CSV format into Service Cloud. This is an efficient way to migrate a large batch of customer records from one system to another. Reference:

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/BusinessManager/BusinessManager.html>
https://help.salesforce.com/s/articleView?id=sf.data_loader.htm&type=5

NEW QUESTION # 40

A retail company that sells fitness products is implementing Service Cloud, B2C Commerce, and Marketing Cloud. In order to provide their customers with personalized recommendations, they are capturing and storing certain PII and health information. In order to adhere to compliance and regulations, they need to ensure shared data is encrypted across all platforms.

What features should a Solution Architect recommend to accomplish this?

- **A. Use Shield platform Encryption to encrypt data in Service Cloud, Enable Encrypted Data Sanding (EDS) in Marketing Cloud, and use B2C Commerce's crypto API.**
- B. Use Shield platform Encryption to encrypt data in Service Cloud and B2 Commerce. Data in Marketing Cloud is encrypted by default.
- C. Use Shield Platform Encryption to encrypt data in Service Cloud, enable encryption at rest in Marketing Cloud, and enable encryption at rest in B2C Commerce.
- D. Platform Encryption to encrypt data in Service Cloud, Marketing Cloud, and B2C Commerce.

Answer: A

Shield Platform Encryption is a feature that allows you to encrypt sensitive data at rest in Service Cloud and B2C Commerce, while preserving platform functionality. Encrypted Data Sending (EDS) is a feature that allows you to send encrypted data from Service Cloud to Marketing Cloud using an encryption key that only you control. B2C Commerce's crypto API is a set of methods that allow you to encrypt and decrypt data using symmetric or asymmetric keys in your code.

- * [Salesforce Shield Platform Encryption Implementation Guide]
- * [Encrypted Data Sending (EDS) for Marketing Cloud]
- * [B2C Commerce Crypto API]

A university is considering using Experience Cloud so its students can interact with advisors who have Service Cloud licenses. The university would like to offer the easiest path for existing students to log in while still maintaining security. They have an on-premises Active Directory identity provider and use Google Workspace (formerly known as G Suite) for student email addresses. What should a Solution Architect recommend?

- Answer: A**

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