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QUESTION 1

Northern Trail Outfitters (NTO) wants to unify customer data with a single identity for each customer across their ecommerce sites and their communities. Communities are treated as an identity provider (IDP) for commerce. The communities also allow self-service support for products via knowledge articles and crowd-sourced Knowledge and Chatter.

For which customer data should Experience Cloud be the system of record?

- A. Authentication credentials
- B. Address book
- C. Wishlist
- D. Payment information

Correct Answer: A

Option A is correct because authentication credentials should be stored and managed by Experience Cloud as the system of record for this customer data. Experience Cloud acts as an identity provider (IDP) for commerce, meaning that it verifies the identity of customers who log in to ecommerce sites using their communities credentials. Experience Cloud can also leverage Salesforce Identity features to provide secure and seamless authentication across multiple Salesforce clouds and external systems. Option B is incorrect because address book should not be stored and managed by Experience Cloud as the system of record for this customer data. Address book is mainly used for ecommerce purposes, such as shipping and billing addresses, and it should be stored and managed by B2C Commerce as the system of record. B2C Commerce can also integrate with Experience Cloud to provide a consistent user experience across ecommerce sites and communities.

QUESTION 2

Universal Containers (UC) is in the process of implementing a B2C Commerce site for their storefront, and Experience Cloud for their support and help desk. UC wants to ensure that there is a single login and data experience between the two sites while also being relatively seamless.

Given the need for a single login experience, what should the primary system be for all authentication?

- A. Salesforce Identity
- B. B2C Commerce
- C. Service Cloud
- D. Experience Cloud

Correct Answer: A

This answer is correct because it is the primary system that should be used for all authentication between B2C Commerce site and Experience Cloud site. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and

Experience Cloud, and it can provide a single login and data experience between the two sites. Salesforce Identity can also store customer profile data in a single place and sync it across systems.

References:

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

QUESTION 3

Northern Trail Outfitters (NTO) wants to integrate its product information management (PIM) system with B2C Commerce so shopping experiences can be relevant, personalized, and seamless across channels. They need the ability to search for product deltas in the PIM system and reflect those changes in B2C Commerce on a scheduled basis. The Solution Architect recommends using MuleSoft Accelerator for B2C Commerce for this integration.

Which two benefits should the Solution Architect highlight about API-led connectivity while implementing the MuleSoft accelerator for B2C Commerce?

Choose 2 answers

- A. It enables self-service and an increase in productivity through reusable microservices and APIs.
- B. It lets the business quickly integrate different systems without involving IT.
- C. It offers a template-driven approach for development.
- D. It enforces a distributed approach and allows for the creation of Experience APIs, Data APIs, and System APIs.

Correct Answer: AD

API-led connectivity is a method of connecting data to applications through reusable and purposeful APIs. MuleSoft Accelerator for Salesforce B2C Commerce Cloud is a solution that uses API-led connectivity to integrate B2C Commerce with

other systems such as PIM, ERP, or Service Cloud. The benefits of API-led connectivity while implementing the MuleSoft accelerator for B2C Commerce are:

It enables self-service and an increase in productivity through reusable microservices and APIs. API-led connectivity allows developers to create modular and reusable microservices and APIs that can be easily discovered, accessed, and

composed by other developers or business users. This reduces duplication of effort, increases agility, and accelerates time to market. It enforces a distributed approach and allows for the creation of Experience APIs, Data APIs, and System

APIs. API-led connectivity follows a distributed approach that decouples data sources from data consumers, enabling greater scalability, flexibility, and security. It also allows for the creation of three layers of APIs:

Experience APIs that tailor data to specific channels or devices, Data APIs that orchestrate data from multiple sources, and System APIs that connect to core systems of record.

Option B is incorrect because API-led connectivity does not let the business quickly integrate different systems without involving IT. It requires IT to design, build, and manage the APIs that enable integration. Option C is incorrect because

API-led connectivity does not offer a template-driven approach for development. It offers a methodology and a framework for developing APIs based on best practices.

References:

<https://www.mulesoft.com/resources/api/what-is-api-led-connectivity>

<https://www.mulesoft.com/exchange/org.mule.examples/mulesoft-accelerator-for-salesforce-b2c-commerce-cloud/>

QUESTION 4

Universal Containers has an existing loyalty program that rewards its customers for purchases and frequent shopping with points that can be redeemed in store or online. They want to transform their existing loyalty program by investing in tools like Marketing Cloud, Salesforce Loyalty Management and COP- They want to start segmenting their most loyal customers based on their online engagement and purchase history.

Which three actions should a Solution Architect recommend they consider taking with the tools they are investing in? Choose 3 answers

- A. Curate tiered experiences in Marketing Cloud
- B. Segment Individuals within CDP C.Q Segment Journeys within CDP
- C. Curate tiered experiences in Loyalty Management
- D. Create Journeys by tiers in Marketing Cloud

Correct Answer: ACD

Curating tiered experiences in Marketing Cloud allows the company to create personalized content and offers based on the loyalty level of the customers. Segmenting Journeys within CDP enables the company to use data from multiple sources to create customer segments and target them with relevant messages across channels. Creating Journeys by tiers in Marketing Cloud allows the company to design and execute customer journeys based on the loyalty program tiers and goals.

QUESTION 5

Which two considerations should the Solution Architect keep in mind while designing the solution for OOB? Choose 2 answers

- A. Every REST call between B2C Commerce and Service Cloud counts towards API governor limits.
- B. The OOB shopping experience requires that Salesforce service agent users authenticate against the B2C Commerce environment before creating the shopping session.
- C. Middleware, like Mulesoft, must be used to ensure the security and uptime of the integration between B2C Commerce and Service Cloud.
- D. The Service Agent cannot order on behalf of the customer if the customer is offline.

Correct Answer: AB

The REST calls between B2C Commerce and Service Cloud are subject to API governor limits, which can affect the performance and availability of the integration. The service agent users need to have B2C Commerce permissions and access keys to log in and place orders on behalf of registered storefront shoppers.

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