

# B2C-SOLUTION-ARCHITECT<sup>Q&As</sup>

Salesforce Certified B2C Solution Architect

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## QUESTION 1

A merchant wants to store past purchase history in Marketing Cloud to use for segmentation and personalization of promotional emails.

All data must be encrypted at rest to comply with the merchant's security standards.

Which solution is appropriate?

- A. Shield Platform Encryption
- B. Tokenized Sending
- C. Transparent Data Encryption
- D. Field Level Encryption

Correct Answer: D

Field Level Encryption is a feature that allows encrypting data at field level in Marketing Cloud. It encrypts data at rest to facilitate compliance with data privacy and security regulations. It also allows importing encrypted data into Marketing Cloud and decrypting it at send time. References:

[https://help.salesforce.com/s/articleView?id=sf.mc\\_overview\\_field\\_level\\_encryption.htm&language=en\\_US&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_overview_field_level_encryption.htm&language=en_US&type=5)

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## QUESTION 2

An organization wants to add Service Cloud to their existing Salesforce Org currently hosting Sales Cloud. They know that an integrated customer service experience is a key component of a successful long-term relationship with their customers. After doing some research they learned that the Service Cloud connector can help start their implementation and they are now ready to proceed.

Which two functionality considerations should they be aware of when introducing the B2C Commerce to Service Cloud Connector into an existing Salesforce Org?

Choose 2 answers

- A. In order to implement the Service Cloud Connector it is necessary to enable Person Accounts, a change which cannot be reverted once implemented.
- B. The Service Cloud Connector is distributed as a managed package that can be extended to meet client-specific needs but with core functionality that cannot be altered.
- C. The Service Cloud Connector natively supports accounts and contacts, households, and multi-brand customer models.
- D. The Service Cloud Connector provides a collection of Lightning and Visualforce components that display customer and order information within Service Cloud, which needs to be customized and deployed by a developer.

Correct Answer: AB

The B2C Commerce to Service Cloud Connector is a solution that enables integration between B2C Commerce and Service Cloud. It allows displaying customer and order information in Service Cloud, creating orders on behalf of customers, and synchronizing customer data between the two systems. When introducing the Service Cloud Connector

into an existing Salesforce Org, the following functionality considerations should be aware of: In order to implement the Service Cloud Connector it is necessary to enable Person Accounts, a change which cannot be reverted once implemented. Person Accounts are a type of account in Salesforce that combines an account and a contact into a single record. The Service Cloud Connector requires Person Accounts to store customer information from B2C Commerce. Enabling Person Accounts is an irreversible change that affects the entire Salesforce Org and may have implications for other features or customizations. The Service Cloud Connector is distributed as a managed package that can be extended to meet client-specific needs but with core functionality that cannot be altered. A managed package is a collection of application components that can be installed from AppExchange or other sources. The Service Cloud Connector is a managed package that provides core functionality for integrating B2C Commerce and Service Cloud. The core functionality cannot be modified or deleted, but it can be extended or customized using Apex code, Visualforce pages, or Lightning components. Option C is incorrect because the Service Cloud Connector does not natively support accounts and contacts, households, and multi-brand customer models. It only supports person accounts as a customer model by default. Option D is incorrect because the Service Cloud Connector provides a collection of Lightning components that display customer and order information within Service Cloud, which do not need to be customized or deployed by a developer. References: [https://help.salesforce.com/s/articleView?id=sf.icx\\_b2c\\_overview.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.icx_b2c_overview.htm&type=5)  
[https://help.salesforce.com/s/articleView?id=sf.accounts\\_person.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.accounts_person.htm&type=5)  
[https://help.salesforce.com/s/articleView?id=sf.distribution\\_installing\\_packages.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.distribution_installing_packages.htm&type=5)

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### QUESTION 3

A company uses Salesforce to store accounts and contacts. All users have switched to the Lightning Experience user interface. The Account Hierarchy feature is used extensively to relate companies to their subsidiaries. A Solution Architect finds that the data migration process is creating duplicate contacts with different primary accounts.

Which two options can the Solution Architect use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company?

- A. Enable Contact to Multiple Accounts
- B. Duplicate Matching Rules
- C. Lightning Data Services
- D. Customer Data Platform

Correct Answer: AB

Enabling Contact to Multiple Accounts allows a single contact to be related to multiple accounts, which can prevent the creation of duplicate contacts with different primary accounts. Duplicate Matching Rules can help identify and prevent duplicate records based on the criteria and actions that you specify.

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### QUESTION 4

A company uses Service Cloud and B2C Commerce and now wants to enable the 'Order on Behalf of' functionality on its storefront.

Which two actions should a Solution Architect take to ensure agents can use the 'Order on Behalf of' functionality?

Choose 2 answers

- A. Apply the "Order on Behalf of" permission set to Service Cloud users.
- B. Verify that the permissions for the B2C Commerce account support 'Order on Behalf of'.

- C. Verify that agents have a user record in Service Cloud and an account created in B2C Commerce.
- D. Configure agents to use SSO between B2C Commerce and Service Cloud.

Correct Answer: BC

To enable the `Order on Behalf of` functionality, the B2C Commerce account must have the `Order on Behalf of` permission enabled and the `Customer Service` role assigned. The agents must also have a user record in Service Cloud and an

account created in B2C Commerce with the same email address.

References:

[https://help.salesforce.com/s/articleView?id=sf.b2c\\_service\\_cloud\\_connector\\_order\\_on\\_behalf\\_of.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.b2c_service_cloud_connector_order_on_behalf_of.htm&type=5)

## QUESTION 5

A company is implementing a multi-locale solution that includes B2C Commerce, Service Cloud, and Marketing Cloud. Order confirmation emails are triggered from either B2C Commerce or Service Cloud and sent from Marketing Cloud.

What are two possible reasons why the shipping method name and description can be missing when these emails are triggered for languages other than US English, while other translated content appears correctly?

Choose 2 answers

- A. The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale.
- B. The subscriber in Marketing Cloud does not have a preferred locale set.
- C. The locale is not set correctly in the body of the email template.
- D. The ShippingMethods data extension is missing the label and description field for the corresponding locale.

Correct Answer: AD

The shipping method name and description can be missing when order confirmation emails are triggered for languages other than US English, while other translated content appears correctly, for the following possible reasons: The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale. The shipping method name and description are stored as attributes in B2C Commerce or Service Cloud, and they need to be translated and localized for each supported locale. If the translation or localization is missing or incorrect, the order confirmation email may not display them properly. The ShippingMethods data extension is missing the label and description field for the corresponding locale. The ShippingMethods data extension is a table in Marketing Cloud that stores the shipping method information for each locale. It has fields for label and description that need to match the values in B2C Commerce or Service Cloud. If the fields are missing or mismatched for a certain locale, the order confirmation email may not display them properly. Option B is incorrect because the subscriber in Marketing Cloud does not need to have a preferred locale set. The locale can be determined by the order data or the storefront language. Option C is incorrect because the locale can be set correctly in the email template using AMPscript or SSJS variables.

References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_transactional\\_messaging.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_transactional_messaging.htm&type=5)

[https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_order\\_confirmation\\_email.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_order_confirmation_email.htm&type=5)

[https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_shipping\\_methods\\_data\\_extension.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_shipping_methods_data_extension.htm&type=5)

**QUESTION 6**

A service organization has a long lifecycle for customers that start as a lead and move through opportunity to active and former customer states. The organization wants to use Sales Cloud and Marketing Cloud as their core customer engagement platforms.

Which two considerations should a Solution Architect keep in mind when setting up this multi-cloud use case?

Choose 2 answers A. Set up the contact object with a specific record type 'Lead' that mimics the standard lead object to prevent the duplicate contact from being created in Marketing Cloud.

B. Allow both the lead record to generate a contact in Marketing Cloud and the contact record to generate a contact in Marketing Cloud.

C. Enable the 'Prevent Duplicates for Lead Conversion' setting when configuring Marketing Cloud Connect to prevent converted contacts from generating a duplicate contact.

D. Ensure that when a lead is converted to a contact that the Lead ID is mapped to a custom field on the Contact to be used as the referenced with the Subscriber ID in Marketing Cloud and avoid duplicate records.

Correct Answer: AD

Option A is correct because setting up the contact object with a specific record type 'Lead' that mimics the standard lead object to prevent the duplicate contact from being created in Marketing Cloud is a valid consideration for setting up this multi-cloud use case. This way, the service organization can avoid creating duplicate records in Marketing Cloud when leads are converted to contacts in Sales Cloud, as Marketing Cloud will recognize them as the same subscriber based on their record type and subscriber key. Option D is correct because ensuring that when a lead is converted to a contact that the Lead ID is mapped to a custom field on the Contact to be used as the referenced with the Subscriber ID in Marketing Cloud and avoid duplicate records is a valid consideration for setting up this multi-cloud use case. This way, the service organization can avoid creating duplicate records in Marketing Cloud when leads are converted to contacts in Sales Cloud, as Marketing Cloud will recognize them as the same subscriber based on their Lead ID and Subscriber ID. Option B is incorrect because allowing both the lead record to generate a contact in Marketing Cloud and the contact record to generate a contact in Marketing Cloud is not a valid consideration for setting up this multi-cloud use case, as it would create duplicate records in Marketing Cloud when leads are converted to contacts in Sales Cloud, unless they have matching subscriber keys. Option C is incorrect because enabling the 'Prevent Duplicates for Lead Conversion' setting when configuring Marketing Cloud Connect to prevent converted contacts from generating a duplicate contact is not a valid consideration for setting up this multi-cloud use case, as this setting does not prevent duplicates from being created in Marketing Cloud, but rather prevents duplicates from being created in Sales Cloud when leads are converted. References: [Get Started with B2C Solution Architect Cert Prep - Trailhead] [Certification - B2C Solution Architect - Trailhead] B2C Solution Architect Certification Guide | Salesforce Ben

**QUESTION 7**

A retail company currently uses B2C Commerce and Marketing Cloud to enable a seamless customer experience. They are evaluating tools to better support customer service activities like their call center for online ordering and social customer service.

Which two functionalities should a Solution Architect discuss with the company to explain the value of Service Cloud?

Choose 2 answers A. Ability to create a B2C storefront using Digital Experiences.

B. Ability to de-duplicate and create a single customer identity.

C. Ability to allow the agent to see purchase history to support case management

D. Ability to have a customer leave a journey when they have an escalated case.

Correct Answer: CD

Service Cloud is a product that allows managing customer service interactions across different channels and systems. To explain the value of Service Cloud to a retail company that currently uses B2C Commerce and Marketing Cloud, a

Solution Architect can discuss the following functionalities:

Ability to allow the agent to see purchase history to support case management. Service Cloud can integrate with B2C Commerce to display customer order history and details in the service console or omnichannel routing. This allows agents

to have a complete view of customer transactions and provide faster and more personalized service.

Ability to have a customer leave a journey when they have an escalated case. Service Cloud can integrate with Marketing Cloud to trigger customer journey changes based on case events. For example, if a customer has an escalated case,

Service Cloud can send a signal to Marketing Cloud to pause or exit the customer from a marketing journey, and resume or re-enter the customer when the case is resolved.

Option A is incorrect because Service Cloud does not provide the ability to create a B2C storefront using Digital Experiences. Digital Experiences is a feature of Experience Cloud that allows creating branded websites and portals for

customers, partners, or employees. Option B is incorrect because Service Cloud does not provide the ability to de-duplicate and create a single customer identity. This functionality can be achieved by using Customer 360 Data Manager or

other data integration tools.

References:

[https://help.salesforce.com/s/articleView?id=sf.service\\_overview.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.service_overview.htm&type=5)

[https://help.salesforce.com/s/articleView?id=sf.icx\\_b2c\\_order\\_on\\_behalf\\_of.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of.htm&type=5)

[https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_journey\\_builder.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_journey_builder.htm&type=5)

[https://help.salesforce.com/s/articleView?id=sf.networks\\_overview.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.networks_overview.htm&type=5)

<https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html>

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## QUESTION 8

A Marketing team plans to support the launch of a new product line. In discussion with the Sales and IT teams, the Marketing team proposed introducing a leads-management process, along with a web-to-lead form for the landing page that supports the product launch.

The leads captured using the form are added to the new nurturing journey in Marketing Cloud and subsequently routed to the relevant sales team once they qualify at a certain threshold.

What are two implications that a Solution Architect should consider prior to implementing this solution? Choose 2 answers



- A. Need for additional handling of consent, preferences, and compliance for converted leads in Marketing Cloud
- B. Engagement history from the lead record will be natively available for contact record in Marketing Cloud
- C. Leads are unique contact records in Marketing Cloud
- D. Leads can have detrimental impact on quality of contact records in Sales Cloud

Correct Answer: AD

Introducing a leads-management process and a web-to-lead form can have implications for consent, preferences, and compliance for converted leads in Marketing Cloud. For example, if a lead opts out of email communication in Sales Cloud, this preference should be reflected in Marketing Cloud as well. Similarly, if a lead is converted to a contact in Sales Cloud, the corresponding subscriber record in Marketing Cloud should be updated with the new ID and status. Leads can also have a detrimental impact on the quality of contact records in Sales Cloud if they are not properly deduplicated, validated, and enriched. For example, if a lead is created with an invalid or duplicate email address, this can affect the deliverability and personalization of email messages in Marketing Cloud.

References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_data\\_integration\\_best\\_practices.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_best_practices.htm&type=5)

[https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_subscriber\\_key.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5)

[https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_web\\_to\\_lead.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_web_to_lead.htm&type=5)

## QUESTION 9

A company recently launched their ecommerce sites for three countries: Australia, New Zealand, and Singapore. The company is now looking to set up marketing automations using Marketing Cloud.

Their B2C Commerce is configured with two realms: ANZ and SE Asia. Each country has a site within their respective realm: Australia and New Zealand sites are within ANZ and Singapore is within SE Asia.

Which account hierarchy should a Solution Architect recommend for the Marketing Cloud set up?

- A. Use a separate Marketing Cloud tenant for each site
- B. Use a separate Marketing Cloud tenant for each realm and map business units to sites within each realm
- C. Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm
- D. Use a single Marketing cloud tenant and map business units to each realm

Correct Answer: C

Marketing Cloud account hierarchy is the way of organizing Marketing Cloud accounts and business units to support different business needs and use cases. A Marketing Cloud tenant is a top-level account that contains one or more business units. A business unit is a sub-account that can have its own data, content, users, and permissions. To set up Marketing Cloud account hierarchy for a company that has ecommerce sites for three countries: Australia, New Zealand, and Singapore, a Solution Architect should recommend the following: Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm. This option allows the company to have a centralized account that can manage all the sites across different countries and regions. It also allows the company to have separate business units for each site that can have their own data, content, users, and permissions. This way, the company can maintain consistency and compliance across all the sites, while also enabling personalization and segmentation for each site. Option A is incorrect because using a separate Marketing Cloud tenant for each site is not necessary or advisable. It would create complexity and inefficiency in managing multiple accounts and duplicating data and content across them. It would also increase the cost and maintenance of the solution. Option B is incorrect because using a separate Marketing Cloud tenant for each realm and mapping business units to sites within each realm is not optimal or

scalable. It would create inconsistency and fragmentation between the realms and limit the ability to share data and content across them. It would also increase the cost and maintenance of the solution. Option D is incorrect because using a single Marketing Cloud tenant and mapping business units to each realm is not sufficient or flexible. It would not allow the company to have separate data, content, users, and permissions for each site within a realm. It would also limit the ability to personalize and segment for each site.

References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_overview\\_account\\_hierarchy.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_overview_account_hierarchy.htm&type=5)  
[https://help.salesforce.com/s/articleView?id=sf.mc\\_overview\\_business\\_units.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_overview_business_units.htm&type=5)

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## QUESTION 10

A company uses B2C Commerce, Experience Cloud, and Marketing Cloud. Now the company wants to enable Social Login with Facebook, Google, and Twitter to increase their conversion rates. Currently, Customer Identity is in use and two types of accounts are available: Individual accounts and household accounts.

Which consideration should a Solution Architect keep in mind when configuring seamless cross-cloud identity?

- A. The Commerce Cloud to Service Cloud connector supports both person account and contact accounts out-of-the-box.
- B. Commerce Cloud will be the system of record for customer shopping data, including individual profile and authentication credentials.
- C. Full access (full) scope will request access to all accessible data that the third-party provides.
- D. To create the external authenticated profile in Commerce Cloud, Service Cloud will need to invoke a remote OAuth2 authentication request to Commerce Cloud.

Correct Answer: B

Product Catalogs are a type of data extension that contain product information for generating product recommendations using Einstein in Marketing Cloud. Product Catalogs can be configured natively to sync from B2C Commerce to Marketing Cloud using a point and click configuration in the Marketing Cloud Business Manager. References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_pb\\_product\\_catalog.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_pb_product_catalog.htm&type=5)  
<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>

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## QUESTION 11

Northern Trail Outfitters (NTO) has been using B2C Commerce and Service cloud for the past year and wants to take the next step in its customer experience by implementing Marketing Cloud. NTO is focusing on email for the foreseeable future and wants all transactional messages--such as password reset and order confirmations--to go through Marketing Cloud rather than B2C Commerce.

Which three actions should a Solution Architect recommend to enable this functionality?

Choose 3 answers

- A. Configure an API event in Process Builder along with an Email Activity with a transactional send classification.
- B. Configure API integration credentials in Marketing Cloud to enable B2C Commerce to call Marketing Cloud.
- C. Implement a server-side API callout in B2C Commerce for each of the required emails.



D. Implement a client-side API callout in B2C Commerce for each of the required emails.

E. Configure a Transactional Messaging API in Marketing Cloud and use a transactional send classification for each of the required emails.

Correct Answer: BCE

To enable transactional messages from B2C Commerce to Marketing Cloud, you need to configure API integration credentials in Marketing Cloud, which will generate an authentication token and a REST endpoint for your account. Then, you need to implement a server-side API callout in B2C Commerce for each of the required emails, which will use the authentication token and the REST endpoint to send the email data to Marketing Cloud. Finally, you need to configure a Transactional Messaging API in Marketing Cloud, which will allow you to create and manage transactional messages using REST API calls. You also need to use a transactional send classification for each of the required emails, which will indicate that the email is not subject to unsubscribe rules.

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## QUESTION 12

A company uses B2C Commerce to capture customer orders and then uses an ETL tool to send the orders to an ERP system for processing. The company also uses Service Cloud and would like to display the processed orders in that system as well, in case their service reps need to refer to an order. However, the order data itself does not need to be copied.

Which tool can a Solution Architect use to meet this requirement?

- A. Remote Process Invocation
- B. Salesforce Connect
- C. Streaming API
- D. Batch Data Synchronization

Correct Answer: B

This answer is correct because Salesforce Connect can be used to display external data in Salesforce without copying or storing it. Salesforce Connect uses external objects to access data from an external system via an adapter. This way,

the order data from the ERP system can be displayed in Service Cloud as read-only records without consuming additional storage space.

References:

[https://help.salesforce.com/s/articleView?id=sf.datacloud\\_connect.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.datacloud_connect.htm&type=5)

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## QUESTION 13

A global merchant plans to use B2C Commerce, Service Cloud, and Marketing Cloud to support the shopper experience. They also plan on using Marketing Cloud Connect to integrate Service and Marketing Clouds and the Service Cloud Connector for B2C Commerce. The customers will receive SMS messages through Mobile Connect. One of the key requirements is to enable consent and profile management across the clouds.

Which two recommendations should a Solution Architect make as part of the solution?

Choose 2 answers

- A. SMS opt-in will sync with Service Cloud when contact ID is the subscriber key in Marketing Cloud
- B. Service Cloud profile data can be configured to sync to the Marketing Cloud profile center
- C. Profile changes in B2C Commerce will sync to Service Cloud when person accounts are used
- D. Shopper consent in B2C storefronts will sync to Service Cloud when person accounts are used

Correct Answer: AC

A. SMS opt-in will sync with Service Cloud when contact ID is the subscriber key in Marketing Cloud. This can help enable consent and profile management across the clouds by allowing customers to opt-in or opt-out of SMS messages and reflecting their preferences in both Service Cloud and Marketing Cloud. This can also help comply with industry regulations and best practices for SMS marketing. C. Profile changes in B2C Commerce will sync to Service Cloud when person accounts are used. This can help enable consent and profile management across the clouds by allowing customers to update their profile information in B2C Commerce and syncing their changes to Service Cloud. This can also help maintain consistent and accurate customer data across different systems and platforms. References:

[https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_person\\_accounts.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_person_accounts.htm&type=5)

[https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_implement\\_marketing\\_cloud\\_connect.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_implement_marketing_cloud_connect.htm&type=5)

[https://help.salesforce.com/s/articleView?id=sf.b2c\\_commerce\\_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_integration.htm&type=5)

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#### QUESTION 14

A company wants to use the Salesforce Platform for their needs. They need a marketing solution, an online ordering platform, and a b solution for service agents, The goal of the company is to provide end-to-end support for their customers.

What is an example of a deliverable that the Solution Architect should provide to make sure the company understands the solution that is needed?

- A. Technical Design Specification showing the data mapping/model and systems integration
- B. Final design document for storefront pages and service agent experience
- C. Email templates and copy for suggested marketing emails
- D. Organization chart of the company completed by the Solution Architect

Correct Answer: A

A Technical Design Specification is a document that describes the technical architecture and design of a solution, including the data mapping/model and systems integration. This document can help the company understand the solution that

is needed and how it will meet their requirements.

References:

<https://trailhead.salesforce.com/content/learn/modules/solution-design-for-technical-architects/define-the-technical-architecture>

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## QUESTION 15

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.

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