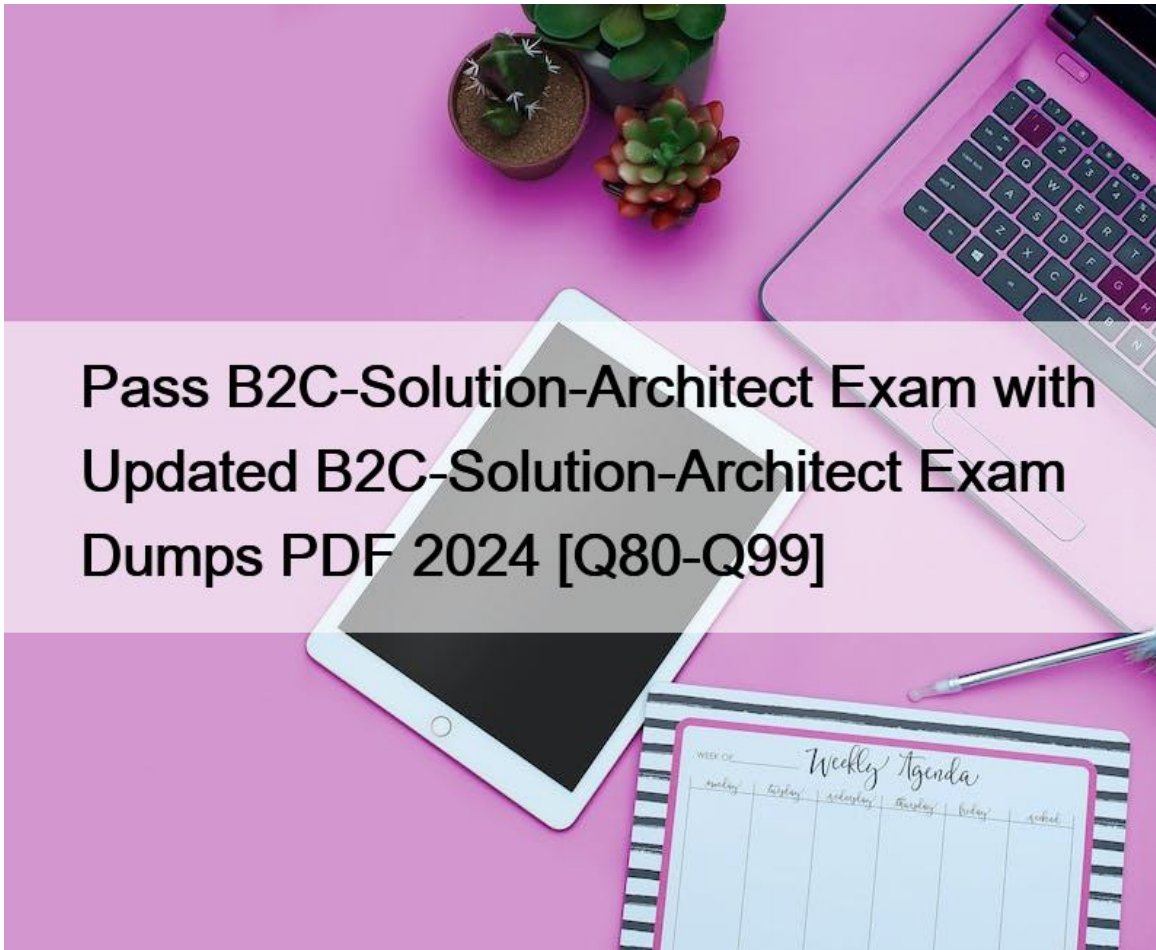# Pass B2C-Solution-Architect Exam with Updated B2C-Solution-Architect Exam Dumps PDF 2024 [Q80-Q99

Pass B2C-Solution-Architect Exam with Updated B2C-Solution-Architect Exam Dumps PDF 2024
B2C-Solution-Architect Exam Dumps - Free Demo & 365 Day Updates

Earning the Salesforce Certified B2C Solution Architect certification can help professionals stand out in the competitive job market and demonstrate their expertise in B2C commerce solution design and implementation using Salesforce technologies. With this certification, professionals can enhance their career opportunities and take on more challenging roles in the Salesforce ecosystem.

The Salesforce B2C-Solution-Architect exam covers a wide range of topics, including data modeling, integration, security, and performance optimization. It also tests the candidate's understanding of industry best practices, as well as their ability to communicate with stakeholders and manage projects. The Salesforce Certified B2C Solution Architect certification is recognized globally as a benchmark of expertise in B2C solution design and implementation. It is an essential credential for architects who work with Salesforce Commerce Cloud and want to advance their careers in the field.

QUESTION 80

A company is beginning a multi-cloud implementation involving B2C Commerce and Service Cloud. The company wants to trace configuration and code changes as much as possible and ensure basic standards for code quality.

Which three options should a Solution Architect recommend to help the company with this goal?

Choose 3 answers
* GIT Repository
* Static Code Analysis tools
* CI/CD Pipelines
* Smoke testing
* Salesforce DX

QUESTION 81

A company wants to integrate B2C Commerce and Marketing Cloud so that customers shopping online can be segmented for marketing campaigns like Abandoned Cart and Post Purchase Journeys.

Which two actions are needed to enable an Abandoned Cart Journey?

Choose 2 answers
* Integrate product, order, and customer data feeds into Marketing Cloud Data Extensions
* Integrate product, order, and customer data feeds into Service Cloud objects
* Use Mulesoft to bring order and customer data feeds from B2C Commerce to Marketing Cloud
* Implement the Marketing Cloud coilect.js through the storefront by using the Connector’s reference implementation

A is correct because integrating product, order, and customer data feeds into Marketing Cloud Data Extensions is a prerequisite for enabling an Abandoned Cart Journey. Data Extensions are tables that store data in Marketing Cloud and can be used to define audience segments and personalize messages.

D is correct because implementing the Marketing Cloud collect.js through the storefront by using the Connector’s reference implementation is a prerequisite for enabling an Abandoned Cart Journey. The collect.js script tracks customer behavior on the storefront and sends data to Marketing Cloud using the Connector cartridge.

B is incorrect because integrating product, order, and customer data feeds into Service Cloud objects is not needed for enabling an Abandoned Cart Journey. Service Cloud objects are used to store data in Service Cloud and can be used to manage customer service cases and interactions.

C is incorrect because using Mulesoft to bring order and customer data feeds from B2C Commerce to Marketing Cloud is not needed for enabling an Abandoned Cart Journey. Mulesoft is a platform that provides integration solutions for various systems and applications.

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

QUESTION 82

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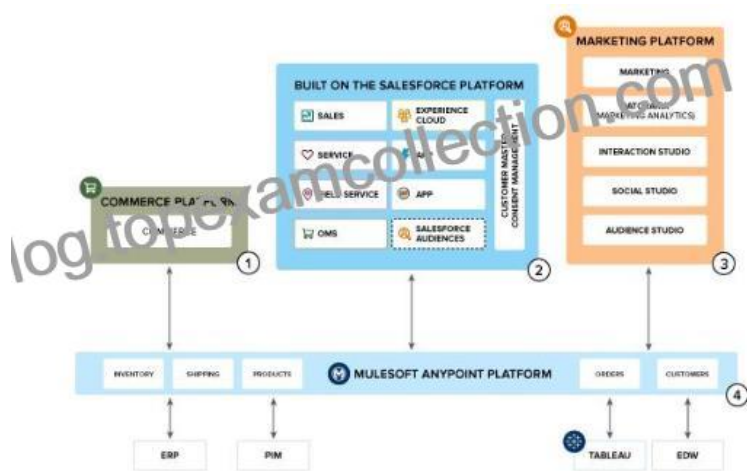
A company plans to adopt Salesforce for a number of their needs, including an internal CRM, a public B2C Commerce storefront with order management functionality, and an extensible API framework to integrate with other systems, as well as marketing automation. The overall system landscape of the proposed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

Which three considerations are important for this scenario? Choose 3 answers
* The Salesforce Platform can be used for customer master and consent management, or it can Integrate with a third-party Master Data Management system.
* Tableau requires MuleSoft in order to access data outside of the Salesforce Platform.
* Order Management System (OMS) is a B2C Commerce product but it does not run natively on the core Salesforce Platform.
* 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.
* Marketing Cloud enables personalization, journey orchestration, and cross-channel messaging.
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.

Reference:

[Get Started with B2C Solution Architect Cert Prep – Trailhead]

[Certification – B2C Solution Architect – Trailhead]

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QUESTION 83

A retail company currently uses 62C 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
* Ability to create a B2C storefront using Digital Experiences.
* Ability to de-duplicate and create a single customer identity.
* Ability to allow the agent to see purchase history to support case management
* Ability to have a customer leave a journey when they have an escalated case.
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. Reference:

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.mc_co_journey_builder.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

QUESTION 84

A company, currently using B2C Commerce and Service Cloud, has recently purchased and integrated Salesforce Order Management into its order flow. One of the first projects the company would like to complete is to allow its customers to purchase online and pick up their order in the store.

What flow should a Solution Architect suggest to facilitate this request’
* B2C Commerce exports the order to Salesforce Order Management. Salesforce Order Management passes the order information to Service Cloud. Once the order is picked up by the customer, Service Cloud updates the final status in Salesforce Order Management.

* B2C Commerce exports the order to Service Cloud. Service Cloud passes the order information to Salesforce Order Management. Once the order is picked up by the customer, Salesforce Order Management updates the final status in Service Cloud.
* B2C Commerce exports the order to Salesforce Order Management. Salesforce Order Management passes the order information to Service Cloud. Once the order is picked up by the customer, Service Cloud sends the final status to B2C Commerce.
* B2C Commerce exports the order to Service Cloud and Salesforce Order Management at the same time. Once the order is picked up by the customer, Service Cloud sends the final status to Salesforce Order Management and B2C Commerce.
This flow allows the customer to purchase online and pick up their order in the store using B2C Commerce, Salesforce Order Management, and Service Cloud. B2C Commerce exports the order to Salesforce Order Management, which handles the order orchestration and fulfillment. Salesforce Order Management passes the order information to Service Cloud, which can be used by the store staff to check the order details and availability. Once the order is picked up by the customer, Service Cloud updates the final status in Salesforce Order Management, which can trigger notifications or invoices. Reference:
https://help.salesforce.com/s/articleView?id=sf.order_mgmt_overview.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.order_mgmt_service_cloud_integration.htm&type=5

QUESTION 85

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?

Choose 2 answers
* Customer 360 Data Manager
* Third-party application or AppExchange tool
* Duplicate Matching Rules
* Lightning Data Services

Option A is correct because Customer 360 Data Manager can be used to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Customer 360 Data Manager is a tool that enables data integration and identity resolution across multiple Salesforce clouds and external systems. It can match and merge duplicate contacts based on various criteria and create a single source of truth for customer data.

Option C is correct because Duplicate Matching Rules can be used to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Duplicate Matching Rules are rules that define how Salesforce identifies duplicate records based on standard or custom fields. They can prevent users from creating or updating duplicate contacts based on various criteria and actions.

Option B is incorrect because Third-party application or AppExchange tool is not an option that the Solution Architect can use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Third-party application or AppExchange tool is not a specific or native solution for this problem, but rather a general or external solution that may or may not work depending on the features and compatibility of the application or tool.

Option D is incorrect because Lightning Data Services is not an option that the Solution Architect can use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Lightning Data Services is a tool that enables developers to access, cache, and modify data in Lightning web components without using Apex code. It does not have any functionality to prevent or resolve duplicate contacts.
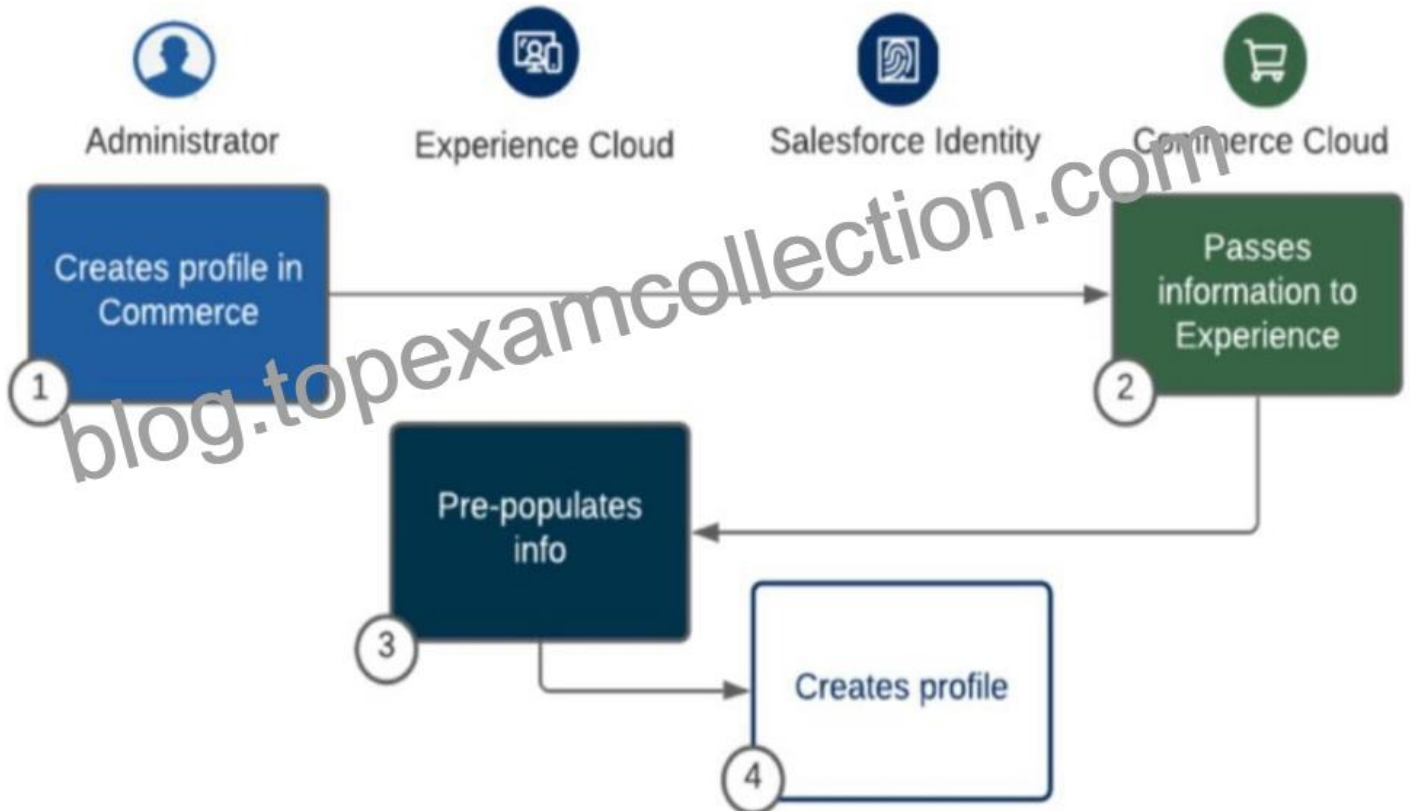
Reference:

[Get Started with B2C Solution Architect Cert Prep – Trailhead]

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QUESTION 86

Refer to the image below:

A brand is planning to re-platform their existing website onto B2C Commerce. As part of the re-platform they will create a new social community portal. They are going to implement B2C Commerce, Experience Cloud, and Salesforce Identity.

After reviewing the workflow, which system should a Solution Architect recommend to use as a primary authentication method while attempting to minimize migration of customer profile data?

* Salesforce Core Platform/Identity
* Salesforce CDP
* Salesforce Marketing Cloud
* Salesforce B2C Commerce

This answer is correct because it minimizes the migration of customer profile data by using Salesforce Identity as the primary authentication method. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and Experience Cloud, and it can store customer profile data in a single place. This reduces the need to duplicate or sync customer data across multiple systems. Reference: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

QUESTION 87

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
* 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.
* Allow both the lead record to generate a contact in Marketing Cloud and the contact record to generate a contact in Marketing Cloud.
* Enable the 'Prevent Duplicates for Lead Conversion' setting when configuring Marketing Cloud Connect to prevent converted contacts from generating a duplicate contact.
* 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.

QUESTION 88

A university has several branded schools scattered across different colleges. Each of which has its own finances, business processes, and strategies for engaging students. They would like to introduce a university-wide communications strategy that allows their recruitment team to market to potential students globally while allowing each department to recruit existing students for its own programs. They are looking for art environment strategy across their potential purchases of Salesforce and Marketing Cloud.

What should a Solution Architect recommend to meet their needs?
* Marketing Cloud and Marketing cloud Connect across multiple connected Salesforce orgs
* Marketing Cloud with multiple business units connected to multiple existing Salesforce orgs with Marketing cloud Connect
* Marketing Cloud with multiple business units and a single, consolidated Salesforce org spanning all departments
* Marketing Cloud and a single, consolidated Salesforce org spanning all departments
Marketing Cloud with multiple business units connected to multiple existing Salesforce orgs with Marketing Cloud Connect is the option that a Solution Architect should recommend to meet the university's needs. Marketing Cloud allows the university to create and execute personalized marketing campaigns across various channels and audiences. Multiple business units enable the university to have separate sub-accounts for each branded school or department, with different permissions, settings, and content. Multiple existing Salesforce orgs allow the university to maintain their existing finances, business processes, and strategies for each college or school. Marketing Cloud Connect enables the integration between Marketing Cloud and Salesforce orgs, allowing for data synchronization, cross-cloud reporting, and journey activation.

QUESTION 89

A company wants to add Salesforce Order Management to their existing B2C Commerce, Service Cloud, and Sales Cloud integration. Their current sales process lets sales reps build quotes, create orders, and process reduction orders for refunds as part of their sales channel workflow. Their B2C Commerce order objects also include multiple custom attributes that the merchant's current Order Management System uses to allocate orders to the correct distribution center for fulfillment.

When enabling Salesforce Order Management, what potential concerns will the merchant need to work through?
* Salesforce Order Management does not allow for fulfillment rules across multiple distribution centers without the use of an AppExchange package or custom Apex triggers.
* Reduction Orders and Order Management change orders conflict if both are enabled in the same Org and require the use of Record Types and Apex Triggers or Validation Rules to avoid conflicts.
* Custom attributes on B2C Commerce Orders are not natively supported for Salesforce Order Management integrations and require custom Apex development to handle mapping.

* Salesforce Order Management integrates natively with B2B Commerce when both products reside within the same Org but requires the use of a customizable B2C Commerce cartridge to import data from a B2C Commerce instance.

QUESTION 90

A company is seeing an increased volume of customers browsing for higher-value items, as well as longer consideration times before customers place orders based on what is in their shopping carts.

What are two tactics that a Solution Architect could recommend to increase checkouts and decrease the time from adding items to completing a checkout?

Choose 2 answers
* Enable customer service agents to enroll customers in an Abandoned Cart Journey in Marketing Cloud if an interaction does not result in the processing of an order.
* Enable customer service agents to update and complete a cart transaction on behalf of the customer.
* When the cart value reaches a certain value, push a chat request to assist the customer with the checkout process.
* Monitor the cart items and time since it has been active in B2C Commerce and send a reminder and checkout incentive 18 hours after the cart was last modified.

QUESTION 91

A company contracted with a Satesforce implementation partner. A Solution Architect and a functional architect from the partner firm met with the business and IT stakeholders in the initial business discovery workshop. During that time, the Solution Architect gathered requirements about how the system needs to function in Salesforce with data flowing to downstream systems. The company also provided sketches of a potential user interface they want to see.

Which three actions should the Solution Architect take to ensure the right solution can be delivered?

Choose 3 answers
* Capture functional specifications that contain business processes and expectations of how they translate to user interface behavior.
* Design the annotated wireframes of the current user interface and finalize the future state data architectures.
* Ask the company to describe system integrations and primary source of records to support business requirements.
* Investigate the challenges that the company is experiencing with their existing setup and understand how they expect the future solution to solve those challenges.
* Thank the company for providing solution specifications and deliver those to the technical team.
These answers are correct because they are part of the solution design process that a Solution Architect should follow to ensure the right solution can be delivered. Capturing functional specifications, understanding system integrations and data sources, and identifying pain points and expected outcomes are essential steps to design a solution that meets the business needs and expectations. Reference: https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process

QUESTION 92

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?
* Technical Design Specification showing the data mapping/model and systems integration
* Final design document for storefront pages and service agent experience
* Email templates and copy for suggested marketing emails

* Organization chart of the company completed by the Solution Architect
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. Reference:
https://trailhead.salesforce.com/content/learn/modules/solution-design-for-technical-architects/define-the-technical-architecture

QUESTION 93

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

Reference:

[API Integration]

[Transactional Messaging API]

[Send Classifications]

QUESTION 94

An organization chose a multi-cloud solution that Is comprised of Service Cloud and B2C Commerce. The organization now wants to ensure that the theme of Its self-service portal Is consistent with the theme of its B2C Commerce storefront.

How should a Solution Architect ensure that this requirement Is met?
* Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
* Set the value of the Portal Theme URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
* Copy any relevant .ess code from the organization’s website and paste it into the pages for the self-service portal in Page Builder.
* Make a copy of the appropriate .ess file from the organization’s web server and upload it to the self-service portal.

QUESTION 95

A company wants to add Salesforce Order Management to their existing B2C Commerce, Service Cloud, and Sales Cloud integration. Their current sales process lets sales reps build quotes, create orders, and process reduction orders for refunds as part of their sales channel workflow. Their B2C Commerce order objects also include multiple custom attributes that the merchant's current Order Management System uses to allocate orders to the correct distribution center for fulfillment.

When enabling Salesforce Order Management, what potential concerns will the merchant need to work through?

* Salesforce Order Management does not allow for fulfillment rules across multiple distribution centers without the use of an AppExchange package or custom Apex triggers.

* Reduction Orders and Order Management change orders conflict if both are enabled in the same Org and require the use of Record Types and Apex Triggers or Validation Rules to avoid conflicts.

* Custom attributes on B2C Commerce Orders are not natively supported for Salesforce Order Management integrations and require custom Apex development to handle mapping.

* Salesforce Order Management integrates natively with B2B Commerce when both products reside within the same Org but requires the use of a customizable B2C Commerce cartridge to import data from a B2C Commerce instance.

A is correct because Salesforce Order Management does not have native support for multiple distribution centers and requires either an AppExchange package or custom Apex triggers to implement fulfillment rules based on custom attributes1.

QUESTION 96

A nonprofit organization uses Experience Cloud for members who would like to set up recurring donations. They integrate with an external payment gateway and want to make sure to offer the utmost security for their members. They also use Pardot for personalized communications, to ensure members have access to the most meaningful content and messages related to their donation history.

Which three options can a Solution Architect recommend to increase security for their existing users?

Choose 3 answers

* Implement high-assurance requirements for Experience Cloud profiles.

* Add a login flow that defines the scope of user access authorized by authentication providers.

* Replace Pardot with Marketing Cloud to implement SMS for multi-factor authentication.

* Maintain GAuth tokens for existing Experience Cloud profiles.

* Develop login flows to change the user's session security level to initiate third-party identity verification.

Experience Cloud is a product that allows creating and managing digital experiences for customers, partners, employees, and communities. Experience Cloud can be integrated with external payment gateways and Pardot to offer secure and personalized experiences for members who want to set up recurring donations. To increase security for their existing users, a Solution Architect can recommend the following options:

Implement high-assurance requirements for Experience Cloud profiles. High-assurance requirements are settings that define the level of security and identity verification needed for users to access certain pages or features in Experience Cloud. High-assurance requirements can help prevent unauthorized or fraudulent access to sensitive or confidential data or transactions, such as recurring donations.

Add a login flow that defines the scope of user access authorized by authentication providers. A login flow is a process that allows customizing the user login experience in Experience Cloud using various actions, such as collecting information, displaying messages, updating records, etc. A login flow can help define the scope of user access authorized by authentication providers, such as social media accounts or SAML-based identity providers. This can help limit or restrict the access of users based on their authentication method or credentials.

Develop login flows to change the user's session security level to initiate third-party identity verification. A session security

level is a setting that determines the level of security and identity verification required for a user’s session in Experience Cloud. A session security level can be changed using login flows to initiate third-party identity verification, such as SMS verification, email verification, biometric verification, etc. This can help enhance the security and trust of the user’s session and prevent unauthorized or fraudulent access to sensitive or confidential data or transactions, such as recurring donations.

Option C is incorrect because replacing Pardot with Marketing Cloud to implement SMS for multi-factor authentication is not a valid or feasible option to increase security for their existing users. Pardot is a product that allows creating and managing B2B marketing campaigns and activities, such as email marketing, lead generation, lead nurturing, etc. Marketing Cloud is a product that allows creating and managing B2C marketing campaigns and activities, such as email marketing, mobile marketing, social media marketing, etc. Replacing Pardot with Marketing Cloud would not only be costly and complex, but also unnecessary and irrelevant for their use case of setting up recurring donations. Moreover, implementing SMS for multi-factor authentication does not require replacing Pardot with Marketing Cloud, as it can be done using other methods or tools, such as login flows or third-party identity verification services. Option D is incorrect because maintaining GAuth tokens for existing Experience Cloud profiles is not an option or a way to increase security for their existing users. GAuth tokens are tokens that are used by Google Authenticator, an app that generates one-time passwords for two-factor authentication. GAuth tokens are not related to Experience Cloud profiles or their security settings. Reference:

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

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

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

QUESTION 97

A company is using both Service Cloud and B2C Commerce but they are not using Mulesoft or any other integration middleware and do not plan on adding that in the near future. However, there is a need to keep customer records in sync across both Service Cloud and B2C Commerce. When a change to the customer record in Service Cloud takes place, such as an updated customer name, the same customer record should be updated in B2C Commerce. Assume that there is a common ID that uniquely identifies the customer across the two systems.

How should a Solution Architect deliver the desired functionality?
* Send a platform event from Service Cloud and subscribe to the platform event in B2C Commerce using the built-in functionality
* Develop a custom solution in Service Cloud to consume and communicate with B2C Commerce APIs
* Send an Outbound Message from Service Cloud and catch and handle the Outbound Message using the B2C Commerce APIs
* Use change data capture to send a message from Service Cloud and catch and handle the message using B2C Commerce Service Cloud Connector
A custom solution in Service Cloud can use Apex or Lightning Web Components to call the B2C Commerce APIs and update the customer records in B2C Commerce. This option provides the most flexibility and control over the integration logic and error handling. Platform events, outbound messages, and change data capture are not supported by B2C Commerce out of the box, so they would require additional development or middleware to handle them. Reference:

https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_rest_code_sample_basic.htm

https://developer.salesforce.com/docs/component-library/documentation/en/lwc/lwc.data_wire_example

https://documentation.b2c.commercecloud.salesforce.com/DOC1/index.jsp?topic=%2Fcom.demandware.dochelp%2FOCAPI%2Fcurrent%2Fusage%2FRESTAPIs.html

QUESTION 98

A B2C Commerce merchant has multiple live sites across different brands and geographies all supported by Service Cloud and Marketing Cloud. Unfortunately, the merchant is having customer service challenges caused by fragmented views of the customer. Customers occasionally use alternate email addresses, make purchases as guests, and contact customer service anonymously. The Success Manager believes that Customer 360 Data Manager could help them solve their problem.

How should a Solution Architect describe the role of Customer 360 Data Manager in this context?
* Customer 360 Data Manager can be used to recognize customers as humans and extend existing records related to that human across connected systems with a consistent Global Party ID.
* Customer 360 Data Manager can be used to identify multiple records within each separate system representing the same person and assigning them a consistent Global Party ID; additional custom development is then required to relate those IDs between systems.
* Customer 360 Data Manager cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.
* When Customer 360 Data Manager is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed by Customer 360 Data Manager.

QUESTION 99

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
* Apply the “Order on Behalf of permission set to Service Cloud users.
* Verify that the permissions for the B2C Commerce account support ‘Order on Behalf of’.
* Verify that agents have a user record in Service Cloud and an account created in B2C Commerce.
* Configure agents to use SSO between B2C Commerce and Service Cloud.
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. Reference: https://help.salesforce.com/s/articleView?id=sf.b2c_service_cloud_connector_order_on_behalf_of.htm&type=5

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https://www.topexamcollection.com/B2C-Solution-Architect-vce-collection.html]