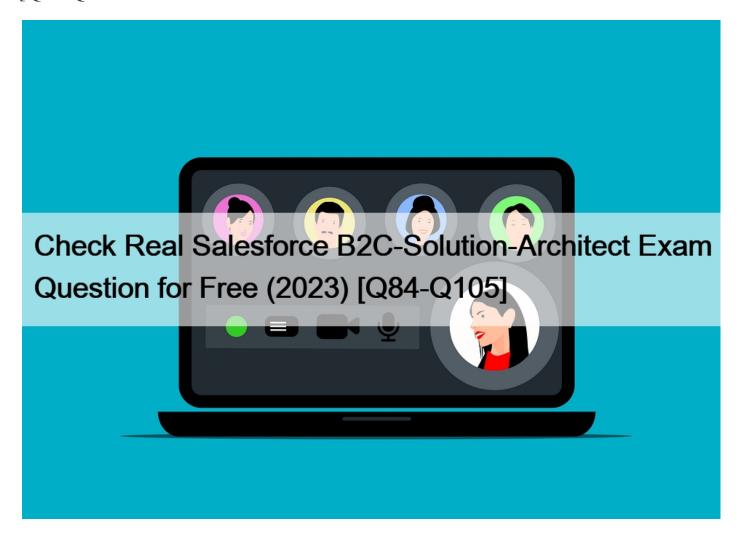# Check Real Salesforce B2C-Solution-Architect Exam Question for Free (2023) [Q84-Q105

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Salesforce B2C-Solution-Architect certification is a valuable asset for professionals who want to advance their careers in the field of Salesforce. It is recognized globally and is highly respected in the industry. Salesforce Certified B2C Solution Architect certification demonstrates that the candidate has a deep understanding of Salesforce B2C Commerce Cloud and can design and implement solutions that meet the business requirements of clients.

Q84. A financial services company wants to implement Service Cloud and Marketing Cloud. A number of profile attributes required for personalization in Marketing Cloud were identified as personally identifiable information (PII) and are too sensitive to be stored in Salesforce.

Tokenized Sending was presented as a way to address these concerns.

Which two implications should a Solution Architect consider if Marketing Cloud Connect is to be used for cloud integration?

Choose 2 answers
* The synchronized data extensions will include the token and all PII attributes
* All emails will need to be sent through Marketing Cloud or Marketing Cloud Connect to avoid disruptions
* The standard email address field for contacts and leads needs to be populated with a token
* The token with all supporting attributes will need to be stored in Service Cloud

Tokenized Sending is a feature in Marketing Cloud that allows sending messages with data that is too sensitive to store in Salesforce due to laws, regulations, or security policies. Tokenized Sending uses an API call to exchange data from an external system with Marketing Cloud at send time, without storing the data in Salesforce. Marketing Cloud Connect is a feature that enables integration between Marketing Cloud and other Salesforce clouds such as Service Cloud. When using Tokenized Sending with Marketing Cloud Connect, the following implications should be considered:

The synchronized data extensions will include the token and all PII attributes. Synchronized data extensions are tables in Marketing Cloud that store data from other Salesforce clouds using data synchronization in Marketing Cloud Connect. When using Tokenized Sending, the synchronized data extensions will include the token as well as all personally identifiable information (PII) attributes such as name, email, phone, etc. The token will serve as the subscriber key and contact key in Marketing Cloud, while the PII attributes will be used for personalization and segmentation.

The standard email address field for contacts and leads needs to be populated with a token. When using Tokenized Sending, the standard email address field for contacts and leads in other Salesforce clouds needs to be populated with a token instead of an actual email address. The token resembles a standard email address but contains encrypted information about the subscriber. The token is used to exchange data with the external system at send time and send messages to the actual email address.

Option B is incorrect because not all emails need to be sent through Marketing Cloud or Marketing Cloud Connect to avoid disruptions when using Tokenized Sending. However, it is recommended to do so to ensure consistent tracking and deliverability data across clouds. Option D is incorrect because the token with all supporting attributes does not need to be stored in Service Cloud when using Tokenized Sending. The token and the attributes are stored in the external system and only exchanged with Marketing Cloud at send time. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_overview_tokenized_sending1.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_co_tokenized_sending.htm&type=0

Q85. A company needs to have specific fields encrypted in the user interface on the contact record in Service Cloud as well as on some fields in data extensions that exist only in the Marketing Cloud. The merchant believes that Salesforce Shield Encryption is a suitable solution.

Which two considerations are relevant for the merchant when determining an appropriate solution?

Choose 2 answers
* With Shield, encrypted fields are not visible to the user, but there are no other feature impacts.
* With Shield, encrypted fields cannot be used to filter or sort in Process Builder and Flow Builder.
* Field-Level Encryption is also required on Marketing Cloud to encrypt the custom fields.
* Shield encryption can be done on any standard or custom field on all field types, but cannot be set to encrypt those fields in Marketing Cloud.

Salesforce Shield Encryption is a feature that allows encrypting sensitive data at rest in Salesforce without compromising functionality or performance. Shield Encryption uses probabilistic encryption to protect data while preserving its format and length. Field-Level Encryption is a feature in Marketing Cloud that allows encrypting sensitive data at rest in Marketing Cloud using

customer-managed keys. Field-Level Encryption uses deterministic encryption to protect data while preserving its format and length. When determining an appropriate solution for encrypting specific fields in Service Cloud as well as in data extensions in Marketing Cloud, the following considerations are relevant:

With Shield, encrypted fields cannot be used to filter or sort in Process Builder and Flow Builder. Process Builder and Flow Builder are tools in Salesforce that allow creating automated workflows and processes based on certain criteria or conditions. However, Shield Encryption does not support filtering or sorting on encrypted fields in these tools, because probabilistic encryption does not allow exact matching or comparison of values.

Shield encryption can be done on any standard or custom field on all field types, but cannot be set to encrypt those fields in Marketing Cloud. Shield Encryption supports encrypting any standard or custom field on any field type in Salesforce, such as text, email, phone, date, etc. However, Shield Encryption does not apply to Marketing Cloud fields or data extensions, because they are stored in a separate database from Salesforce. To encrypt fields in Marketing Cloud, Field-Level Encryption must be used.

Option A is incorrect because with Shield, encrypted fields are visible to the user if they have the View Encrypted Data permission, but there are other feature impacts such as filtering, sorting, searching, etc. Option C is incorrect because Field-Level Encryption is not required on Marketing Cloud to encrypt the custom fields if they are already encrypted by Shield Encryption in Service Cloud. However, Field-Level Encryption can be used on Marketing Cloud if additional encryption or customer-managed keys are needed. Reference:

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

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

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

Q86. A merchant has a requirement to engage customers with a series of promotional messaging including a coupon offer generated in B2C Commerce. Reminder emails are sent to those customers who have not redeemed the coupon 10 and 2 days before its expiration.

Which three elements are required to support this scenario?

Choose 3 answers
* Marketing Cloud Connect for Service to Marketing Cloud
* B2C Commerce cartridge to call Marketing Cloud APIs
* Service Cloud for support of coupons and redemption management
* Marketing Cloud Installed Package
* 82C Commerce storefront
To enable the scenario of sending promotional emails with coupon offers generated in B2C Commerce, the following elements are required:

A B2C Commerce cartridge to call Marketing Cloud APIs, such as the Transactional Messaging API, to trigger the email journey and pass the coupon code as a data attribute.

A Marketing Cloud Installed Package to create an API integration between B2C Commerce and Marketing Cloud and provide authentication credentials and permissions.

A B2C Commerce storefront to generate and manage the coupon codes and redemption logic. Reference:
https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api
https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration

https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/promotions/b2c_coupon_codes.html

Q87. 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?
* The Commerce Cloud to Service Cloud connector supports both person account and contact accounts out-of-the-box.
* Commerce Cloud will be the system of record for customer shopping data, including individual profile and authentication credentials.
* Full access (full) scope will request access to all accessible data that the third-party provides.
* To create the external authenticated profile in Commerce Cloud, Service Cloud will need to invoke a remote OAuth2 authentication request to Commerce Cloud.
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. Reference:
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

Q88. A global pharmaceutical company wants to roll-out online shopping for customers in multiple countries and needs a quick return on investment (ROI). The company is considering how to market products from prenatal vitamins to drug therapies that improve neonatal outcomes.

Each country has its own regulations around marketing and online sales. Some countries may not allow marketing to Individuals, but will allow marketing to healthcare providers and have different regulations for various channels and touchpoints. In some countries, they are allowed to use curated social content tor product ratings and discussions. In addition, branding Is uniquely defined In each country so the company would like to combine ecommerce with existing content management systems.

What strategy should a Solution Architect recommend to solve these needs?
* B2C Commerce, Marketing Cloud, and Experience Builder with multi-Currency and translation workbench.
* Headless BZC Commerce. LINK cartridges. SFRA-style development with Heroku and MuleSoft.
* Multi-org approach with Partner and Customer Communities, B2C Commerce, Heroku, and Mulesoft for SFKA-style development.
* Multi-org approach with Service Cloud, LINK cartridges and translation workbench, and Partner and Customer Communities.

Q89. A company had strong new-customer growth for the year but has noticed that lifetime value has been declining. They want to run automated re-engagement campaigns with customers who made purchases in the last 24 months but are unsure of where to start. They have Service Cloud, Marketing Cloud, and B2C Commerce implemented and recently began using CRM Analytics.

Which two recommendations should a Solution Architect provide to the company to improve the success of the automated campaign?

Choose 2 answers
* Use SMS as a channel due to its significantly higher engagement rate as compared to email
* Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
* Use CRM Analytics to analyze customer engagement history over the last 24 months
* Configure Einstein Recommendations in Marketing Cloud to automate segment generation for Journey Builder
These answers are correct because they are recommendations that can improve the success of the automated re-engagement

campaign. Using SMS as a channel can increase the engagement rate as compared to email, as SMS messages have higher open and response rates. Configuring Einstein Recommendations in Marketing Cloud can automate segment generation for Journey Builder, which can help create personalized and relevant messages based on customer data and behavior. Reference: https://www.salesforce.com/products/marketing-cloud/best-practices/sms-marketing-statistics/ https://help.salesforce.com/s/articleView?id=sf.mc_pb_einstein_recommendations.htm&type=5

Q90. 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?
* Remote Process Invocation
* Salesforce Connect
* Streaming API
* Batch Data Synchronization

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

Q91. Northern Trail Outfitters (NTO) operates its website on B2C Commerce. NTO recently decided to update its Customer Service from a bespoke solution to Service Cloud.

NTO currently has around two million customer records in its B2C Commerce database that need to be migrated into Service Cloud.

What should a Solution Architect recommend to export all the customer data from B2C Commerce and import into Service Cloud without additional development7
* Export the data using B2C Commerce APIs, and import it into Salesforce using Data Loader.
* Export the data using B2C Commerce APIs, and import it into Salesforce using Data Import Wizard.
* Export the data using Business Manager, and import it into Salesforce using the Data Import Wizard.
* Export the data using Business Manager, and import it into Salesforce using Data Loader.

This answer is correct because it is a way to export all the customer data from B2C Commerce and import into Service Cloud without additional development. Business Manager is a tool that allows B2C Commerce administrators to export customer data in CSV format. Data Loader is a tool that allows Salesforce administrators to import data from CSV files into Salesforce objects. Reference:

https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/BusinessManager/ExportingCusto merData.html https://developer.salesforce.com/docs/atlas.en-us.dataLoader.meta/dataLoader/data_loader.htm

Q92. A large cosmetics company is planning a customer marketing campaign this summer that allows early access to new product launches in exchange for consent to contact participants through text or email. Future communications to those who ‘opt-in’ includes information on future product launches, store events, and holiday promotions.

The company plans to offer a ‘preference center’ within the commerce experience, where authenticated users can opt-in or opt-out of various methods of direct communication.

In which two ways should a Solution Architect define the appropriate systems and methods for user registration and communication preferences, and recommend where native platform functionality within each platform may need to be extended?

Choose 2 answers
* Allow cookie consent to auto-enable email and/or mobile communications directly to the customer.

* Allow customers to unsubscribe via email with one click, and opt-in or opt-out of specific communication methods through a hosted preference center.
* Use native B2C Commerce registration options during the browse and checkout experience, and extend these features to provide an opt-in or opt-out communication preference center on a secure page within the same storefront UI.
* Implicitly enroll all customers in direct mobile communications during checkout, and allow customers to opt-in or opt-out of all services via email sent by Marketing Cloud.

Q93. 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 Asi

a. 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?
* Use a separate Marketing Cloud tenant for each site
* Use a separate Marketing Cloud tenant for each realm and map business units to sites within each realm
* Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm
* Use a single Marketing cloud tenant and map business units to each realm

Q94. Northern Trail Outfitters (NTO) exported all the Account records from Salesforce and used a data transformation tool to clean up values in the phone field using a standardized format. The export file has more than 2 million records. During previous data loads for similar updates on the Account object, NTO did not experience any issues with row lock.

Which feature of Data Loader should be used to load this data back into Salesforce faster?
* REST API
* Bulk API Serial Mode
* SOAP API
* Bulk API

Q95. A company is In the process of defining the authoritative system for key data entitles Involved In B2C journeys. The company has about 200.000 customers, each averaging 30 orders per year.

Which two systems are considered an authoritative system for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email?

Choose 2 answers
* B2C Commerce
* Service Cloud
* Experience Cloud
* Marketing Cloud

Q96. 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.

Q97. An organization currently has separate teams supporting Service Cloud, Marketing Cloud, store operations with a point-of-sale solution, and eCommerce with Commerce Cloud. Each business unit has their own key performance indicators (KPIs) but the organization is struggling to understand the big picture and improve customer engagement with the brand.

In which two ways would Salesforce CDP help in this scenario?

Choose 2 answers
* It creates one Individual record that replaces the system-specific records in other products, creating a unified view of the customer.
* It provides cross-channel analytics using pre-built, native dashboards and charts within the unified profile.
* It ingests customer data from each system and uses matching rules to find records representing the same person, uniting them under a Unified Individual.
* It can power experiences through other channels like Marketing Cloud Engagement by activating customer segments.
These answers are correct because they are ways that Salesforce CDP can help the organization in this scenario. Salesforce CDP can ingest customer data from each system and use matching rules to find records representing the same person, uniting them under a Unified Individual. This creates a single view of the customer across all systems and channels. Salesforce CDP can also power experiences through other channels like Marketing Cloud Engagement by activating customer segments. This enables personalized and targeted marketing campaigns based on customer data and behavior. Reference: https://www.salesforce.com/products/customer-data-platform/overview/

Q98. An insurance company needs the ability to relate contacts to their workplace to track which services are paid by the employee benefits. Contacts receive emails to notify them of new policy offerings. Agents also need to relate adults in the same household who share access to financial resources and policy information to sign them up for the right policies. Adjusters need the ability to see and respond to claims from anyone in the household. Independent agents need daily access to customer data as well. Customers also need periodic access to claims and policy information for their household. The company also wants to track what data searches are performed by agents and adjusters on the platform to analyze their work.

Which products should a Solution Architect recommend in addition to Insurance for Financial Services and Experience Cloud to meet these needs?
* Shield and Event Monitoring Analytics App, Pardot
* Digital Engagement, Shield with Splunk, Social Engagement Studio
* REST API Event Monitoring and Tableau CRM, Marketing Engagement Studio
* Salesforce Field Service, Shield Encryption at rest. Digital Engagement
a) Shield and Event Monitoring Analytics App, Pardot can help meet these needs by providing enhanced security, compliance, auditing, analytics, and marketing capabilities for the insurance company. Shield can help protect sensitive data with encryption, monitor user activity with event logs, enforce data retention policies with archiving, and comply with industry regulations with field audit trails. Event Monitoring Analytics App can help analyze user behavior, performance, adoption, and usage with prebuilt dashboards and reports. Pardot can help create personalized email campaigns, track customer engagement, automate lead generation, and measure marketing ROI. Reference:

https://www.salesforce.com/products/platform/products/salesforce-shield/

https://www.salesforce.com/products/platform/products/event-monitoring-analytics-app/

https://www.salesforce.com/products/marketing-cloud/best-marketing-automation-software/

Q99. A company had strong new-customer growth for the year but has noticed that lifetime value has been declining. They want to

run automated re-engagement campaigns with customers who made purchases in the last 24 months but are unsure of where to start. They have Service Cloud, Marketing Cloud, and B2C Commerce implemented and recently began using Tableau CRM (formerly Einstein Analytics).

Which two recommendations should a Solution Architect provide to the company to improve the success of the automated campaign? Choose 2 answers
* Configure Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder
* Use SMS as a channel due to its significantly higher engagement rate as compared to email
* Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
* Consider using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months
Option A is correct because configuring Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder is a valid recommendation to improve the success of the automated campaign. Einstein Retargeting Recommendations uses machine learning to identify customers who are likely to purchase again based on their past behavior and preferences, and automatically creates segments for Journey Builder to send personalized messages and offers.

Option D is correct because using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months is a valid recommendation to improve the success of the automated campaign. Einstein Discovery uses advanced analytics and AI to analyze data from multiple sources and generate predictive insights and recommendations. A retargeting score can help the company prioritize and target customers who have a high probability of buying again.

Option B is incorrect because using SMS as a channel due to its significantly higher engagement rate as compared to email is not a valid recommendation to improve the success of the automated campaign. SMS may have a higher engagement rate than email, but it also has a higher cost and a lower personalization potential. SMS should be used sparingly and strategically for time-sensitive or urgent messages, not for general re-engagement campaigns.

Option C is incorrect because generating personalized coupon codes in B2C Commerce and sending them through Marketing Cloud to be able to effectively track impact of campaigns is not a valid recommendation to improve the success of the automated campaign. Personalized coupon codes may increase conversions and loyalty, but they also reduce margins and profitability. Coupon codes should be used selectively and carefully for customers who have a high lifetime value or a high retargeting score, not for all customers who made purchases in the last 24 months.

Reference:

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Q100. An ecommerce company has one Primary Instance Group with three instances and one Secondary Instance Group with five sandboxes.

They are expanding and adding people in multiple locations to manage the storefront. They would like additional sandboxes to support their expansion efforts into new markets with new templates, scripts, and controllers.

Which approach should a Solution Architect recommend?
* Add new instances to the Primary Instance Group for new sandboxes in each realm.
* Add a Tertiary Instance Group to add sandboxes to the existing realm.
* Add a new realm for each new market to get additional sandboxes for each realm.

* Add new sandboxes to the Secondary Instance Group for the current realm.
The Secondary Instance Group is used for sandboxes in B2C Commerce. Adding new sandboxes to this group does not require creating a new realm or adding instances to the Primary Instance Group, which is used for production and staging instances.
Reference: https://developer.salesforce.com/docs/commerce/b2c-commerce/guide/b2c-developer-sandboxes.html

Q101. A company wants to integrate B2C Commerce and Service Cloud with Order Management so that customers who are shopping online can receive support from service agents during returns, exchanges, and payments. The company wants to send order and transaction information to Service Cloud so that agents have the most up-to-date information when providing service to customers.

What capabilities of a B2C Commerce and Service Cloud integration can a service agent benefit from most?
* Service agents leverage order cancellation but only with custom development.
* Service agents leverage products, catalog, and inventory information directly in Service Cloud.
* Service agents leverage order line items, shipment, and payment information in Service Cloud.
* Service agents leverage the entire case history inside of B2C Commerce.
This answer is correct because it describes the capabilities of a B2C Commerce and Service Cloud integration with Order Management that can benefit service agents most. By sending order and transaction information to Service Cloud, service agents can have a complete view of the customer’s order history, status, and payment details, which can help them provide better service during returns, exchanges, and payments. Reference:
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

Q102. 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.

Q103. A financial services company wants to implement Service Cloud and Marketing Cloud. A number of profile attributes required for personalization in Marketing Cloud were identified as personally identifiable information (PII) and are too sensitive to be stored in Salesforce.

Tokenized Sending was presented as a way to address these concerns.

Which two implications should a Solution Architect consider if Marketing Cloud Connect is to be used for cloud integration?

Choose 2 answers
* The synchronized data extensions will include the token and all PII attributes
* All emails will need to be sent through Marketing Cloud or Marketing Cloud Connect to avoid disruptions
* The standard email address field for contacts and leads needs to be populated with a token

* The token with all supporting attributes will need to be stored in Service Cloud

Q104. 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:

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Q105. A company uses Service Cloud and B2C Commerce and now wants to enable the ‘Order on Behalf of functionality on its storefront. The customers using the storefront are Person and Household accounts.

Which three design and architecture considerations should a Solution Architect follow to ensure that the ‘Order on Behalf of functionality works well for all the designated storefront customers?

Choose 3 answers
* Verify that the permissions used are Login_On_Behalf, Login_Agent, and Create_Order_On_Behalf_Of business manager

functional permissions.

* The Order on Behalf of feature in the Service to B2C Commerce Connector only supports person accounts as a customer model by default.

* Default user is required for anonymous storefront shoppers.

* The REST calls between B2C Commerce and Service Cloud do not count towards API governor limits.

* Verify that agents are Service Cloud and B2C Commerce users with Order on Behalf rights.

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https://www.dumpsmaterials.com/B2C-Solution-Architect-real-torrent.html]