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### QUESTION 1

A US business-to-consumer (B2C) company is planning to expand to Latin America. They project an initial Latin American customer base of about one million, and a growth rate of around 10% every year for the next 5 years. They anticipate privacy and data protection requirements similar to those in the European Union to come into effect during this time. Their initial analysis indicates that key personal data is stored in the following systems:

1.

Legacy mainframe systems that have remained untouched for years and are due to be decommissioned.

2.

Salesforce Commerce Cloud Service Cloud, Marketing Cloud, and Community Cloud.

3.

The company's CIO tasked the integration architect with ensuring that they can completely delete their Latin American customer's personal data on demand.

Which three requirements should the integration architect consider? Choose 3 answers

- A. Manual steps and procedures that may be necessary.
- B. Impact of deleted records on system functionality.
- C. Ability to delete personal data in every system.
- D. Feasibility to restore deleted records when needed.
- E. Ability to provide a 360-degree view of the customer.

Correct Answer: BCD

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### QUESTION 2

Universal Containers requires Salesforce to send order data to an ERP system that requires a system-defined username/password for authentication.

Which two integration options are recommended from a security perspective?

- A. Fire outbound messages to a middleware that stores the credentials instead of an Apex callout.
- B. Use custom settings to store the username and password allowing the Apex callout to read it.
- C. Set up a Named Credential with a Named Principal Identity Type allowing the Apex callout to use it.
- D. Store the username/hashed password in a private Static Resource, allowing the Apex callout to read it.
- E. Use custom settings to store the username and password allowing the Apex callout to read it.

Correct Answer: C

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### QUESTION 3

Universal Containers has a customer setup process that relies on external database to send customers welcome and registration emails. When a customer contacts Universal containers via phone they need to receive the welcome email shortly following the conversation with the UC representative. Universal containers representatives work exclusively in Salesforce and any new customer contacts are created in Salesforce by the representative. The external database exposes a SOAP API for integration with other applications.

What Salesforce technology best fulfills this requirement?

- A. Write a nightly batch synchronization to send customer information to the external database.
- B. Write an outbound message to send customer Information to an ESB.
- C. Write an outbound message to send customer Information to the external database.
- D. Write a trigger with an @future method to send customer Information to the external database

Correct Answer: C

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### QUESTION 4

What are two benefits of named credentials? Choose 2 answers

- A. They simplify utilizing OAuth for Apex callouts.
- B. They Secure integrations to Salesforce from other systems.
- C. They enforce secure communication to external systems
- D. They securely store credentials in a maintainable way.

Correct Answer: AD

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### QUESTION 5

A large enterprise customer has decided to implement Salesforce as their CRM. The current system landscape includes the following:

1.

An Enterprise Resource Planning (ERP) solution that is responsible for Customer Invoicing and Order fulfillment.

2.

A Marketing solution they use for email campaigns.

The enterprise customer needs their sales and service associates to use Salesforce to view and log their



interactions with customers and prospects in Salesforce.

Which system should be the System of record for their customers and prospects?

- A. ERP with all prospect data from Marketing and Salesforce.
- B. Marketing with all customer data from Salesforce and ERP.
- C. Salesforce with relevant Marketing and ERP information.
- D. New Custom Database for Customers and Prospects.

Correct Answer: C

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