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**QUESTION 1**

A company has 2,000 customers and currently services them using a call center and spreadsheets. Because of the lack of systems there is no ability to track how successful agents are. In addition, their ordering system cannot be easily accessed by service agents costing valuable time and hurting customer satisfaction.

What are two reasons a connected B2C Solution can add value to the company?

Choose 2 answers

- A. Provides a better interface for agents using Service Cloud and B2C Commerce with Heroku
- B. Allows agents to more easily access customer data to better support customers when they call in
- C. Allows agents to use SSO to log into B2C Commerce and Service Cloud using the same credentials
- D. Increases spend ROI as fewer service agents will be needed, which can allow for more sales agents

Correct Answer: BC

B. Allowing agents to more easily access customer data to better support customers when they call in can add value to the company by improving customer satisfaction, loyalty, and retention. This can also enable agents to provide

personalized recommendations, cross-sell or upsell opportunities, and proactive service based on the customer's profile, preferences, and purchase history. C. Allowing agents to use SSO to log into B2C Commerce and Service Cloud using

the same credentials can add value to the company by simplifying the login process, enhancing security, and reducing administrative overhead. This can also provide a seamless user experience for agents across different systems and

platforms.

References:

<https://www.salesforce.com/products/service-cloud/overview/>

<https://www.salesforce.com/products/commerce-cloud/overview/>

[https://help.salesforce.com/s/articleView?id=sf.identity\\_sso.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.identity_sso.htm&type=5)

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**QUESTION 2**

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

- A. Every REST call between B2C Commerce and Service Cloud counts towards API governor limits.
- B. The OOBO shopping experience requires that Salesforce service agent users authenticate against the B2C Commerce environment before creating the shopping session.
- C. Middleware, like Mulesoft, must be used to ensure the security and uptime of the integration between B2C Commerce and Service Cloud.



D. The Service Agent cannot order on behalf of the customer if the customer is offline.

Correct Answer: AB

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

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### QUESTION 3

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?

- A. Add new instances to the Primary Instance Group for new sandboxes in each realm.
- B. Add a Tertiary Instance Group to add sandboxes to the existing realm.
- C. Add a new realm for each new market to get additional sandboxes for each realm.
- D. Add new sandboxes to the Secondary Instance Group for the current realm.

Correct Answer: D

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.

References: <https://developer.salesforce.com/docs/commerce/b2c-commerce/guide/b2c-developer-sandboxes.html>

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### QUESTION 4

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?

- A. Shield and Event Monitoring Analytics App, Pardot
- B. Digital Engagement, Shield with Splunk, Social Engagement Studio
- C. REST API Event Monitoring and Tableau CRM, Marketing Engagement Studio



D. Salesforce Field Service, Shield Encryption at rest. Digital Engagement

Correct Answer: A

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.

References:

<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/>

## QUESTION 5

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and wants to deliver integrated customer experiences across all three products. The company has one B2C Commerce realm serving two storefronts, a Salesforce org, and a Marketing Cloud instance with a single business unit that leverages email address as a subscriber key. None of these Salesforce Clouds are integrated. The company is also interested in integrating with Customer 360 Data Manager.

Which two Marketing Cloud implementation recommendations should a Solution Architect present to the company to adjust their architecture to adhere to Salesforce multi-cloud integration best practices?

Choose 2 answers

A. Marketing Cloud should serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier.

B. Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit.

C. Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices.

D. B2C Commerce should integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront.

Correct Answer: BC

Option B is correct because Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit. This is a recommended practice to enable multi-brand marketing campaigns and segmentation based on different storefronts and customer profiles. Option C is correct because Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices. This is a recommended practice to enable data integration and identity resolution across multiple Salesforce clouds using Customer 360 Data Manager. Email address is not a suitable subscriber key for multi-cloud scenarios, as it may change over time or be shared by multiple customers. Option A is incorrect because Marketing Cloud should not serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi- cloud customer identifier. This is not a



recommended practice, as it would create data quality issues, security risks, and integration challenges across multiple Salesforce clouds. Customer email addresses are also not suitable as a multi- cloud customer identifier, as they may change over time or be shared by multiple customers. Option D is incorrect because B2C Commerce should not integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront. This is not a recommended practice, as it would create data duplication, synchronization issues, and performance impacts across multiple Salesforce clouds. B2C Commerce should integrate with Service Cloud or Customer 360 Data Manager to create or update customer records based on their actions on the storefront. References: [Get Started with B2C Solution Architect Cert Prep - Trailhead] [Certification - B2C Solution Architect - Trailhead] [B2C Solution Architect Certification Guide | Salesforce Ben]

## QUESTION 6

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

- A. It creates one Individual record that replaces the system-specific records in other products, creating a unified view of the customer.
- B. It provides cross-channel analytics using pre-built, native dashboards and charts within the unified profile.
- C. It ingests customer data from each system and uses matching rules to find records representing the same person, uniting them under a Unified Individual.
- D. It can power experiences through other channels like Marketing Cloud Engagement by activating customer segments.

Correct Answer: CD

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. References:

<https://www.salesforce.com/products/customer-data-platform/overview/>

## QUESTION 7

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>

## QUESTION 8

Key business stakeholders have asked for a new business requirement that requires a multi-cloud solution design using self-service commerce, a service agent console, and marketing communication. A Solution Architect was brought in to lead the end-to-end solution design and delivery.

Which two actions should the Solution Architect take to accurately capture these requirements?

Choose 2 answers

- A. Set up DevOps processes and environments in preparation for the discovery workshops.
- B. Design the solution and hand it off to the delivery team to start to build and test it.
- C. Include functional and technical experts across discovery workshops to ensure requirements and priorities are captured.
- D. Draft a requirements and process document. Invite key business and technical/design team stakeholders to review and approve.

Correct Answer: CD

These answers are correct because they are actions that a Solution Architect should take to accurately capture the requirements for a multi-cloud solution design. Including functional and technical experts across discovery workshops can help ensure that the requirements and priorities are captured from different perspectives and domains. Drafting a requirements and process document can help document the business needs, expectations, and constraints for the solution design. Inviting key business and technical/design team stakeholders to review and approve the document can help validate the requirements and ensure alignment.

References: <https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process>



## QUESTION 9

An existing Salesforce customer has B2C Commerce, Service Cloud, and Marketing Cloud, but none of their customer data is integrated. Marketing Cloud has around 2 million subscribers using email address as the subscriber key, B2C Commerce has 750,000 registered customers, and Service Cloud only has records for about 50,000 customers who have previously created support cases or contacted customer service.

What is the optimum sequence of events a Solution Architect should follow when integrating customer data across these systems?

- A. Marketing Cloud Subscriber Key Migration, Load Marketing Cloud Subscribers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Load B2C Commerce customers into Service Cloud, Enable Marketing Cloud Connect
- B. Load B2C Commerce customers into Service Cloud, Load Marketing Cloud Subscribers Into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Marketing Cloud Subscriber Key Migration, Enable Marketing Cloud Connect
- C. Load B2C Commerce customers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Marketing Cloud Subscriber Key Migration, Load Marketing Cloud Subscribers into Service Cloud, Enable Marketing Cloud Connect
- D. Marketing Cloud Subscriber Key Migration, Enable Marketing Cloud Connect, Load Marketing Cloud Subscribers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Load B2C Commerce customers into Service Cloud

Correct Answer: B

This sequence of events ensures that all customer data is integrated across the systems and that Marketing Cloud uses Service Cloud Contact IDs as the subscriber key. This allows for a consistent and unified view of the customer across the Salesforce products.

References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_subscriber\\_key\\_migration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5)  
[https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_marketing\\_cloud\\_connect.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect.htm&type=5)

## QUESTION 10

A customer service team raised a new business requirement that requires a multi-cloud solution design between B2C Commerce, Service Cloud, and Marketing Cloud. A Solution Architect has been hired to lead the design of the multi-cloud solution.

Which two actions should the Solution Architect take to accurately capture requirements and deliver the solution overview?

Choose 2 answers

- A. Include functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function to ensure all requirements are captured.
- B. Conduct discovery workshops and upon completion present the solution back to the design authority or executive stakeholders to validate the solution.
- C. Conduct discovery workshops to create a user acceptance testing document and invite business owners, each cloud





technical architect, and implementation development team.

D. Include the customer service team so that they can provide detailed user stories prior to the discovery workshops.

Correct Answer: AB

A is correct because including functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function, is a best practice for capturing requirements and ensuring alignment across different stakeholders.

B is correct because conducting discovery workshops and presenting the solution back to the design authority or executive stakeholders is a best practice for validating the solution and obtaining feedback and approval.

C is incorrect because conducting discovery workshops to create a user acceptance testing document is not the purpose of discovery workshops. User acceptance testing documents are created after the solution design is finalized and

approved.

D is incorrect because including the customer service team to provide detailed user stories prior to the discovery workshops is not necessary. User stories are created during the discovery workshops based on the business requirements and

pain points identified by the stakeholders.

References:

1: <https://trailhead.salesforce.com/content/learn/modules/om-salesforce-order-management/om-discovery-workshops>

2: <https://trailhead.salesforce.com/content/learn/modules/om-salesforce-order-management/om-user-acceptance-testing>

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## QUESTION 11

Northern Trail Outfitters (NTO) hosts a customer care portal using Service Cloud. The portal uses Marketing Cloud for customer interaction for a number of use cases, including customer sign-up and updates on toggled cases. NTO has decided that the connectors provided by Salesforce are not flexible enough for their needs, so they would like to explore a programmatic approach for doing so.

Which two considerations should a Solution Architect point out to NTO as it moves forward to integrate the Service Cloud portal with Marketing Cloud for customer interaction? Choose 2 answers

A. NTO can use Marketing Cloud REST API for integrating with Service Cloud.

B. The Marketing REST API calls are asynchronous, with timeout values of 120 for non-tracking operations and 300 seconds for tracking and data retrieve operations.

C. The Marketing REST API uses XML request and response bodies and resource endpoints to support multi-channel use.

D. NTO can use Marketing Cloud SOAP API for integrating with Service Cloud.

Correct Answer: AD





Marketing Cloud provides both REST and SOAP APIs for integrating with other systems, including Service Cloud. Both APIs can be used to perform various operations such as creating, updating, or deleting data objects, triggering messages, retrieving tracking data, and more. The REST API uses JSON request and response bodies, while the SOAP API uses XML request and response bodies. The choice of API depends on the use case, preference, and compatibility of the systems involved.

References: <https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm> <https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-getting-started.meta/mc-getting-started/get-started-with-marketing-cloud-apis.htm>

## QUESTION 12

A Solution Architect is working on a project that will use Service Cloud and Marketing Cloud. The company is concerned about its service agents' productivity, since they will sometimes also require access to Marketing Cloud. The company wants the Solution Architect to implement a solution that lets agents authenticate and access all systems with the least possible clicks. The company wants agents to confirm their identity using multi-factor authentication (MFA) upon logging in to either system.

Which three activities does the Solution Architect need to complete in order to meet the company's requirements?

Choose 3 answers

- A. Enable SSO on both Service Cloud and Marketing Cloud.
- B. Define which system is acting as an identity provider (IDP).
- C. Configure Marketing Cloud Connect,
- D. Enable Active Directory Federation Services (ADFS) and Salesforce Event Monitoring on the identity provider (IDP).
- E. Enable MFA on the identity provider (IDP).

Correct Answer: ABE

Option A is correct because enabling SSO on both Service Cloud and Marketing Cloud is a necessary step to allow agents to authenticate and access all systems with the least possible clicks, as they only need to log in once with their credentials and then switch between systems seamlessly.

Option B is correct because defining which system is acting as an identity provider (IDP) is a necessary step to configure SSO between Service Cloud and Marketing Cloud, as it determines which system will verify the identity of the agents

and issue authentication tokens for the other system.

Option E is correct because enabling MFA on the identity provider (IDP) is a necessary step to meet the company's requirement of confirming the identity of the agents using multi-factor authentication (MFA) upon logging in to either system.

MFA adds an extra layer of security by requiring agents to enter a verification code or use another device besides their username and password. Option C is incorrect because configuring Marketing Cloud Connect is not a necessary step to

enable SSO between Service Cloud and Marketing Cloud, as it is used for data synchronization and integration purposes, not for authentication or access management.



Option D is incorrect because enabling Active Directory Federation Services (ADFS) and Salesforce Event Monitoring on the identity provider (IDP) are not necessary steps to enable SSO between Service Cloud and Marketing Cloud, as they

are used for different purposes. ADFS is used for federating identities across different domains or organizations, while Salesforce Event Monitoring is used for tracking user activity and performance within Salesforce.

References:

[Get Started with B2C Solution Architect Cert Prep - Trailhead] [Certification - B2C Solution Architect - Trailhead]

### QUESTION 13

A single-brand client is implementing a Salesforce multi-cloud solution that includes B2C Commerce, Service Cloud, and Marketing Cloud. They have licenses for over 100 Service Cloud sandboxes, one B2C Commerce realm with on-demand sandboxes, and three Marketing Cloud production business units. The client wants to understand the environment, development, and automation deployment strategy for the implementation.

Which two recommendations should a Solution Architect make in the discovery session?

Choose 2 answers

- A. Run load testing in B2C Commerce pre-launch against the production instance connected to a full copy sandbox in Service Cloud
- B. Use Marketing Cloud business units as testing environments
- C. Use a single Marketing Cloud instance to connect to multiple Service Cloud environments using Marketing Cloud Connect for each business unit
- D. Use a Service Cloud partial copy sandbox to provide better performance than a developer pro sandbox as well as a normal sandbox

Correct Answer: AC

Option A is correct because running load testing in B2C Commerce pre-launch against the production instance connected to a full copy sandbox in Service Cloud is a recommended practice to ensure that the multi-cloud solution can handle

the expected traffic and transactions without compromising performance or functionality.

Option C is correct because using a single Marketing Cloud instance to connect to multiple Service Cloud environments using Marketing Cloud Connect for each business unit is a recommended practice to enable data synchronization and

integration between the clouds without duplicating data or creating conflicts. Option B is incorrect because using Marketing Cloud business units as testing environments is not a recommended practice, as it may cause data quality issues,

security risks, and configuration challenges. Marketing Cloud business units should be used for segmentation and personalization purposes, not for testing or development.

Option D is incorrect because using a Service Cloud partial copy sandbox to provide better performance than a developer pro sandbox as well as a normal sandbox is not a valid statement, as partial copy sandboxes have the same

performance characteristics as developer pro sandboxes and normal sandboxes. The main difference between partial



copy sandboxes and other types of sandboxes is the amount of data they can store.

References:

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#### QUESTION 14

A company is in the process of defining the right systems to deliver key capabilities for its B2C business. The company has about 2 million customers, each placing an average of 100 orders each year through its existing B2C Commerce platform. 7

The company needs a system that can;

1.

Deliver a full list of all customer orders throughout their engagement lifetime

2.

Provide lifetime engagement tracking and history of the customer

3.

Calculate the lifetime value of customers based on their orders

Which three systems should a Solution Architect recommend to meet the company's requirements?

Choose 3 answers

A. Sales Cloud

B. Service Cloud

C. Heroki

D. Materials Written

E. Marketing Cloud

F. Salesforce Order Management

Correct Answer: AEF

A system is a software application or platform that provides specific functionality or capabilities for a business. A system can be either internal or external to Salesforce, depending on where it is hosted and how it is accessed. To deliver key

capabilities for its B2C business, a company should use the following systems:

Sales Cloud: Sales Cloud is a product that allows managing sales processes and activities across different channels and devices. Sales Cloud can help the company to deliver a full list of all customer orders throughout their engagement

lifetime, by integrating with B2C Commerce and other systems to capture and display order information on customer records.



Marketing Cloud: Marketing Cloud is a product that allows creating and delivering personalized marketing campaigns across different channels and devices. Marketing Cloud can help the company to provide lifetime engagement tracking and

history of the customer, by integrating with B2C Commerce and other systems to collect and analyze customer behavior and interactions across touchpoints. Salesforce Order Management: Salesforce Order Management is a product that

allows managing and fulfilling orders across different channels and systems. Salesforce Order Management can help the company to calculate the lifetime value of customers based on their orders, by integrating with B2C Commerce and

other systems to aggregate and report on order revenue and profitability. Option B is incorrect because Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud

does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. Option C is incorrect because Heroku is a

platform that allows building, running, and scaling custom web applications using various languages and frameworks. Heroku does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders,

providing lifetime engagement tracking, or calculating lifetime value of customers. Option D is incorrect because Materials Written is not a system, but rather a term that refers to written documents or content that are used for communication

or education purposes. Materials Written does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers.

References:

<https://www.salesforce.com/products/sales-cloud/overview/>

<https://www.salesforce.com/products/marketing-cloud/overview/>

<https://www.salesforce.com/products/commerce-cloud/ecommerce/order-management/>

## QUESTION 15

Universal Containers (UC) is sending Invoice data from an external ERP system into their Salesforce org. Management is worried about data storage in their org, and after some analyses, they have identified the ERP Invoice records responsible for over 40% of the data storage. Their current business process does not require a Salesforce user to edit these records, so they can be read-only.

What recommendation should a Solution Architect make in order to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce?

- A. Use Change Data Capture to sync Invoice records
- B. Build a custom solution to view the ERP Invoice records in Salesforce
- C. Use Platform Events to sync Invoice record changes
- D. Use Salesforce Connect/External Objects (with custom Apex adapters)



Correct Answer: D

This answer is correct because it is a way to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce. Salesforce Connect/External Objects can be used to display external data in Salesforce without copying or storing it. Custom Apex adapters can be used to connect to any external system that has a web service API, such as an ERP system.

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)

[https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex\\_connector\\_intro.htm](https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_connector_intro.htm)

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