



→ [Certification Exam Guide](#)

SALESFORCE CERTIFIED B2C COMMERCE TECHNICAL SOLUTION DESIGNER

Winter '19

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ABOUT THE SALESFORCE CERTIFIED B2C COMMERCE TECHNICAL SOLUTION DESIGNER CREDENTIAL

The Salesforce Certified B2C Commerce Technical Solution Designer credential is designed for individuals who have experience in designing global sites that support multiple brands and channels using standard design patterns.

This credential is targeted toward Salesforce customers, partners, and employees who want to demonstrate their knowledge and skills to do the following:

- Use B2C Commerce Digital best practices to design high performing sites that effectively scale,
- Design storefront integrations that make best use of the available data and technologies,
- Use project management best practices to manage the site development lifecycle,
- Incorporate responsive design patterns, international customization patterns, and multiple brand design patterns in site design.

SECTION 1. PURPOSE OF THIS EXAM GUIDE

This Exam Guide is designed to help candidates evaluate their readiness to pass the Salesforce Certified B2C Commerce Technical Solution Designer exam. This guide provides information about the target audience for the certification exam, recommended training and documentation, and a complete list of exam objectives; all with the intent of helping candidates achieve a passing score. Salesforce highly recommends a combination of on-the-job experience, and self-study to maximize the likelihood of passing the exam.

SECTION 2. AUDIENCE DESCRIPTION: SALESFORCE CERTIFIED B2C COMMERCE TECHNICAL SOLUTION DESIGNER

The Salesforce Certified B2C Commerce Technical Solution Designer is certified as a B2C Commerce Developer and generally has five plus years of eCommerce experience. The B2C Commerce Technical Solution Designer also has the following experience:

- At least three years of B2C Commerce development experience
- Completed at least three large implementations as a B2C Commerce developer
- Assisted in designing the architecture for one or more full cycle B2C Commerce implementations – with one of these being a brand new project following the SRA process (shadowing or as a co-lead)
- Technical team leadership experience
- Consultation skills (e.g. ability to communicate with a client effectively)
- Skilled at working with clients in guiding them and recommending changes to their business processes.

The B2C Commerce Technical Solution Designer also has skills and knowledge in the following areas:

- Understanding of retail IT systems such as: ERP, OMS, PIM, WMS
- Using Agile, SCRUM, and Waterfall
- Architecting or designing solutions (multi-site/multi-region solutions)
- Designing interfaces between systems
- Gathering technical requirements
- Advising on data and code replication schedules
- Creating high-level estimates
- Designing and scheduling integration jobs
- Configuring and deploying builds
- Visualizing complex system interactions
- Performing Code reviews
- Preparing Technical Artifacts (Technical Specifications, Proofs of Concepts, etc.)
- Applying SFCC best practices (e.g. security, performance, etc.)
- Configuring eCDN

SALESFORCE CERTIFIED B2C COMMERCE TECHNICAL SOLUTION DESIGNER

A candidate for this exam will likely need assistance with:

- Certain complex technical solutions
- Complex Multi-site, multi-region solutions
- Integration with Salesforce or other third-party platforms
- Working with B2C Commerce Support
- SFCC load testing
- Project Budgeting
- Project team management
- Architectural Data Designs
- Migrating or Integrating External Data Systems
- Advise on DNS configurations
- Install certificates and private keys

A candidate for this exam is not expected to know how to do the following:

- Write or design solutions for 3rd party (outside of SFCC) systems and/or integrations
- How DNS systems are configured
- Installation or configuration of web, database, networking, and application servers

Typical job roles a Salesforce Certified B2C Commerce Technical Solution Designer candidate may include:

- Technical Lead
- Solution Architect
- Senior Developer
- Software Engineer (Backend/Full-stack)

SECTION 3. ABOUT THE EXAM

The Salesforce Certified B2C Commerce Technical Solution Designer exam has the following characteristics:

- Content: 60 multiple-choice/multiple-select questions
- Time allotted to complete the exam: 105 minutes
- Passing Score: 70%
- Registration fee: USD 400, plus applicable taxes as required per local law
- Retake fee: USD 200, plus applicable taxes as required per local law
- Delivery Options: Proctored exam delivered onsite at a testing center or in an online proctored environment. Click [here](#) for information in scheduling an exam.
- References: No hard-copy or online materials may be referenced during the exam.
- Prerequisite: Hold current Salesforce Certified B2C Commerce Developer credential

SECTION 4. RECOMMENDED TRAINING AND REFERENCES

As preparation for this exam, Salesforce recommends a combination of: hands-on experience, training course completion, and self-study.

The following are links to self-study resources that are associated with the areas listed in the Exam Outline section of this exam guide:

[XChange Community*](#)

Click [here*](#) for information on how enroll in instructor-led courses and launch online learning courses.

Courses recommended for this exam:

DEV 300 Architecture Solution Design

*Please note that you will need an XChange Community username and password to access the XChange Community. To obtain access to the XChange Community, please contact your B2C Commerce Account Manager.

SECTION 5. EXAM OUTLINE

The Salesforce Certified B2C Commerce Technical Solution Designer exam measures a candidate's knowledge and skills related to the following objectives. A candidate should have hands-on experience with B2C Commerce and should be able to demonstrate knowledge and expertise in each of the areas below.

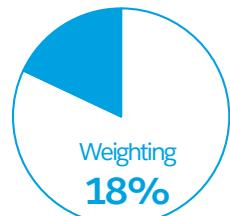
DESIGN/DISCOVERY

- Given a customer's business requirement, create a technical specification that accurately reflects the business requirement.
- Given business & technical requirement details, create complimentary accurate technical artifacts.
- Given business & technical requirement details, discuss or defend proposed solutions with stakeholders.
- Given systems integration requirements & technical details, evaluate LINK cartridges, technical specifications, and API documentation for integrations.
- Given detailed business requirements, accurately determine which systems need to be integrated.



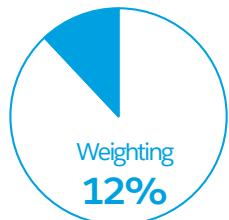
BUILD

- Given a set of technical specifications, evaluate the implementation process to ensure the solution meets the business requirements.
- Given an implementation, validate that best practices are followed and guide their usage so that the end solution is secure, performant, and modular.
- Given complex issue or set of issues, guide a development team in the steps towards resolution.
- Given a solution and KPIs, support in load testing and ensure the solution meets desired results.



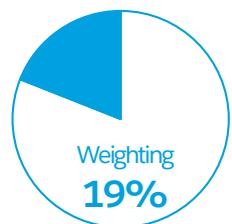
MONITORING/TROUBLESHOOTING

- Given an implementation, demonstrate ability to configure custom logs and leverage Log Center to identify potential and existing issues with governance, trust and best practices.
- Given an implementation performance issue, demonstrate ability to identify and address existing and potential performance issues, including quota violations, and optimization opportunities.
- Given an implementation roadblock, demonstrate ability to identify root causes and recommend solutions to integration issues.



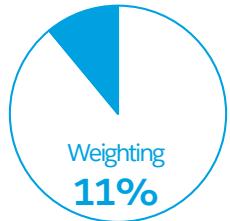
INTEGRATIONS & CUSTOMIZATIONS

- Given a set of real-time integration requirements, use SOAP/Restful Web Services with all security strategies that SFCC can support.
- Given a set of batch process requirements, leverage the new Job Framework for batch process integration.
- Given a list of 3rd-Party LINK cartridge integrations, identify "older" LINK cartridges that are still using Pipelines and define an integration approach with Controllers.



LAUNCH

- Given multiple domains and locales for a site, set up aliases that accurately land customers with desired domain, locale, and currency.
- Given a site launch checklist, ensure all the tasks are completed.
- Given a site launch, monitor launch activities that cover all possible areas.



SECTION 6. SAMPLE EXAM QUESTIONS

The following questions are representative of those on the Salesforce Certified B2C Commerce Technical Solution Designer exam. These questions are *not* designed to test your readiness to successfully complete the certification exam, but should be used to become familiar with the types of questions on the exam. The actual exam questions may be more or less difficult than this set of questions.

1. A Technical Solution Designer (Designer) has been asked to design the data model for all of the attributes used in product details pages (PDPs).

What should the Designer do before starting the data model design?

Choose One

- A) Analyze use cases provided by the client.
- B) Analyze the PDP wireframes.
- C) Analyze the PDP functional specification.
- D) Analyze the SiteGenesis PDP custom attributes.

2. Which two client storefront elements require customizing SiteGenesis code?

Choose Two

- A) ApplePay support
- B) Single-page checkout process
- C) Log in through social media account
- D) A/B testing for promotions

3. Universal Containers (UC) is launching a new ecommerce site. They have three separate brands that are expected to operate and grow independently. UC provided these business requirements:

- Each brand will have its own brand-specific domain reflected in the storefront URL.
- Each brand will have its own merchandising rules.
- Each brand can offer its own brand-specific promotions.
- Each brand can access its own brand-specific analytics.

The Technical Solution Designer has proposed launching separate B2C Commerce Digital sites, one for each brand. UC would prefer to start with a single site.

Which three business factors support the Designer's recommendation to launch a separate site for each brand?

Choose Three

- A) The brands expect to operate and grow independently.
- B) Each brand will have its own merchandising rules.
- C) Each brand can access its own brand-specific analytics.
- D) Each brand will have its own brand-specific domain reflected in the storefront URL.
- E) Each brand can offer its own brand-specific promotions.

SECTION 7. ANSWERS TO SAMPLE EXAM QUESTIONS

1. A
2. A & B
3. A, B, and C

SECTION 8. MAINTAINING A CERTIFICATION

One of the benefits of holding a Salesforce credential is always being up to date on new product releases. Our release exams are designed to ensure you have the latest information you need to be a successful Salesforce Certified expert.

Bookmark these useful resources for maintaining your credentials:

- [Maintenance Exam Due Dates](#)
- [Verify Your Certification Status](#)
- [Overall Maintenance Requirements](#)

Don't let your hard-earned credential expire! Once you earn the credential, if you do not complete all maintenance requirements by the due date, your credential will expire, or in some cases, become suspended. For more information, click [here](#).

ABOUT TRAILHEAD

Trailhead is your path into the Salesforce economy. It's the fun way to learn the skills you need to transform your company, earn credentials that grow your career, and connect with a global movement of Trailblazers to continue learning together.

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