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SAP Certified Associate - Solution Architect - Customer Experience

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2. SAP Integration Suite
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4. The Intelligent Enterprise
5. SAP Sales Cloud
6. SAP Emarsys Customer Engagement and SAP Marketing Cloud
7. Managing Clean Core
8. SAP Commerce Cloud

SAP Customer Data Solutions

Question: 1

What is the primary purpose of the accountld attribute in a group's schema in SAP Customer Data Platform?

A. To serve as the primary attribute for matching incoming event data to an existing group
B. To represent the highest quality and most recent cdpld of the group
C. To store the unique identifier for the group generated by the SAP CDP pipeline
D. To specify the parent entity in a relationship schema

Answer: A

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Question: 2

In SAP Customer Data Platform, what are the two main options for passing the purpose of processing incoming customer data, and how are they fundamentally different?
Note: There are 2 correct answers to this question.

A. Manual: The processing purpose is manually added to the customer profile by an administrator.
B. Static: The processing purpose is an implicit and predefined legal reason and is inferred from the event type whenever ingested.
C. Predictive: The processing purpose is guessed, based on historical data patterns and inferred from past events.
D. Dynamic: The processing purpose is part of the incoming event's data model sent from the source application and mapped to the data privacy processing purpose section.

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Question: 3

What is the SAP Customer Identity from SAP Customer Data Cloud used for?
Note: There are 3 correct answers to this question.

A. To help gather critical information about your users
B. To offer tools for building a trust-based relationship with your users
C. To implement consent flows for GDPR compliance
D. To perform delegated admin actions
E. To store information securely and leverage it

Answer: A, B, C

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Question: 4

To successfully create an integration using the Connector Studio in SAP Customer Data Platform, what preparatory knowledge and information should a developer have?
Note: There are 3 correct answers to this question.

A. A fundamental understanding of SQL queries and database management.
B. Experience with XML and SOAP-based web services.
C. Familiarity with the REST architecture and API authorization mechanisms.
D. Preliminary integration details such as credentials, host name, and bucket name.
E. Knowledge of APIs, JSON format, and the application's data and APIs to be integrated.

Answer: C, D, E

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Question: 5

You would like to quickly get started using SAP Customer Identity and Access Management for B2B.
Which sequence of steps is correct?

A. Initial setup
• Creating an organization
• Accessing the Delegated Admin UI
• Getting the authorization decision
B. Accessing the Delegated Admin UI

• Initial setup
• Creating an organization
• Getting the authorization decision
C. Initial setup
• Getting the authorization decision
• Accessing the Delegated Admin UI
• Creating an organization
D. Initial setup
• Accessing the Delegated Admin UI
• Creating an organization
• Getting the authorization decision

Answer: D

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Question: 6

Which types of statement can be configured in Consent Management?
Note: There are 3 correct answers to this question.

A. Push notification
B. Privacy policy
C. Communication consent
D. Terms of service
E. Other consent management

Answer: B, D, E

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Question: 7

When setting up profile views in SAP Customer Data Platform, why might an organization choose to maintain both the Unified Customer Profile and Contextual Profile views?
Note: There are 2 correct answers to this question.

A. To maintain different views using weaker and stronger identifiers respectively.
B. To reduce storage and operational costs by duplicating key customer data in both views.
C. To support both high-confidence and low-confidence data use cases within different business applications.
D. To enhance the profile's visual appeal for end users.

Answer: A, C

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Question: 8

Where can an end user subscribe/unsubscribe from newsletters or notifications as a self-service?

A. Lite registration screen
B. Login screen
C. Full registration screen
D. Preference center

Answer: D

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Question: 9

Which of the following are key features of SAP Customer Identity and Access Management for B2B solutions exclusively?
Note: There are 3 correct answers to this question.

A. Access management
B. Delegated administration
C. Policy-based access control
D. Identity management
E. Organizational management

Answer: B, C, E

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Question: 10

Which component type list is part of Dataflows (IdentitySync)?

A. Readers, Searches, Mappings, Writers, Removers
B. Readers, Lookups, Evaluators, Storers, Deleters
C. Readers, Lookups, Transformers, Writers, Deleters
D. Readers, Queries, Formatters, Writers, Deleters

Answer: C

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