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Topic: 1
Unified Scenario Simulation

Business Context
Faanu Swim is a direct-to-consumer sustainable swimwear brand based in Malé, Maldives, selling through its own online storefront to shoppers across island resorts and export markets. The brand has grown on social channels and is now formalizing how it recognizes returning customers. Its digital team has selected SAP Customer Data Cloud to manage customer identity for the storefront, positioning the solution as the identity foundation within the wider customer-experience landscape. A seasonal resort-wear campaign anchors the launch date, and leadership wants the customer sign-in and sign-up experience ready in time.
System Landscape
The storefront runs on the brand's own web domain, and the team will create and configure a site in the SAP Customer Data Cloud console to hold customer identity. Until now, shopper details have lived in scattered spreadsheets and a newsletter tool, with no single place to manage accounts or credentials. The console site will become that central place. The team is new to the platform and is working through how identity, registration, and consent fit together before the campaign opens.
Registration Context
Two entry points feed the launch. A box on the homepage invites visitors to submit only an email address to join a pre-launch waitlist, while the store itself needs shoppers to create accounts with credentials so they can sign back in and see saved details. An engineer has suggested building both flows the same way, as full accounts, to keep the setup uniform. A marketer has separately asked to collect date of birth, home address, and phone number on the waitlist box 'in case marketing wants them later', even though the waitlist only needs an email to work.
Consent Context
Because the brand markets by email and serves customers under data-privacy expectations, the signup screen shows the brand's privacy statement text, and the marketing team has begun sending campaign emails to early registrants. During an internal readiness check, the team is asked to produce evidence that specific customers agreed to the statement. They find they can show the statement that was displayed, but cannot retrieve proof that each customer accepted that specific statement.
Experience Delivery
The design team wants the registration and sign-in screens to appear inside the brand's own styled pages, matching the storefront's look, rather than sending shoppers to a separate hosted screen. There is discussion about whether configuring the Web UI in the console is enough, or whether the branded pages require a screen-set implemented with the Web SDK. Team members use the two terms interchangeably and are unsure which path actually embeds the experience in their pages.
Integration and Launch
Before opening the campaign, the team plans to connect the storefront website to the site and confirm the wiring is correct. A checklist mentions performing an asset check from the connected website, but the order of steps is unsettled: some want to run the check first, others want to build the branded screens first. With the campaign date fixed, the team is working to sequence the remaining work correctly so the launch does not slip.
Close Preparation
Leadership has asked the digital team to make defensible choices at each step — collecting only the customer data each flow needs, keeping proof that customers agreed to marketing, and delivering the

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branded experience through the correct integration path — so the storefront opens cleanly for the seasonal campaign.

Your assignment

You are the implementation consultant configuring SAP Customer Data Cloud for Faanu Swim's direct-to-consumer swimwear storefront. You are working in the SAP Customer Data Cloud console and, where branded pages are involved, with a screen-set implemented through the Web SDK. Your task is to stand up customer identity for the storefront so that a pre-launch waitlist and a full shopper store both function, marketing has verifiable consent, and the branded identity experience is correctly integrated with the connected website ahead of a fixed seasonal campaign date. Work only with capabilities appropriate to a direct-to-consumer site; do not introduce structures the consumer flow does not require

1. CHALLENGE 1 — Establishing the Customer Identity Site in the Console

• Create and configure a site in the SAP Customer Data Cloud console to serve as the place where the storefront's customer identity is created and managed.

• Treat the console site as the central home for shopper accounts, replacing the scattered spreadsheets and newsletter records currently in use.

• Position Customer Data Cloud to stakeholders as the identity foundation within the customer-experience landscape, distinct from merchandising, campaign-delivery, or checkout systems.

• Do not activate capabilities intended for serving business customers as organizations; the storefront is direct-to-consumer.

Checkpoints

• A configured site exists in the console and is the single managed place for customer identity.

• The role of Customer Data Cloud is described accurately as customer identity and access management, not as a catalog, campaign, or payment tool.

2. CHALLENGE 2 — Choosing Registration Scope and Defining the Site Schema

• Configure the homepage waitlist to collect only the email address its purpose requires, using lite registration rather than full account creation.

• Configure the store to use full registration so returning shoppers have accounts with credentials and saved details.

• Define the store's site schema to hold the profile fields the store's accounts actually require, before accounts are created.

• Decline requests to add fields to the waitlist that have no current business purpose, keeping collected data aligned to each flow's need.

Checkpoints

• The waitlist captures only an email; the store establishes credentialed accounts.

• The site schema reflects the store's required fields and does not carry data collected without a purpose.

3. CHALLENGE 3 — Capturing Verifiable Consent for Marketing and Accounts

• Configure signup so that a consent record is captured when a customer accepts the specific privacy/marketing statement, not merely displayed.

• Ensure the captured record can be retrieved as evidence that a specific customer accepted a specific statement.

• Keep collected profile data minimal while retaining the consent record, treating minimization and proof of consent as compatible obligations.

• Confirm the consent behavior with a test registration before marketing resumes sending.

Checkpoints

• A retrievable consent record exists showing acceptance of the specific statement by a specific customer.

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• Marketing relies on the captured record, not on the fact that the statement text was shown.

4. CHALLENGE 4 — Delivering and Integrating the Branded Identity Experience

• Deliver the registration and sign-in screens inside the storefront's own branded pages by implementing a screen-set with the Web SDK.
• Distinguish this integration path from configuring the Web UI in the console, so the branded-page requirement is met by the correct mechanism.
• Perform an asset check from the connected website to confirm the wiring only after the site is configured and the screen-set is in place.
• Sequence the remaining launch steps in their dependent order so validation is meaningful before go-live.

Checkpoints

• The identity experience renders inside the brand's own pages through the screen-set.
• The asset check from the connected website confirms correct integration prior to go-live.

Question: 1

CHALLENGE 1 — Establishing the Customer Identity Site in the Console

The team is ready to begin the implementation and wants the correct first step so shopper accounts can later be created and managed centrally.
Which action correctly establishes the foundation for managing customer identity for the new storefront?

A. Publish the storefront's marketing pages first and connect identity afterward, because identity setup depends on the finished page content being live.
B. Maintain a standalone spreadsheet of shopper records outside the platform, because identity data is easier to manage before a console site exists.
C. Create and configure a site in the SAP Customer Data Cloud console, because the site is where the storefront's customer identity is created and managed.
D. Activate the B2B organization-management capability in the console, because organizing shoppers as member accounts is required before identity can be created.

Answer: C

Explanation:
Customer identity for the storefront is created and managed in the SAP Customer Data Cloud console, so creating and configuring the site there is the foundational step every later flow depends on. Establishing the site first gives the team one managed place for shopper accounts.

Question: 2

CHALLENGE 1 — Establishing the Customer Identity Site in the Console

Leadership asks where the swimwear storefront fits in the wider customer-experience picture and what creating the console site actually provides.
How should the consultant describe the role of the console site within the customer-experience landscape?

A. The console site is where customer identity is managed, positioning Customer Data Cloud as the identity foundation within the customer-experience suite.
B. The console site mainly stores product-catalog and pricing content, positioning Customer Data Cloud as the storefront's merchandising engine within the customer-experience suite.
C. The console site primarily generates marketing email campaigns, positioning Customer Data Cloud as the storefront's campaign-delivery tool within the customer-experience suite.
D. The console site chiefly handles payment capture and order settlement, positioning Customer Data Cloud as the storefront's checkout service within the customer-experience suite.

Answer: A

Explanation:
Customer Data Cloud is a customer identity and access management solution within the customer-experience portfolio; the console site is where the storefront's customer identity is created and managed, making it the identity foundation other experiences build on.

Question: 3

CHALLENGE 2 — Choosing Registration Scope and Defining the Site Schema
The homepage box asks visitors to submit only an email to join a waitlist, while the store needs shoppers to create accounts with credentials they can reuse.
How should registration be configured across the two entry points?

A. Apply full registration to both entry points, because a single consistent account model is simpler to operate than maintaining two different registration approaches.
B. Apply lite registration to both entry points, because collecting only an email everywhere avoids the effort of managing stored credentials for the store.
C. Apply full registration to the waitlist and lite registration to the store, because the waitlist is the first touchpoint and deserves the richer account model.
D. Apply lite registration to the waitlist and full registration to the store, because each flow should collect only what its business purpose requires.

Answer: D

Explanation:
Lite registration collects minimal information such as an email for a simple capture, while full registration establishes an account with credentials; matching each flow to its purpose keeps the waitlist lightweight and gives the store the accounts it requires.

Question: 4

CHALLENGE 2 — Choosing Registration Scope and Defining the Site Schema
A marketer proposes adding date of birth, home address, and phone number to the waitlist email box now, 'in case marketing wants them later', although the waitlist only needs an email.
How should the consultant respond to expanding the waitlist fields?

A. Add all requested fields to the waitlist now, because gathering more data early is more efficient than asking returning customers to provide it later.
B. Keep the waitlist to only the email it needs, because collecting fields with no current business purpose works against data minimization.
C. Add the fields but hide them on the page, because storing the data quietly satisfies marketing while keeping the visible form short for customers.
D. Move the extra fields into the store's full registration instead, because the store already collects credentials and can absorb additional fields without review.

Answer: B

Explanation:
Registration scope should follow the flow's business purpose; the waitlist needs only an email, so adding fields with no current purpose over-collects personal data and works against data minimization. Keeping the form minimal holds only what the purpose justifies.

Question: 5

CHALLENGE 2 — Choosing Registration Scope and Defining the Site Schema
Before enabling full registration on the store, the team must define the site schema that will hold shopper profile fields.
What is the appropriate action when defining the site schema for the store's full registration?

A. Skip defining the schema and rely on default fields only, because shopper profiles can be restructured after launch without affecting stored accounts.
B. Define the schema to include every field any team might ever request, because a broad schema avoids future changes once accounts exist.
C. Define the schema to hold the profile fields the store's accounts require, because it governs what shopper data the site stores.
D. Define the schema inside the waitlist's lite flow, because one shared schema for both entry points is simpler than maintaining store-specific fields.

Answer: C

Explanation:
Under full registration the site schema governs which profile fields the store stores for each account; defining it to hold the fields the store's accounts actually require aligns stored data with the storefront's purpose before accounts are created.
Topic: 2
Micro Skill Drill Exam

Question: 6

Lumière Presse, a regional French-language news publisher in Lyon, France, is launching a free weekly newsletter and wants readers to subscribe from a signup box on its homepage. The business goal is narrow: capture a reader's email address so the newsletter can be sent, with no member accounts,

passwords, or profile pages to maintain. A junior implementer opens the SAP Customer Data Cloud console to set up the site's registration and is about to configure a full account flow that asks each reader to create credentials and populate a profile before subscribing. The editorial lead pushes back, noting the team only ever needs the email for the subscription and does not want to collect or store more identity than the purpose requires. Before the site is published, the implementer must choose the registration approach that fits an email-only newsletter subscription.
Which registration approach should the implementer configure for the email-only newsletter subscription?

A. Configure full registration on the site, since establishing account credentials and a full profile schema is the standard and most complete way to let readers subscribe to a newsletter through the console.
B. Configure lite registration on the site, since collecting only the subscription email without account credentials matches the newsletter-capture purpose and gathers no more identity than needed.
C. Configure full registration but hide the password field on the screen-set, since suppressing the credential prompt turns the account form into a suitable newsletter subscription capture.
D. Skip registration and write the email into the site schema directly, since storing the address without a registration flow is enough to record a newsletter subscriber.

Answer: B

Explanation:
Lite registration collects minimal customer information, such as the subscription email, without requiring the reader to create account credentials. That matches an email-only newsletter signup exactly and avoids gathering more identity than the purpose requires, which is why it fits here.

Question: 7

Nordvik Wellness, a direct-to-consumer supplements retailer in Bergen, Norway, runs a customer registration site on SAP Customer Data Cloud and sends marketing emails only to customers who have opted in. Because the business operates under GDPR, its privacy officer must be able to demonstrate, for any individual customer, that the customer accepted the marketing consent at sign-up. Today the registration screen displays the marketing consent statement wording next to a checkbox, and the team assumes that showing this text is enough to satisfy an auditor. During a data-protection review, the privacy officer asks how the company would actually prove, months later, that a specific customer had agreed — not merely that the statement was on the page. Before the review closes, the implementer must confirm what has to be in place so that each customer's acceptance can be evidenced after the fact.
What must be in place so the retailer can later prove that a specific customer accepted the marketing consent?

A. Rely on the consent statement wording shown on the registration screen, since displaying the marketing consent text during sign-up is what demonstrates that each customer has accepted it.
B. Keep a stored copy of the site's published privacy policy page, since retaining the policy document is what proves that individual customers agreed to the marketing consent.
C. Capture and store a consent record when the customer accepts the statement, since the record evidences that this customer accepted it and gives the proof the regulation requires.

D. Enable full registration for every customer, since requiring account credentials at sign-up is what records that each customer accepted the marketing consent statement.

Answer: C

Explanation:
A consent record captured when the customer accepts the statement evidences that this specific customer accepted this specific consent statement. Capturing and storing that record at the point of acceptance is what produces the per-customer proof the regulation requires and lets the business demonstrate consent later.

Question: 8

Kaisho Outdoors, an outdoor-gear e-commerce brand in Osaka, Japan, wants its registration and login experience to appear directly inside its own website pages, styled to match the storefront and shown in a modal when a shopper checks out. The team has already configured the customer-facing Web UI settings in the SAP Customer Data Cloud console, but on the live storefront no registration or login screen appears where the developers expected it. A front-end developer confirms the website pages themselves contain nothing that renders or drives those identity screens in the browser. The team needs the registration and login screen-set to be embedded in, and run from, the company's own website rather than presented somewhere else. Before the checkout change ships, the developer must decide what to use to bring the identity screen-set into the site pages.
What should the team use to embed and run the registration and login screen-set within their own website?

A. Implement the registration and login screen-set with the Web SDK, since the Web SDK embeds the screen-set into the site pages and drives its behavior in the browser.
B. Rely on the Web UI configured in the console alone, since configuring the console Web UI is what places the registration and login screens into the external website pages.
C. Link customers out to the console's own hosted pages, since sending shoppers to the console interface is the way to present the registration and login screens for the company website.
D. Recreate the registration and login forms as static HTML on the site, since hand-building the screens is a supported way to embed identity screens without using the Web SDK.

Answer: A

Explanation:
A screen-set implemented with the Web SDK is what embeds the registration and login screens into the website's own pages and drives their behavior in the browser. Placing the Web SDK on the site is therefore what brings the identity screen-set into the storefront where the team wants it to run.

Question: 9

Andes Ferroviaria, a rail-freight operator in Santiago, Chile, is extending its customer portal so that business customers can be served as organizations, with each customer company represented and its members managed centrally at first. An administrator signs in to the SAP Customer Data Cloud console

intending to configure organization approval workflows and begin onboarding the first few organizations. However, the organization-management capabilities are not present in the console: there is no organization-management area to open, and the options for approval workflows and member management the administrator expected are unavailable. The portal itself is live and ordinary customer identity already works, so the administrator is unsure why the B2B organization features cannot be reached at all. Before any organization can be onboarded, the administrator needs to identify the upstream step that was skipped, without which none of the organization-management features become available.
Which upstream step was skipped, without which the B2B organization-management features cannot be used?

A. An organization approval workflow was not configured first, since the organization-management console and its features become available only after an approval workflow has been configured.
B. B2B Organization Management was not activated first, since the organization-management console and its features become available only after B2B Organization Management has been activated.
C. The Registration Request Web UI was not set up first, since the organization-management console and its features become available only after the registration request page has been set up.
D. A delegated administrator was not assigned first, since the organization-management console and its features become available only after a delegated administrator has been assigned.

Answer: B

Explanation:
B2B Organization Management must be activated before its console and features can be used. Because activation is the prerequisite that makes the organization-management area, approval workflows, and member management available at all, skipping it is exactly why none of those features can be reached.

Question: 10

Serengeti AgriExports, an agricultural-export cooperative in Arusha, Tanzania, has onboarded many partner organizations onto its SAP Customer Data Cloud B2B portal, and the membership of each partner changes frequently as seasonal staff join and leave. Until now, an administrator has granted each new member's access individually, one person at a time, and removed it by hand when someone leaves. As the number of organizations and members has grown, access has repeatedly drifted out of alignment: some members retain access they should no longer have, while newly added members wait for access that was never granted. The cooperative wants access to stay consistent automatically as organizations and their membership change, without an administrator having to touch each member. The administrator must choose the approach that keeps member access aligned across many organizations as membership continually changes.
Which approach keeps member access consistent across many organizations as membership continually changes?

A. Continue granting each member's access individually, since handling each member by hand gives the administrator precise control over exactly what every person can access.
B. Grant every member the same broad access set, since giving all members one wide access level removes the drift that appears when access changes with membership.

C. Reassign each member's access by hand on a fixed review schedule, since a periodic access review is an accepted way to correct entitlements that have accumulated over time.
D. Use policy-based access control with automated assignments, since an access policy and automated assignments keep member access consistent as membership changes.

Answer: D

Explanation:
Policy-based access control expresses access through an access policy with automated assignments, so member access is derived from policy rather than granted one by one. That keeps access consistent automatically as organizations and their membership change, which is the outcome the cooperative needs.

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