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NEW QUESTION: 1

Which steps are mandatory to create a processing purpose? Note: There are 3 correct answers to this question.

- A. Outbound data governance
- B. Data retention
- C. Processing purpose definition
- D. Inbound data governance
- E. Matching rules

Answer: A,C,D (LEAVE A REPLY)

To create a processing purpose within the SAP Customer Data Platform, the mandatory steps include:

- * Processing purpose definition: This is the core step where the actual purpose for processing personal data is defined.
- * Inbound data governance: This step ensures that the data being ingested into the system complies with the defined processing purposes.
- * Outbound data governance: This step ensures that the data being sent out of the system adheres to the processing purposes.

These steps are crucial for complying with regional and local regulations, such as GDPR and CCPA, and for applying privacy and trust to the data streaming into and out of the CDP.

References = The information is based on the SAP Customer Data Platform documentation which outlines the process of creating a new processing purpose and configuring inbound and outbound data governance to enforce data governance¹².

NEW QUESTION: 2

What can you do with the Audit Search API?

- A. GetAllSearches
- B. Query Single Activity
- C. SubmitWsConfiguration
- D. Query All Customers

Answer: B (LEAVE A REPLY)

The Audit Search API in the SAP Customer Data Platform offers functionalities centered around auditing and oversight of platform activities. One of the capabilities of this API is:

* B. Query Single Activity: This function allows users to retrieve detailed information about specific activities or actions taken within the platform. This can include user interactions, data processing operations, or system events. The ability to query single activities is crucial for compliance, monitoring, and troubleshooting purposes, enabling administrators to track and audit individual actions for security, compliance, and operational insights. The Audit Search API's ability to delve into specific activities helps maintain transparency and accountability within the platform, supporting robust governance and compliance strategies.

References:

- * SAP Customer Data Platform API documentation, specifically focusing on audit and search functionalities.
- * Technical guides on utilizing the Audit Search API for monitoring and compliance purposes within the SAP Customer Data Platform.

NEW QUESTION: 3

What are some valid use cases for audience activation? Note: There are 3 correct answers to this question.

- A. Run marketing campaigns on social media platforms.
- B. Import customer contacts from CRM systems.
- C. Run targeted email campaigns based on customer activities and preferences.
- D. Merge incoming customer data from ERP back end.
- E. Update customer loyalty level in a loyalty system.

Answer: A,C,E (LEAVE A REPLY)

Valid use cases for audience activation within the SAP Customer Data Platform include:

- * Running marketing campaigns on social media platforms: Marketers can activate audiences to export data into external applications like social media platforms to run marketing campaigns¹.
- * Running targeted email campaigns based on customer activities and preferences: Audiences can be used to run targeted email campaigns that are based on customer actions and choices¹.
- * Updating customer loyalty level in a loyalty system: While not explicitly stated in the provided resources, updating customer loyalty levels is a common use case for audience

activation, as it involves using customer data to personalize and improve customer experience.

References = The use cases are supported by the SAP Customer Data Platform's learning resources, which detail the process of creating audiences and the purposes for which they can be activated¹².

NEW QUESTION: 4

Which statements describe preconfigured matching rules? Note: There are 2 correct answers to this question.

- A.** The Contextual Profile rules cannot be edited or re-ordered.
- B.** The Unified Customer Profile rules can be edited and re-ordered, but not deleted.
- C.** The Unified Customer Profile rules can be edited, re-ordered, and deleted.
- D.** The Contextual Profile rules cannot be edited, but can be re-ordered.

Answer: B,C (LEAVE A REPLY)

In the context of the SAP Customer Data Platform, matching rules are critical for accurately merging and linking customer data from various sources. Regarding preconfigured matching rules:

* B. The Unified Customer Profile rules can be edited and re-ordered, but not deleted. This flexibility allows organizations to tailor the matching logic to their specific needs and priorities while maintaining a core set of rules that ensure consistent and reliable matching across customer data sets.

* C. The Unified Customer Profile rules can be edited, re-ordered, and deleted. In some configurations, it's possible to have full control over these rules, including the ability to delete them if they are no longer relevant or if better matching criteria have been established. This level of control supports dynamic and evolving data management strategies, allowing businesses to adapt their matching logic as their understanding of their customer data deepens or as their business requirements change.

These options underscore the platform's flexibility in managing customer data, enabling organizations to fine-tune how individual customer records are identified, merged, and maintained over time.

References:

- * SAP Customer Data Platform documentation on data matching and merging capabilities.
- * Best practices for configuring matching rules in the Unified Customer Profile within the SAP Customer Data Platform.

NEW QUESTION: 5

Which of the following statements describe the relationship between workspaces, tenants, and business units?

Note: There are 2 correct answers to this question.

- A.** A business unit can contain multiple tenants.
- B.** A tenant can contain multiple workspaces.

- C. A business unit can contain multiple workspaces.
- D. A workspace can contain multiple business units.

Answer: (SHOW ANSWER)

The SAP Customer Data Platform is designed to manage customer data across different levels of organization.

A tenant represents an instance of the platform provisioned for an organization, and within this tenant, multiple workspaces can be created. These workspaces serve as separate environments for development and production purposes. Additionally, a business unit, which is a logical partition within a workspace, can also contain multiple workspaces, allowing for further segmentation and management of customer data within the same organizational unit.

References = This relationship is outlined in the SAP Customer Data Platform documentation available on the SAP Help Portal, which provides comprehensive information on the configuration and management of tenants, workspaces, and business units¹².

NEW QUESTION: 6

You want to authenticate requests to event listeners created by the source server application. How can you do this? Note: There are 2 correct answers to this question.

- A. Pass the SSL certificate of the client.
- B. Pass a constructed JWT as the bearer token.
- C. Pass the one-time password generated by the REST API endpoint.
- D. Pass the user key and secret key as parameters.

Answer: B,D (LEAVE A REPLY)

When using a server application to make API calls to the SAP Customer Data Platform, you can authenticate requests to event listeners by passing a constructed JWT as the bearer token or by using the user key and secret key as parameters. The use of an asymmetric RSA key pair is also mentioned, which is typically involved in the creation of a JWT. However, passing the SSL certificate of the client or a one-time password generated by the REST API endpoint is not specified as a method for authenticating these requests.

References = The information is based on the SAP Customer Data Platform documentation, which details the methods for signing requests to the platform¹.

NEW QUESTION: 7

How can you delete a profile from SAP Customer Data Platform?

- A. In the console, look up the profile in the Unified Customer Profile view, go to the Details tab, and click Delete.
- B. Make an HTTP Delete REST API call to SAP Customer Data Platform with the customer ID of the Unified Customer Profile view.
- C. Make an HTTP REST API call with delete query to SAP Customer Data Platform passing the customer ID.

D. In the console, with System Administrator permissions, go to Administration, select the Unified Customer Profile view, and click Delete.

Answer: B (LEAVE A REPLY)

To delete a profile from the SAP Customer Data Platform, you need to make an HTTP DELETE REST API call. This call should be directed to the SAP Customer Data Platform's endpoint with the specific customer ID of the profile you wish to delete. This process is in line with the platform's capabilities to handle profile data management through API calls, ensuring compliance with data privacy regulations such as GDPR. References = The information is based on the SAP Knowledge Base Article that discusses the deletion or export of a single customer profile on the SAP Customer Data Platform¹.

NEW QUESTION: 8

You need to implement a B2B scenario for regions, organizations, and roles. What is the SAP recommended best practice?

- A.** Create region and organization as entities and roles as relationship.
- B.** Implement region and organization as groups and roles as activity.
- C.** Implement region and organization as groups and roles as relationship.
- D.** Implement region and organization as activity and roles as group.

Answer: (SHOW ANSWER)

The SAP recommended best practice for implementing a B2B scenario involving regions, organizations, and roles is to model regions and organizations as groups. This allows for the aggregation of accounts and related data under these categories. Roles are then implemented as relationships, which define the interactions and connections between different entities within the platform, such as between users and organizations or between organizations themselves. References = B2B for SAP Customer Data Platform - SAP Learning
The SAP recommended best practice for implementing a B2B scenario involving regions, organizations, and roles is to model regions and organizations as groups. This allows for the aggregation of accounts and related data under these categories. Roles are then implemented as relationships, which define the interactions and connections between different entities within the platform, such as between users and organizations or between organizations themselves. References = B2B for SAP Customer Data Platform - SAP Learning

NEW QUESTION: 9

You are creating a new legacy variant business unit.

Which matching rules does SAP Customer Data Platform preconfigure for both the Contextual Profile view and the Unified Profile view? Note: There are 3 correct answers to this question.

- A.** CDC ID
- B.** Master Data ID
- C.** CIAM ID

D. CRM ID

E. C4C ID

Answer: B,C,D (LEAVE A REPLY)

The SAP Customer Data Platform preconfigures matching rules to ensure accurate customer data matching.

These rules are applied sequentially; if no match is found using the first identifier, the next identifier is tried.

The predefined matching rules include:

* Match Customers based on masterDataId

* Match Customers based on crmId

* Match Customers based on ciamId

This setup helps in identifying and matching customer data accurately for both the Contextual Profile view and the Unified Profile view.

References = The information is verified and matched with the details provided in the SAP Customer Data Platform documentation and learning resources¹².

NEW QUESTION: 10

Which tab in the customer dashboard shows the segments of the customer profile?

A. Trust

B. Overview

C. Activities

D. Details

Answer: B (LEAVE A REPLY)

In the SAP Customer Data Platform, the customer dashboard provides a comprehensive view of individual customer profiles, including their attributes, behaviors, and interactions with the brand. To view the segments a customer profile belongs to:

* B. Overview: The "Overview" tab in the customer dashboard is designed to provide a holistic view of the customer profile, which includes the segments the customer is part of. This tab aggregates essential information about the customer, including demographic details, interaction history, and their categorization into various segments based on predefined criteria. This segmentation allows businesses to understand customer preferences and behaviors better, enabling targeted engagement strategies.

The "Overview" tab serves as the central hub for accessing a broad spectrum of customer data, making it an invaluable tool for gaining insights and driving personalized customer experiences.

References:

* SAP Customer Data Platform user guide on navigating the customer dashboard.

* Tutorials on customer segmentation and profile management within the SAP Customer Data Platform.

NEW QUESTION: 11

The search API for a single customer record does not show any segments tied to the profile, but you can see the segments in the customer dashboard. What could be the reason for this?

- A. The query API is not using the Unified Profile viewId.
- B. Segment data is never returned by the query API.
- C. Permissions for the API authorization keys are not set up correctly.
- D. Segment fields are not part of the processing purpose for the record.

Answer: C (LEAVE A REPLY)

The issue described could be due to incorrect permissions for the API authorization keys. When the permissions are not set up correctly, the search API may not return segment data tied to a customer profile, even though these segments are visible in the customer dashboard. Proper configuration of API authorization keys is essential to ensure that the search API has the necessary permissions to access and return all relevant data, including customer segments.

References = This explanation aligns with the information provided in the SAP Customer Data Platform documentation and resources¹².

NEW QUESTION: 12

You need to ingest some customer data into SAP Customer Data Platform while observing data compliance regulations.

What needs to be configured inside SAP Customer Data Platform before you can do this?

- A. Customer opt-in to subscription
- B. Customer consent
- C. Activity indicators
- D. Processing purposes

Answer: D (LEAVE A REPLY)

Before ingesting customer data into the SAP Customer Data Platform (CDP), it is essential to configure processing purposes within the system. This is a built-in mechanism that identifies the different purposes for handling customer data that streams into and out of the system. The processing of personal data is governed by regional and local regulations, such as GDPR and CCPA. The CDP ingestion process allows businesses to ensure compliance with these regulations, restrictions, and policies applicable to customer data usage. It is important to note that the CDP ingestion process does not collect, audit, or handle the actual collection of processing purposes. Instead, it allows for storing those collected purposes and applying data governance based on those purposes. In the context of CDP, the processing purpose is sent as data points in an event from a source, and multiple processing purposes may be defined per business unit. Only those processing purposes needed for managing customer data in CDP should be added.

References = The detailed explanation is based on information found in the SAP Help Portal, specifically within the documentation for processing purposes in the SAP Customer Data Platform¹.

NEW QUESTION: 13

Which of the following activation methods can actions be used with? Note: There are 2 correct answers to this question.

- A. CX journeys
- B. CX flows
- C. CX milestones
- D. Audiences

Answer: (SHOW ANSWER)

The SAP Customer Data Platform is designed to manage customer data across different levels of organization.

A tenant represents an instance of the platform provisioned for an organization, and within this tenant, multiple workspaces can be created. These workspaces serve as separate environments for development and production purposes. Additionally, a business unit, which is a logical partition within a workspace, can also contain multiple workspaces, allowing for further segmentation and management of customer data within the same organizational unit.

References = This relationship is outlined in the SAP Customer Data Platform documentation available on the SAP Help Portal, which provides comprehensive information on the configuration and management of tenants, workspaces, and business units¹².

NEW QUESTION: 14

What does the Rest API enable you to do? Note: There are 2 correct answers to this question.

- A. Ingest new data
- B. Audit admin operations
- C. Configure events
- D. Create new business events

Answer: A,D (LEAVE A REPLY)

The Rest API in the SAP Customer Data Platform enables various operations, including:

* A. Ingest new data: The REST API provides endpoints for the ingestion of new data into the platform.

This includes customer data, event data, and other relevant information that can be programmatically sent to the SAP Customer Data Platform to enrich customer profiles or trigger specific workflows.

* D. Create new business events: Beyond just ingesting data, the REST API allows for the creation of new business events within the platform. These events can be defined and triggered based on specific actions or data points, enabling dynamic responses and interactions within the customer data ecosystem.

These capabilities facilitate the flexible integration and management of customer data, supporting a wide range of use cases and operational needs within the platform.

References:

* SAP Customer Data Platform API documentation detailing the capabilities and usage of the REST API.

* Technical guides on using the REST API for data ingestion and business event creation.

NEW QUESTION: 15

Which of the following flow controls are supported in CX flows? Note: There are 2 correct answers to this question.

- A. Split
- B. Wait until duration
- C. Trigger
- D. Join

Answer: (SHOW ANSWER)

The SAP Customer Data Platform supports various flow controls within CX flows to manage the customer journey. Specifically, the 'Wait Until Duration' control allows the stalling of a CX flow's path for a specified period or until a certain date and time. The 'Join' control enables the merging of different paths of a CX flow into one. These controls are essential for orchestrating complex customer interactions and ensuring timely engagements.

References = The information is verified and matched with the details provided in the SAP Customer Data Platform documentation and learning resources, particularly the SAP Help Portal and SAP Learning Journey123.

NEW QUESTION: 16

How can you configure SAP Customer Data Platform to ingest tracking data from your website?

- A. Create a source SAP Customer Data Cloud application and configure the service worker on your website.
- B. Add a script to your website pages that that will make AJAX calls to the Ingestion API with the event information.
- C. Add the SAP Customer Data Platform web SDK to your website and set cookies with predefined names.
- D. Create a source Web Client Application and add the provided JavaScript event code to your website pages.

Answer: D (LEAVE A REPLY)

To configure SAP Customer Data Platform to ingest tracking data from your website, you need to create a Web Client Application within the SAP Customer Data Platform. After creating the application, you will load the SDK on your website. Then, you add the report function to start sending behavioral data from your website to the SAP Customer Data

Platform application. The process involves setting up an application to receive events sent from your website, preparing a list of trusted domains, and creating events with all the parameters you'll be reporting, such as page views and clicks.

References = This information is verified and matched with the details provided in the SAP Customer Data Platform documentation, specifically within the Integration Guide for Web Client Application¹.

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NEW QUESTION: 17

You are importing primary customer residential address data into SAP Customer Data Platform. How could you implement this feature using the console?

- A. Update the action's model schema
- B. Update the action's mapping schema
- C. Update the profile customer schema
- D. Update the processing purpose

Answer: C (LEAVE A REPLY)

When importing primary customer residential address data into SAP Customer Data Platform using the console, you should update the profile customer schema. This involves defining a customer schema to create a common data model for all incoming customer data, which allows for the coherent view of customers by unifying data from various sources¹.

References = The procedure for updating the profile customer schema is detailed in the SAP Help Portal documentation under the section 'Configuration Customer Schema'¹.

NEW QUESTION: 18

Which of the following are general import guidelines? Note: There are 3 correct answers to this question.

- A. CX flows should be deactivated for data imports.
- B. The SAP Customer Data Platform instance should be switched to maintenance mode during an import process.
- C. Activities containing segments and activity indicator information should be imported individually.
- D. Metadata fields should be used during an import process.

E. Imported data file size should not exceed 250 MB.

Answer: A,D,E (LEAVE A REPLY)

General import guidelines for the SAP Customer Data Platform include several best practices to ensure successful data integration:

* A. CX flows should be deactivated for data imports. This guideline helps prevent any potential conflicts or performance issues that might arise from CX flows processing data in real-time during the import process.

* D. Metadata fields should be used during an import process. Utilizing metadata fields allows for the inclusion of additional contextual information about the imported data, enhancing its usefulness and applicability within the platform.

* E. Imported data file size should not exceed 250 MB. This guideline ensures that data imports are manageable in size, facilitating smoother processing and integration of data into the platform, and avoiding potential system overload or performance degradation. Adhering to these guidelines helps ensure that data imports are conducted efficiently and effectively, maximizing the value of imported data within the SAP Customer Data Platform.

References:

* SAP Customer Data Platform documentation on data import guidelines and best practices.

* Technical notes on managing data imports, including considerations for file sizes and metadata usage.

NEW QUESTION: 19

Which of the following are steps in a CX flow? Note: There are 3 correct answers to this question.

A. Decision

B. Connector

C. Flow control

D. Trigger

E. Condition

Answer: A,C,D (LEAVE A REPLY)

In the context of SAP Customer Data Platform, a CX flow is designed using logic blocks that may include triggers, actions, decisions, and flow controls. Triggers are the entry points or conditions that set the context of the CX flow experience. Decisions split a CX flow based on a simple Yes-No logic so that different paths can be created within the CX flow. Flow controls help set the beginning, end, duration, and frequency of communication with a customer on their journey. References = The information is verified from the SAP Learning Journeys and SAP Help Portal, which detail the components of a CX flow, including triggers, actions, decisions, and flow controls¹².

NEW QUESTION: 20

Which of the following triggers are supported in CX flows? Note: There are 3 correct answers to this question.

- A. Audience activated
- B. Action occurrence
- C. Segment membership
- D. Customer or group update
- E. Event occurrence

Answer: C,D,E (LEAVE A REPLY)

Within the SAP Customer Data Platform, CX flows are designed to be triggered by specific events that signify a change or an action related to a customer or group. The supported triggers for CX flows include:

- * Event occurrence: This trigger is activated when a specific event is ingested into the platform, indicating an action or change has occurred.
- * Customer or group update: This trigger responds to any updates made to customer or group attributes within the platform.
- * Segment membership: This trigger is based on the inclusion or exclusion of a customer or group within
 - * a particular segment, reflecting their changing status or behavior.

These triggers enable the SAP Customer Data Platform to react in real-time to changes in customer data, allowing businesses to deliver personalized experiences at crucial moments in the customer journey.

References = The details provided here are consistent with the information available in the SAP Customer Data Platform documentation, which outlines the various triggers that can initiate CX flows¹²³.

NEW QUESTION: 21

What type of endpoint connector can be created in the Connector Studio?

- A. JDBC
- B. RPC
- C. REST
- D. ODBC

Answer: C (LEAVE A REPLY)

The Connector Studio within the SAP Customer Data Platform is designed as a low-code/no-code solution that enables the creation of integrations with any REST platform or application. It allows users to create templates for a given REST API application, which can then be instantiated in the Application Library and polled at the required frequency. The Connector Studio supports the creation of both inbound events and outbound actions specifically for REST applications in JSON format¹².

References = The information is confirmed by the SAP Help Portal documentation on the Connector Studio¹².

NEW QUESTION: 22

Which features of SAP Customer Data Platform can be used to perform verification and transformation of ingested data? Note: There are 3 correct answers to this question.

- A. Validation
- B. Scripting
- C. Extensions
- D. Transformer
- E. Normalization

Answer: A,B,E (LEAVE A REPLY)

In the SAP Customer Data Platform, ensuring the quality and consistency of ingested data is crucial for maintaining accurate and actionable customer profiles. The platform provides several features to perform verification and transformation of this data:

- * A. Validation: This feature checks the ingested data against predefined schemas or rules to ensure it meets the required standards and formats. Validation helps in identifying and rejecting incorrect or malformed data before it enters the system, thus maintaining data integrity.
- * B. Scripting: Scripting allows for the customization of data processing logic, including data validation, transformation, and enrichment. Through scripting, complex data manipulation tasks can be automated, such as reformatting values, concatenating fields, or applying conditional logic to data fields.
- * E. Normalization: Normalization involves standardizing and cleaning the data to ensure consistency across different data sources and types. This may include tasks such as converting dates to a standard format, standardizing address information, or mapping varied terms to a unified set of values.

These features work together to ensure that the data ingested into the SAP Customer Data Platform is accurate, consistent, and in the correct format for further processing and analysis.

References:

- * SAP Customer Data Platform documentation on data management capabilities.
- * Best practices for data validation, scripting, and normalization in the SAP Customer Data Platform.

NEW QUESTION: 23

The customer schema of a group includes two predefined attributes that can be used for B2B scenarios. Which one of the following attributes is one of the two predefined ones?

- A. BusinessName
- B. Accountid
- C. CustomerId
- D. BusinessId

Answer: D (LEAVE A REPLY)

In B2B scenarios within the SAP Customer Data Platform, accurately identifying and managing business entities is crucial. The customer schema is designed to accommodate the complexities of B2B interactions, including the need to manage relationships between individual contacts and their associated organizations.

* **D. BusinessId:** This predefined attribute is essential in B2B scenarios, as it serves as a unique identifier for business entities within the platform. The BusinessId allows for the clear distinction and management of business accounts, facilitating effective B2B data handling, segmentation, and personalized engagement strategies.

The inclusion of predefined attributes like BusinessId in the customer schema underscores the platform's capability to cater to both B2C and B2B environments, providing the necessary tools for comprehensive customer data management.

References:

* SAP Customer Data Platform documentation on customer schemas and B2B capabilities.

* SAP help articles and best practices for managing B2B scenarios within the SAP Customer Data Platform.

NEW QUESTION: 24

What are two key capabilities that differentiate customer data platforms (CDP) from other delivery platforms (for example CRM or data warehouse)? Note: There are 2 correct answers to this question.

- A.** Unified customer data
- B.** Real-time data processing
- C.** Accessibility and discoverability
- D.** Customer identification

Answer: A,B (LEAVE A REPLY)

The SAP Customer Data Platform is distinguished by its ability to unify customer data from various sources into a single customer profile, which is a capability not typically found in CRMs or data warehouses. This unification allows for a comprehensive view of the customer and enables real-time data processing, providing insights into customer behaviors as they occur. These capabilities are essential for delivering personalized customer engagements and are a significant differentiation from other platforms that may not support real-time processing or may only handle structured data without the ability to unify it.

References = The information is based on the features highlighted in the SAP Customer Data Platform documents, which emphasize the importance of unifying customer data and the platform's real-time data processing capabilities¹²³⁴⁵.

NEW QUESTION: 25

How can data be ingested into SAP Customer Data Platform? Note: There are 2 correct answers to this question.

- A.** Using the Ingestion API

- B. Using the source application
- C. Entering data manually in the console
- D. Uploading a CSV/JSON file in the console

Answer: A,D (LEAVE A REPLY)

Data can be ingested into the SAP Customer Data Platform using the Ingestion API, which allows for the integration of data from various sources. Additionally, data can be uploaded directly into the console in the form of CSV or JSON files, providing a manual method of data entry.

References = The information is corroborated by the SAP Customer Data Platform's official documentation and learning resources, which detail the process of data ingestion through APIs and direct file uploads.

Data ingestion into the SAP Customer Data Platform can be achieved through various methods, ensuring flexibility and convenience in integrating data from different sources.

Two valid methods include:

* A. Using the Ingestion API: The Ingestion API provides a programmatic way to send data to the SAP Customer Data Platform, allowing for the automation of data integration processes. This method is suitable for real-time or batch data ingestion, supporting various data types and structures.

* D. Uploading a CSV/JSON file in the console: For manual data uploads or when integrating data from systems that can export data in CSV or JSON formats, this method allows users to directly upload files through the platform's console. This approach is particularly useful for ad-hoc data integration tasks or when dealing with data that does not frequently change.

These methods offer flexibility in how data is ingested into the platform, accommodating different use cases and integration requirements.

References:

* SAP Customer Data Platform documentation on data ingestion methods and APIs.

* User guides on uploading data files and using the Ingestion API within the SAP Customer Data Platform.

NEW QUESTION: 26

Why does SAP Customer Data Platform provide two views of the customer?

- A. To provide customer activities in one view and profile data in another
- B. To provide one profile for marketing and another for personalization
- C. To provide the right profile for every customer experience use case
- D. To provide one Unified Customer Profile with two different processing purposes

Answer: (SHOW ANSWER)

The SAP Customer Data Platform supports two views of a single customer to ensure that the right profile is available for every customer experience use case. This is achieved through the use of matching and merge rules that unify data from various sources to create a complete view of customers. References = This explanation is aligned with the

information provided in the SAP Customer Data Platform documentation, which outlines the platform's capabilities to connect different types of customer data and generate rich customer insights¹.

NEW QUESTION: 27

What tools are supported by SAP Customer Data Platform to call external REST APIs?

Note: There are

2 correct answers to this question.

- A.** Application integration
- B.** Generic Webservice Provider
- C.** Connector Studio
- D.** Web Client Application

Answer: B,C (LEAVE A REPLY)

The SAP Customer Data Platform supports the use of the Generic Webservice Provider and Connector Studio to call external REST APIs. The Generic Webservice Provider can call any external REST API endpoints, and when the outbound action is executed, the SAP Customer Data Platform prepares the data and sends it to the configured REST API endpoint. The Connector Studio is recommended for building integrations with REST applications¹.

References = This information is verified using the SAP Help Portal documentation on the Generic REST API Connector¹.

NEW QUESTION: 28

Which of the following are important considerations when importing data into SAP Customer Data Platform?

Note: There are 2 correct answers to this question.

- A.** An integration flow needs to be configured in SAP Business Technology Platform to send data to SAP Customer Data Platform.
- B.** The identifier of the event must be mapped to the deduplication identifier to prevent the same event from being ingested twice.
- C.** The source data can only be imported into SAP Customer Data Platform in JSON format.
- D.** The original timestamp of the customer event activity needs to be mapped in the event metadata.

Answer: B,D (LEAVE A REPLY)

When importing data into the SAP Customer Data Platform, it's crucial to ensure that the original timestamp of the customer event activity is mapped in the event metadata. This allows for the correct application of logic and maintains an accurate current image of the customer. Additionally, to prevent the same event from being ingested more than once, the identifier of the event must be mapped to the deduplication identifier in the event metadata.

If multiple events are sent with the same identifier value in this mapped field, only the first will be ingested.

References = The information is verified and matched with the guidelines provided in the SAP Customer Data Platform documentation on the SAP Help Portal¹.

When importing data into the SAP Customer Data Platform, several considerations are crucial for ensuring the integrity and usability of the imported data:

* B. The identifier of the event must be mapped to the deduplication identifier to prevent the same event from being ingested twice. This practice ensures that each event is unique within the system and avoids duplicating data, which can lead to inaccuracies in customer profiles and analytics.

* D. The original timestamp of the customer event activity needs to be mapped in the event metadata. Preserving the original timestamp is essential for maintaining the chronological accuracy of events. It allows the platform to correctly interpret and utilize the temporal context of data, which is crucial for analytics, segmentation, and triggering timely engagements.

These considerations are key to maintaining the quality and reliability of data within the SAP Customer Data Platform, ensuring that imported data provides accurate and actionable insights.

References:

* SAP Customer Data Platform documentation on data import best practices and considerations.

* Technical guidelines for ensuring data integrity and accuracy during the import process.

NEW QUESTION: 29

You want to provide user access to the SAP Customer Data Platform console using the administration features in the console. How can you do this? Note: There are 2 correct answers to this question.

A. By providing the correct Universe SAML Login configuration

B. By supplying the correct OIDC Provider configuration

C. By using the Admin Users functionality

D. By calling an Admin User REST API

Answer: A,C (LEAVE A REPLY)

To provide user access to the SAP Customer Data Platform console, administrators can utilize the Universe SAML Login configuration for secure authentication via SAML Identity Provider (IdP). Additionally, the Admin Users functionality in the console allows for the management of user roles and permissions, enabling the assignment of specific access rights to users within the platform. References = User Administration | SAP Help Portal, SAP Customer Data Platform | SAP Help Portal

NEW QUESTION: 30

On which level of a B2B data model should a role (for example, Sales Manager or CEO) of a B2B customer be stored?

- A. Segment
- B. Relationship
- C. Group
- D. Customer profile

Answer: B (LEAVE A REPLY)

In the context of a B2B data model within the SAP Customer Data Platform, the role of an individual, such as a Sales Manager or CEO, should be stored at the 'Relationship' level. This is because the 'Relationship' level allows for the association of roles and responsibilities with specific individuals within the context of their interactions and connections to other entities in the B2B landscape¹².

References =

- * SAP Help Portal: B2B for SAP Customer Data Platform².
- * SAP Customer Data Cloud Group Model Management documentation³.

NEW QUESTION: 31

You are importing orders into SAP Customer Data Platform. What is the recommended type of schema to model it?

- A. Event
- B. Profile
- C. Activity
- D. Account

Answer: C (LEAVE A REPLY)

The recommended schema for modeling orders when importing them into the SAP Customer Data Platform is the Activity schema. This schema is designed to contain all potential customer activities, which include orders, service calls, service requests, marketing campaigns, registration, subscription, and more. The 'Orders' activity is specifically preconfigured in the Activities schema, and it is made up of nodes that hold activity data such as order ID, currency description, order amount, and tax amount¹.

References = The information is based on the SAP Customer Data Platform documentation, particularly the section on the Activity Schema found in the SAP Help Portal¹.

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NEW QUESTION: 32

You need to perform a quick ingestion test to evaluate your configuration. What is the simplest recommended way of doing this?

- A. By ingesting a JSON file using an FTP server
- B. By firing the event via a Postman call
- C. By firing the action via a Postman call
- D. By using the Event Playground

Answer: D (LEAVE A REPLY)

The simplest recommended way to perform a quick ingestion test to evaluate your configuration is by using the Event Playground. The Event Playground allows you to easily test application events, actions, and CX flows by ingesting a test event with test values you provide via a dedicated form. The submitted test data runs through the entire CDP flow, which is then displayed in the playground as a visualization of that flow and its results. It helps identify errors in the different steps: ingestion, schema mapping, identity resolution, CX flow steps, CX flow actions, providing transparency and confidence in the flow of data¹.

References =

* SAP Help Portal: Event Playground¹.

NEW QUESTION: 33

Which of the following are entities and attributes that can be used to create an audience?

Note: There are 3 correct answers to this question.

- A. Trigger attributes
- B. Action attributes
- C. Activity attributes
- D. Unified Customer Profile
- E. Contextual profile

Answer: (SHOW ANSWER)

In the SAP Customer Data Platform, to create an audience, the following entities and attributes can be utilized:

* Unified Customer Profile: This entity provides a consolidated view of customer data from various sources.

* Contextual Profile: This entity represents a real-time snapshot of customer interactions and behaviors.

* Activity Attributes: These attributes are related to customer actions and behaviors that are tracked by the platform.

These entities and attributes are essential for grouping customers into audiences, which can then be targeted in marketing campaigns. The audience configurations within the SAP Customer Data Platform include customer profile or group entity attributes, activities,

activity indicators, and segments, all of which contribute to the creation of a comprehensive audience for marketing purposes¹².

References = The information provided is aligned with the SAP Customer Data Platform documentation and learning resources, specifically the sections on creating audiences and the entities and attributes involved in this process¹².

NEW QUESTION: 34

Which of the following can be used to create entry conditions for milestones in a CX journey? Note: There are 3 correct answers to this question.

- A. Segments
- B. Group attributes
- C. Profile attributes
- D. Activity attributes
- E. Activity indicators

Answer: (SHOW ANSWER)

In the SAP Customer Data Platform, entry conditions for milestones in a CX journey are defined by certain criteria that trigger the customer's transition from one milestone to the next. These entry conditions can be associated with one or more CX flows. The correct options that can be used to create these entry conditions are:

- * Segments: These are used to define a part of the customer base that shares common characteristics.
 - * Profile attributes: These attributes are related to the customer's profile data.
 - * Activity indicators: These are specific markers or signals derived from customer activities.
- Group attributes and activity attributes are not mentioned as options for creating entry conditions in the provided resources.

References = The information is based on the SAP Customer Data Platform documentation, which details how to add milestones to a CX journey and defines the entry conditions necessary for transitioning between milestones¹².

NEW QUESTION: 35

Which of the following steps to create an action are supported in SAP Customer Data Platform? Note: There are 2 correct answers to this question.

- A. Defining a scheduled polling to execute the action
- B. Defining a name, category, processing purpose, and a description for the action
- C. Dragging and dropping a JSON file that contains the schema structure onto the canvas
- D. Defining a name, data type, processing purpose, and a description for the action

Answer: B (LEAVE A REPLY)

When creating an action in the SAP Customer Data Platform, it is supported to define various parameters for the action. This includes setting a name for the action, selecting an action category, choosing processing purposes, and optionally entering a description.

These steps are part of the initial settings when adding an action and are crucial for categorizing and defining the purpose of the action within the platform. References = The steps for creating an action, including defining its name, category, processing purpose, and description, are detailed in the SAP Help Portal's guide on adding an action¹.

NEW QUESTION: 36

Which metadata fields are supported by the event model? Note: There are 2 correct answers to this question.

- A. Timestamp
- B. System Source
- C. Signature Verifier
- D. Deduplication Identifier

Answer: (SHOW ANSWER)

The event model in the SAP Customer Data Platform supports various metadata fields to provide information about the event itself. Two of the supported metadata fields are:

* Timestamp: This field is used as the original timestamp of the event occurrence. If not defined, the time of event ingestion is used instead.

* Deduplication Identifier: This field is assigned for deduplication purposes to prevent the same event from being ingested more than once. If multiple events are sent with the same identifier value in this field, only the first will be ingested.

These metadata fields are crucial for ensuring the accuracy and uniqueness of event data within the platform.

References = The details about the supported metadata fields are found in the SAP Customer Data Platform documentation under the section "Event Metadata"¹.

NEW QUESTION: 37

Which of the following are valid data processing reasons when creating processing purposes? Note: There are 3 correct answers to this question.

- A. Consent
- B. Contract
- C. Legal obligation
- D. Legal interest
- E. Data ingestion

Answer: A,B,C (LEAVE A REPLY)

The SAP Customer Data Platform identifies several valid reasons for processing data when creating processing purposes. These include:

* Consent: Processing based on the data subject's consent, typically obtained through agreements like terms of service or privacy policies.

* Contract: Processing required to fulfill a contract, such as using a customer's address for product delivery.

* Legal obligation: Processing necessary to comply with legal requirements.

These reasons ensure that personal data handling within the platform adheres to applicable laws and regulations, such as GDPR and CCPA, and aligns with the principles of data governance enforced by the platform.

References = This information is supported by the SAP Help Portal documentation on processing purposes within the SAP Customer Data Platform, which outlines the use cases and core concepts related to data governance enforcement¹.

NEW QUESTION: 38

You are importing birthday data into SAP Customer Data Platform. What kind of pre-processing can you apply to the birthday attribute? Note: There are 2 correct answers to this question.

- A. Normalization
- B. Optimization
- C. Validation
- D. Verification

Answer: (SHOW ANSWER)

When importing birthday data into the SAP Customer Data Platform, two types of pre-processing can be applied to the birthday attribute: normalization and validation.

Normalization ensures that the birthday data is in a consistent and standard format, which is crucial for accurate data analysis and segmentation. Validation checks the data for accuracy and completeness, ensuring that the birthdays are valid dates and are correctly formatted before they are imported into the platform. References = The information about pre-processing birthday data by applying normalization and validation is supported by the SAP Customer Data Platform's documentation and learning resources, which outline the best practices for data management within the platform¹.

NEW QUESTION: 39

Which of the following roles for console users are available in SAP Customer Data Platform? Note: There are 3 correct answers to this question.

- A. Customer Service Representative
- B. System Administrator
- C. Delegated Administrator
- D. DPO Specialist
- E. Marketeer

Answer: (SHOW ANSWER)

The SAP Customer Data Platform provides various roles for console users to manage and interact with the platform effectively. The System Administrator role encompasses comprehensive platform administration tasks, including user administration. The DPO Specialist is responsible for managing processing purposes and ensuring compliance with

data protection regulations. The Marketeer role focuses on engagement strategies and managing customer segments, activities, and CX flows. These roles are designed to cater to different aspects of customer data management and platform operations. References = This information is sourced from the SAP Help Portal, which details the roles and permissions associated with the SAP Customer Data Platform¹.

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