

## B2C Commerce Architect

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### Course Summary

#### Description

In this 4-day, expert-led class, learn the industry-standard steps to take a B2C Commerce site through the complete implementation lifecycle. Through expert-led demo, hands-on exercises, and workshops, learn how to design and build secure, scalable B2C Commerce sites that address real-world customer requirements and deliver better digital commerce experiences.

#### Objectives

At the end of this course, students will be able to:

- Familiarize yourself with B2C Commerce Cloud and industry best practices
- Understand ecommerce platform migration strategies
- Design B2C Commerce implementations that scale gracefully
- Design multi-site and multi-region solutions
- Maximize success on the B2C Commerce Architect Exam

#### Topics

- Discovery and Design
- Building Essentials
- Integrations and Customizations
- Monitoring and Troubleshooting
- Launch

#### Audience

This class is designed for experienced B2C Commerce Technical Leads, Solution Architects, B2C Commerce Developers, Technical Directors, Owners of Technical Design and Quality Implementations, and anyone looking to earn their Salesforce B2C Commerce Architect credential.

#### Prerequisites

We recommend earning the Salesforce B2C Commerce Developer credential, or having equivalent experience, prior to attending this class.

#### Duration

Four days

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### Course Outline

- I. Discovery and Design*
  - A. Assess Your Deliver Approach
  - B. Document the System Landscape
  - C. Plan for Growth
  - D. Use the Commerce Cloud Partner LINK Marketplace
- II. Building Essentials*
  - A. Define the Implementation Process
  - B. Review Implementation Best Practices
  - C. Solve Complex Business Requirements
  - D. Understand the Build Process and Unit Testing
  - E. Learn How to Conduct Load Testing
- III. Integrations and Customizations*
  - A. Review the Available Integration Approaches
  - B. Understand Integration Frameworks
  - C. Review Integration Design Patterns
  - D. Review Legacy Implementation and Considerations
- IV. Monitoring and Troubleshooting*
  - A. Learn About the Log Settings Capabilities in Business Manager
  - B. Understand Platform Governance Best Practices
  - C. Learn How to Do Performance Analysis Especially During Critical Sales Events
  - D. Discover How to Optimize Implementation
- V. Launch*
  - A. Review SEO Configuration Best Practices
  - B. Understand Launch Activities
  - C. Monitor Post-Launch Activities
  - D. Manage Launch Schedules
  - E. Migrate Data from Legacy Systems