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**Exam** : **C\_C4H63\_2411**

**Title** : SAP Certified Associate -  
Implementation Consultant -  
SAP Customer Data  
Platform

**Version** : DEMO

1.What are the possible application identifier conflict policy options when ingesting customer data using the Unified Customer Profile? Note: There are 2 correct answers to this question.

- A. Raise an error and abort the entire ingestion operation
- B. Duplicate Customer Profile
- C. Create new Customer Profile
- D. Discard data event

**Answer:** AC

**Explanation:**

In the context of SAP Customer Data Platform and specifically when dealing with the Unified Customer Profile, handling conflicts during data ingestion is critical for maintaining data integrity and coherence. The possible application identifier conflict policy options are designed to provide flexible handling of such conflicts based on the business requirements.

A. Raise an error and abort the entire ingestion operation: This option is used when the system encounters a conflict with the application identifiers during the ingestion process. The approach here is to prioritize data integrity by stopping the ingestion process if there's any ambiguity or conflict in the identifiers. This ensures that no erroneous data is incorporated into the Unified Customer Profile, maintaining its accuracy and reliability.

C. Create new Customer Profile: When a conflict is detected with application identifiers, another approach is to create a new customer profile. This option is chosen in scenarios where the incoming data is considered to be representing a new customer entity, and therefore, warrants the creation of a new profile to avoid overwriting or merging with existing data inaccurately.

Options B and D are not standard practices within the SAP Customer Data Platform for handling identifier conflicts during data ingestion into the Unified Customer Profile, as they could lead to data duplication or loss, compromising data quality.

Reference: SAP Customer Data Cloud documentation on data ingestion and conflict resolution. SAP help articles and tutorials related to the Unified Customer Profile in the SAP Customer Data Platform.

2.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:** B D

**Explanation:**

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.

Reference = 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.

3.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

**Explanation:**

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.

Reference = The information is verified and matched with the details provided in the SAP Customer Data Platform documentation and learning resources<sup>12</sup>.

4.For an incoming event, what value can SAP Customer Data Platform store for an active processing purpose status field?

- A. 1
- B. Yes
- C. Allowed
- D. Granted

**Answer:** C

**Explanation:**

In the context of the SAP Customer Data Platform, the active processing purpose status for an incoming event is always attached to the event. This status indicates whether the data is allowed to be stored in the system, and which data may be sent out to destination applications. The processing purpose can be dynamic, meaning it is part of the incoming event's data model and is saved to the customer profile with the status and timestamp data that was sent with the event. This is achieved by mapping the event purpose nodes to the data privacy framework within the platform.

Reference = The information is based on the SAP Help Portal documentation on Processing Purposes, which details the use cases, core concepts, and data governance enforcement related to processing purposes within the SAP Customer Data Platform<sup>1</sup>.

5.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

**Explanation:**

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.

Reference: 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.