

# Mini mock scenario – Packt Digital

This scenario is part of the book *Becoming a Salesforce Certified Technical Architect*. The scenario, its proposed solution, artifacts, and several elements of the presentation pitch can be found in the book. You can get your copy from Amazon at [https://www.amazon.com/Becoming-Salesforce-Certified-Technical-Architect/dp/1800568754/ref=sr\\_1\\_1?crid=D5L23IKSKZ6M&dchild=1&keywords=becoming+a+salesforce+certified+technical+architect&qid=1624804105&prefix=becoming+a+salesforce%2Caps%2C217&sr=8-1](https://www.amazon.com/Becoming-Salesforce-Certified-Technical-Architect/dp/1800568754/ref=sr_1_1?crid=D5L23IKSKZ6M&dchild=1&keywords=becoming+a+salesforce+certified+technical+architect&qid=1624804105&prefix=becoming+a+salesforce%2Caps%2C217&sr=8-1).

## Timing

The following list contains the suggested timing for this scenario:

- **Preparation:** 75 minutes
- **Presentation:** 20 minutes
- **QA:** 20 minutes

You can increase or reduce the suggested timing to place yourself under looser or stricter exam conditions as required.

## The scenario

**Packt Digital (PD)** is an innovative software reseller. They sell a broad set of software services, including support services and maintenance. They operate across Europe, and they offer their products directly to their end customers via multiple channels. They have recently started a digital transformation involving Salesforce Marketing Cloud, Salesforce Service Cloud, and eCommerce. They are planning to use Service Cloud as the system of record for customer management.

### Current situation

PD has several requirements regarding customer match, merge, and deduplication. This is considered key to program success.

They have multiple back-office applications, including Oracle ERP, a custom-developed order management system, and several other home-grown apps. They are all hosted on-premises.

PD has recently acquired another digital services company that operates in the USA only. The acquired company also uses Salesforce as its main CRM. It has been tuned to their specific business processes.

## Requirements

PD shared the following list of requirements:

- All of PD's enterprise apps need to utilize the customers' golden records. They also need to be able to enrich some of the values periodically. PD is looking for your guidance to provide recommendations regarding the tools and strategies to implement this requirement best and ensure that it scales up as more brands are incorporated into the system.
- PD would like to implement a new sales solution focused on retail execution. The solution should serve all regions using a standardized business process wherever possible with room for minor localization. The solution should also be integrated with the rest of the enterprise apps, including the order management system. PD is looking for your help in determining the right org strategy for their plans.
- PD would like to provide their reps in Europe with mobile apps that support offline functionality. This should help the reps to operate in all locations and regions. The data captured via the mobile application needs to be surfaced in Salesforce and seven other different applications. They are looking for your guidance to determine the correct mobile strategy as well as their integration strategy.
- PD currently maintains invoices in a custom object. They have a requirement to share this record with the user specified in a lookup field. Sharing should be maintained even if the record owner changes, and the record should only be shared with the current user specified in the lookup field.

PD is looking for your help and guidance with all of their shared requirements.

This concludes the hypothetical scenario. Ensure that you have gone through all the pages and requirements of your actual hypothetical scenario before proceeding further.