

COMMUNICATIONS CLOUD ACCREDITED PROFESSIONAL



EXAM GUIDE

Last Updated: 28 July 2022

Exam Content covers up to: Summer '22 Release

Table of Contents

ABOUT THE COMMUNICATIONS CLOUD ACCREDITED PROFESSIONAL	2
AUDIENCE DESCRIPTION	2
PURPOSE OF THIS EXAM GUIDE	3
ABOUT THE EXAM	3
RECOMMENDED TRAINING AND REFERENCES	4
EXAM OUTLINE	4
EXAM CANDIDATE CODE OF CONDUCT	6
MAINTAINING YOUR ACCREDITED PROFESSIONAL STATUS	7

1. SUBJECT MATTER EXPERT CONTRIBUTORS

A special thank you to all of our subject matter experts (SMEs) and stakeholders who dedicated their time and expertise to creating the Communications Cloud Accreditation Exam:

Name	Title	Organization
Pavan Hegde	Sr. Program Architect	Salesforce
Cristian Duicu	Director, Industries OM Product Manager	Salesforce
Georgii Saveliev	Sr. Program Architect	Salesforce
Shawn Henshall	Sr. Director, Industries OM Product Management	Salesforce
Carlos Alonso Rodriguez	Solution Architect	Salesforce
Yogesh Assudani	Sr. Manager, Technical Ecosystem Enablement	Salesforce
Jordan Pogon	Director, Technical Ecosystem Enablement	Salesforce
Rima Subhash Dahiwal	Solution Architect	Salesforce
Aman Bhati	Program Architect	Salesforce
Ashish Mathur	Sr. Program Architect	Salesforce
Natalia Rebrova	Sr. Solution Architect	Salesforce
Santiago Carbajo	Sr. Consultant	Salesforce
Sanchit Kumar	Senior Architect	Slalom
Mohammed Muzamil	Managing Delivery Architect	Capgemini Sverige AB

2. ABOUT THE COMMUNICATIONS CLOUD ACCREDITED PROFESSIONAL

The Salesforce Communications Cloud Accredited Professional (AP) is intended for individuals who have knowledge, skills, and experience to discover, design, plan, and deliver

business value to customers through Communications Cloud. Designing, planning, and delivering business value requires knowledge across products, including but not limited to OmniStudio, Industries CPQ (EPC), Industries Order Management, Contract Lifecycle Management (CLM) and Document Generation, Digital Commerce, Sales Cloud, and the Salesforce Platform.

This credential validates that a Communications Cloud professional can provide guidance to create solutions that generate strategic business value for customers in the Communications Industry.

There are no prerequisites for the Salesforce Communications Cloud AP exam. However, Sales Cloud Consultant, OmniStudio Developer, and Industries CPQ Developer are highly recommended in preparation for this exam.

The Communications Cloud AP Exam is up to date as of 28 July 2022.

3. AUDIENCE DESCRIPTION

The Salesforce Communications Cloud professional generally has two to four years of experience with the following topics and the above mentioned Salesforce products:

- Bridging business needs and technical implementations to realize business value for the customer
- Overseeing and steering requirements gathering conversations
- Identifying the role of third-party systems within a customer's processes and data needs
- Informing customers and implementation teams about best practices and considerations
- Driving customer experience solutions via prioritized use cases and confirmed customer success criteria
- Evaluating and confirming end-state solutions
- Supporting implementation teams through integration best practices and testing scenarios
- Layering appropriate technology over the designed architecture
- Overseeing the implementation and revising or redirecting plans as needed

4. PURPOSE OF THIS EXAM GUIDE

This exam guide is designed to help you evaluate if you're ready to successfully complete

the Communications Cloud AP exam. This guide provides information about the target audience for the credential exam, recommended training and documentation, and a complete list of exam objectives—all with the intent of helping you achieve a passing score. Salesforce highly recommends a combination of on-the-job experience, course attendance, and self-study to maximize your chances of passing the exam.

5. ABOUT THE EXAM

Read on for details about the Communications Cloud Accredited Professional.

Content: 55 multiple-choice/multiple-select questions

Time allotted to complete the exam: 90 minutes

Passing score: 65%

Registration fee: USD 150, plus applicable taxes as required per local law

Delivery options: Online proctored environment

References: No hard copy or online materials may be referenced during the exam

Prerequisites: None

6. RECOMMENDED TRAINING AND REFERENCES

There are no prerequisites for the Communications Cloud AP exam. However, the technical learning journey is highly recommended as it will prepare you for the AP exam as well as other Salesforce certifications. For more information about the technical learning journey associated with this AP exam, visit the Communications Cloud Technical Learning Journey below:

- Communications Cloud Technical Learning Journey:
<https://partners-salesforce.relayto.com/e/fy23-csa-tee-technical-learning-journeys-h9sux80t69vbl/MWxarwPC55>

In addition to the technical learning journey, Salesforce recommends a combination of hands-on experience, training courses in Partner Learning Camp (PLC), and self-study in the areas listed in the exam outline section of this exam guide.

The Communications Cloud self-paced guided learning courses, hosted in PLC, prepares the learner for this exam. Navigate to the Education tab within the [Salesforce Partner Community](#) and click on the Skill Up > Partner Learning Camp and find this Communications Cloud curriculum:

- PLC Communications Cloud Curriculum:
https://partnerlearningcamp.salesforce.com/s/browse-catalog?plc_recordId=nMTedA1ZIQNb7qOJZCrph2mHoJ%2Fcwq714SvdRMKz97o0BWsO8REJoRgxzRcyovM

7. EXAM OUTLINE

The Communications Cloud Accredited Professional exam measures a candidate's knowledge and skills related to the following objectives.

Objective ID	Objective	Weighting
Section 1: Discovery		24%
CCAP.1.1	Given a description of a customer's information technology (IT) ecosystem, use architectural guiding principles to assess the current architecture.	

CCAP.1.2	Given a customer's business pain points, objectives, and budget, determine the key performance indicators (KPIs) that deliver a transformational implementation outcome.	
CCAP.1.3	Given a list of a customer's goals and vision, choose the appropriate products to use within Salesforce Communications Cloud.	
CCAP.1.4	Given a customer scenario, map and document the business processes, personas, and requirements.	
CCAP.1.5	Given the current and expected volumes of data, document and understand platform constraints and the impact on Communications Cloud.	
CCAP.1.6	Given a customer's current business processes, personas, and requirements, map those to appropriate native Communications Cloud functionalities and off-platform solutions, identifying customizations where appropriate.	
Section 2: Planning and Design		60%
CCAP.2.1	Given business processes and requirements, use architectural guidelines and best practices to rationalize, model, and design a scalable product catalog.	
CCAP.2.2	Given a delivery and implementation scenario, describe the appropriate	

	decomposition scenarios for commercial products.	
CCAP.2.3	Given a set of order fulfillment requirements, design orchestration flows that align to architectural guidelines and integration best practices.	
CCAP.2.4	Given a set of order capture and quoting requirements, design quoting and order capture flows that align to architectural guidelines.	
CCAP.2.5	Given a set of business data requirements, create a scalable and extensible data migration strategy to ensure high data quality and a seamless migration.	
CCAP.2.6	Given a set of user stories, identify the priority, dependency and size for each story to align them to respective sprints.	
CCAP.2.7	Given a set of asset management requirements, design the asset management and move, add, change, and disconnection (MACD) flows.	
Section 3: Delivery		16%
CCAP.3.1	Based on the final design for a given project, determine what can be implemented out-of-the-box versus needing customization work.	
CCAP.3.2	Based on the final design for a given project, determine how to deliver and implement the architecture, catalog, order capture, and order management components.	

CCAP.3.3	Create a data migration strategy considering the legacy and the to-be system landscape.	
----------	---	--

8. EXAM CANDIDATE CODE OF CONDUCT

At Salesforce, trust is our #1 value. Protecting the security of AP credentials is up to all of us. As a participant in the Salesforce Credentialing program, you're required to accept the terms of the [Program Terms for Learning and Credentials](#).

Participants in the AP Program should:

- Use Salesforce-approved study materials available on PLC to prepare for your credential exam, including exam guides, PLC curriculum, and courses
- Collaborate with other learners in the Partner Community by joining a community collaboration group and finding a study buddy and/or mentor
- Review and abide by the guidelines for online proctored exams
- Submit a case in Partner Community if you see any activity that undermines credential security

Participants in the Accredited Professional Program are prohibited from:

- Sharing, using, or requesting credential exam questions and answers
- Offering, receiving, or asking for help during your credential exam
- Engaging in any other behavior that violates the [Program Terms for Learning and Credentials](#)

Consequences for violating the Program Agreement include but are not limited to:

- Suspension from taking any credential exams
- Revocation of credential
- Removal from the AP Program and the Partner Community

9. MAINTAINING YOUR ACCREDITED PROFESSIONAL STATUS

Details coming soon.