



B2C Commerce

Technical Learning Journey

4/22/2022



B2C Commerce Learning Journey

salesforce

What is it?

The B2C Commerce Learning Journey will guide partners through the **Skills, Roles, Certifications, and Accreditations** required to create a successful B2C Commerce practice.

1. Join the Partner Community
2. Access the Partner Learning Camp
3. Register for Office Hours
4. Complete the Learning Journey
5. Take the Certifications and Accredited Professional Exams



[Resources](#)

Roles

Certification by Role



Role	Developer Certification	Architect Certification
Technical Architect	Required	Required
Developer	Required	

*Salesforce Professional Service Engagement is recommended for first project(s)

Domain vs. Technology

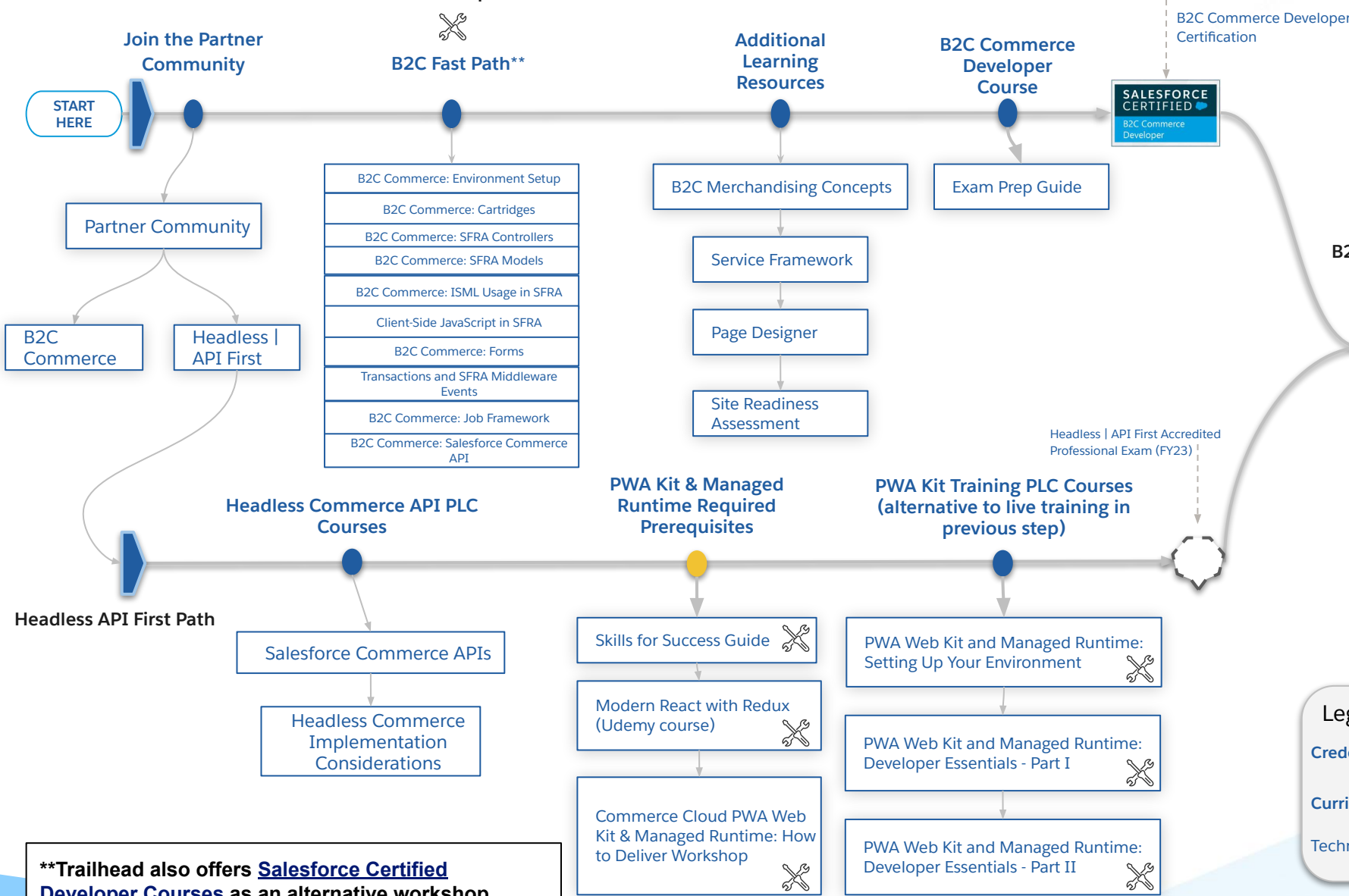
Skills



	Credential/Training	Required Skill Set
	Technical Architect	<ul style="list-style-type: none">• System Integration and Scalability Best Practices• Data Modeling, Caching Strategies and Content Delivery Networks• Cartridge Management• Site Readiness Assessment (SRA) and Development Lifecycle, etc.
Frontend	B2C Developer	<ul style="list-style-type: none">• Client side JavaScript (jQuery)• Calling APIs (OCAPI, REST)• Front-end stack (Pages, HTML, CSS)• Source control management (git, svn)
	PWA Web Kit and Managed Runtime*	<ul style="list-style-type: none">• Modern JavaScript Concepts (Node.js, React.js, ES6):<ul style="list-style-type: none">○ Routes○ Components○ Utilities• Calling APIs (SCAPI, OCAPI, REST)
Backend	B2C Developer	<ul style="list-style-type: none">• Server side scripting and controllers (ISML, JavaScript)• APIs and Web Services (OCAPI, SCAPI, REST, SOAP)• Business Manager administration• Source control management (git, svn)• Commerce domain expertise

B2C Commerce Technical Learning Journey

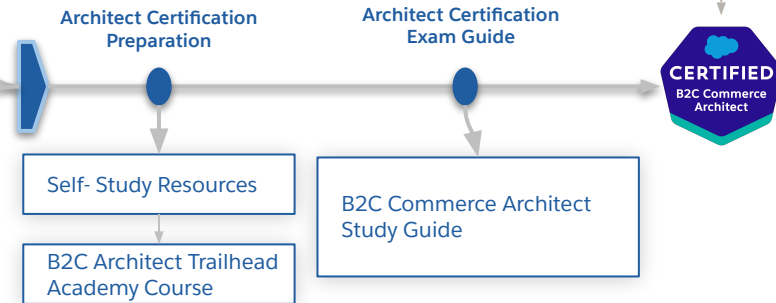
B2C Commerce Developer Certification Path



B2C Developer = 40 hrs
Headless Developer = 24 hrs (no credential)
B2C Architect = Multiple Project Experience + Weeks of study



B2C Commerce Architect Certification Path



Legend

Credentials



Available Now

Blue Text

Curriculum / Course



Planned



Grey Text

Technical/Product Learning Track



Hands On

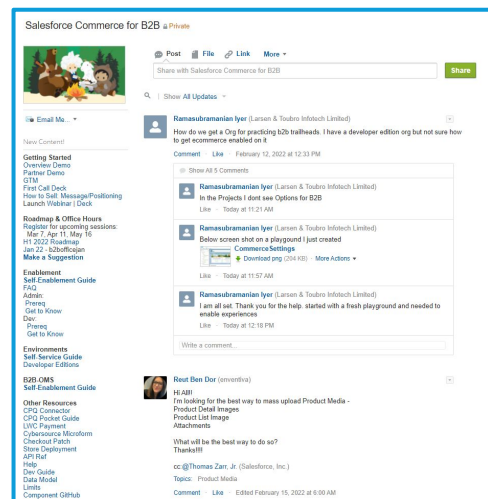


****Trailhead also offers [Salesforce Certified Developer Courses](#) as an alternative workshop experience if you do not have the foundational skills to Fast Path to Certification****

Resources

Partner Community

- Training Content
 - Invites
 - Recordings
 - Presentations
 - Documentation
- Ask Questions
 - Product Development
 - Support



Join [B2C Commerce Partner Chatter](#) group via Partner Community
Need Help? consultingpartners@salesforce.com



Pocket Guide

<https://salesforce.quip.com/oMW0A4WpBtIN>

Becoming a B2C Commerce Partner



3 steps to becoming a B2C CC Partner:

Obtain at least two B2C Commerce Developer Certifications

Enablement tools:

- Trailhead
- Partner Learning Camp
- Expert-Led Classes

Complete the B2C Commerce Contact Worksheet

Reach out to your allocated PAM, Partner Advisor or partnertrailguide@salesforce.com to request the worksheet

Send contact worksheet to partnerdiligence@salesforce.com and request an On-Demand Sandbox

Make sure to use subject line: "B2C Commerce Consulting Onboarding Request"



Accelerate Time to Value with Salesforce Services

Ensure success with guidance at every step of your implementation journey through **Technical & Functional Architect Assurance** Engagements to support our Customers and Partners

Team of Experts Aligned to Your Goals

And the outcomes you want to achieve

Guide You & Your Partner

Through Your Implementation

Using our 20+ years of best practices

Co-Create Outcomes to

Accelerate Time to Value

Building long-term, sustainable success



- MVP Scope Definition
- Solution & Technical Design Foundation
- Data and Integration Design
- Code Reviews
- Dev and Release Management
- Run Readiness



Commerce Cloud Architects

Focused on Delivering Business Value



Accelerate Time-to-Value

- Reduce risk, accelerate schedule
- Maximize use of platform capabilities
- Optimize user experience

Ensure Implementation Quality

- Minimize technical complexity to reduce ongoing maintenance costs + future proof solution
- Optimize performance and scalability
- Ensure work meets best practice

Drive Customer Enablement

- Enable your ecommerce team to work efficiently from day one
- Leverage advanced platform features and capabilities



Functional Architect



BUSINESS SOLUTION
EXPERT

- Commerce Cloud feature set and UI
- Merchandising and operations practices
- Organizational change and readiness

Technical Architect



COMMERCE ARCHITECTURE
EXPERT

- Enterprise commerce architecture
- Multi-brand, multi-geo implementations
- Performance optimization
- Complex integrations

Most certified SMEs, best-in-class training, proprietary tools, deep commerce expertise



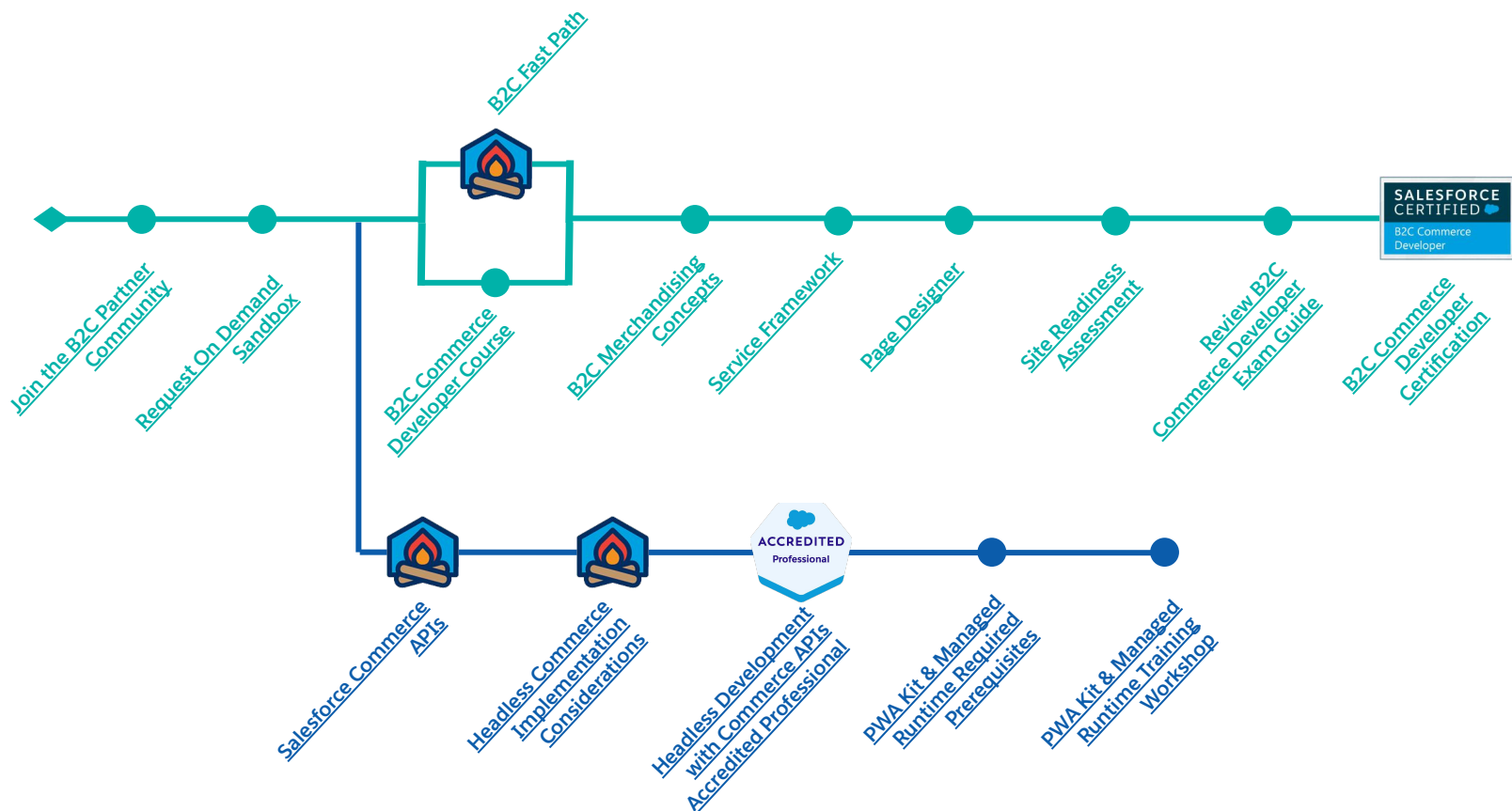
Thank You



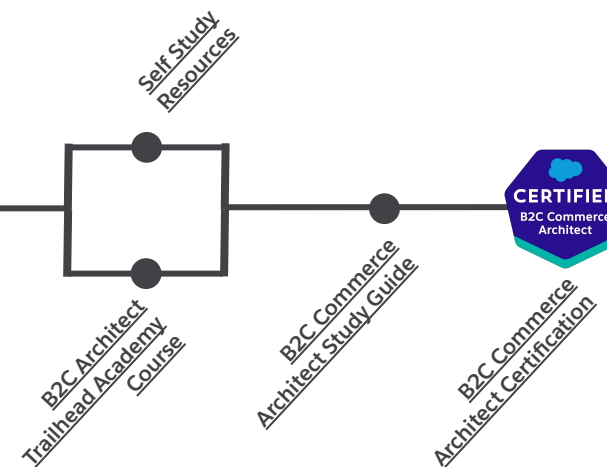
B2C Commerce Learning Journey

salesforce

B2C Commerce Developer Certification Path



B2C Commerce Architect Certification Path



Headless API First Path