M8010-238^{Q&As}

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QUESTION 1

In what phase of the Smarter Commerce lifecycle does WebSphere Commerce solution fit into?

A. Sourcing and procurement of goods and services.

B. Servicing customer needs across multiple channels.

C. Selling and fulfillment across channels.

D. Personalization and marketing across all channels

Correct Answer: C

QUESTION 2

In which deployment option is the Salesforce.com integration supported?

A. IBM Sterling CPQ on premise

B. IBM Sterling CPQ SaaS Premium

C. IBM Sterling CPQ on Cloud

D. All of the above.

Correct Answer: D

QUESTION 3

IBM Sterling Configurator can be integrated with other applications. What specific characteristic makes it easy to accomplish such integrations?

A. Configurator engine design is based on open standards such as XML and JAV

B. Configurator engine has great performance and scalability characteristics.

C. Configurator engine is a stateless engine.

D. All of the above.

Correct Answer: B

Reference:

ftp://public.dhe.ibm.com/common/ssi/ecm/en/zzd03084usen/ZZD03084USEN.PDF (page 2, table, first

QUESTION 4

How can you make Business flows configurable and adaptive in Order Management?

A. By doing a value chain analysis.

B. By altering the process model.

C. With customization.

D. With change request management.

Correct Answer: C

QUESTION 5

How do today\'s customers interact with a brand?

A. Customers expect the brand to provide a seamless and consistent cross-channel experience.

B. Customers expect a dedicated and independent system for each channel for more focused service.

C. Customers are increasing using only a single channel for all their interactions.

D. None of the above.

Correct Answer: A

Reference:

ftp://ftp.software.ibm.com/software/solutions/soa/pdfs/FINAL_Cross_channel_Commerce_b rochure.pdf

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