



M8010-241^{Q&As}

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QUESTION 1

What is one tool that allows the IBM partner to progress customer deals?

- A. Advance customers by one-on-one meetings.
- B. Advance customers by instituting phased sales initiatives.
- C. Advance customers by initiating sales marketing initiatives.
- D. Advance customers by investing in marketing, content, and products.

Correct Answer: A

QUESTION 2

Who are the decision makers for using the Coremetrics EMM product?

- A. Practitioners
- B. Board of Directors
- C. Executives
- D. Users

Correct Answer: C

QUESTION 3

What types of customers are using IBM Unica EMM products?

- A. Automotive customers.
- B. Online and bricks-and-mortar retail industry customers.
- C. Oil and gas industry customers.
- D. Heavy industrial customers.

Correct Answer: B

Reference: <http://www.unica.com/customers/case-studies.htm>

QUESTION 4

What is one of the typical groups of people that IBM markets to?

- A. Server administrators



B. Marketing and IT leaders

C. Programmers

D. IT installers

Correct Answer: B

QUESTION 5

What is one of the major industries that the EMM solution targets?

A. Oil and gas industry

B. Financial services industry

C. Aerospace industry

D. Automotive industry

Correct Answer: B

Reference: <http://www.slideshare.net/RussellRosen/enterprise-marketing-management- emm-overview-2627543>

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