



M8010-241^{Q&As}

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QUESTION 1

Who are the decision makers for using the CoremetricsEMM product?

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

Correct Answer: C

QUESTION 2

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 3

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 4

What is one of the main competitors for IBM's EMM offerings in the marketplace?

- A. Teradata
- B. IndustryTrends



C. OpenAnalytics

D. NetTrends

Correct Answer: A

Reference: <http://crmsearch.com/aprimo-teradata.php>

QUESTION 5

Who are the influencers for using the Coremetrics EMM product?

A. Practitioners

B. Managers

C. Executives

D. Board of Directors

Correct Answer: B

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