



# P1000-004<sup>Q&As</sup>

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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### QUESTION 1

Which primary challenge does IBM Configure Price Quote's cross-sell and upsell functionality address for the VP of eCommerce?

- A. The ability to validate all configurations to reduce error rates
- B. The ability to simplify complex configurations and control batch discounts
- C. A guided selling experience for field sellers, with an intuitive user interface
- D. Increase quote lines and revenue

Correct Answer: D

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### QUESTION 2

A client is challenged with staying up-to-date on releases and maintaining consistent up-uptime. The client also runs a mission-critical eCommerce solution and requires speedy disaster recovery turnaround.

Which IBM Commerce Software offering package is MOST appropriate to position to this client?

- A. WebSphere Commerce Managed Hosted - Essentials Edition
- B. WebSphere Commerce Managed Hosted - Standard Edition
- C. WebSphere Commerce On-Premise Professional Edition
- D. WebSphere Commerce On-Premise Enterprise Edition

Correct Answer: B

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### QUESTION 3

Which is a key differentiator between the differing levels of packaging for IBM Watson Commerce Insights?

- A. The number of order lines included.
- B. The service hours included for training.
- C. The ability to switch between contextual views.
- D. The number of users allowed to access the instance.

Correct Answer: A

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### QUESTION 4



Which Omni-Channel Commerce offering gives brands the ability to optimally adjust prices, potentially multiple times a day, based on internal and external factors?

- A. IBM Store Engagement
- B. IBM Marketing Personalization
- C. IBM Dynamic Pricing
- D. IBM Configure, Price, Quote

Correct Answer: C

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#### QUESTION 5

When meeting with the VP of Merchandising about IBM Watson Commerce Insights, which prospecting question would be MOST appropriate?

- A. How valuable would it be to see real-time site metrics and business data, in context of the customer experience?
- B. What is your biggest challenge in creating promotions that drive sales?
- C. What are you looking for in a Commerce Platform?
- D. What would it mean to your business if you could make and implement pricing changes in seconds not hours?

Correct Answer: A

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