



P1000-004^{Q&As}

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

Which is a correct statement for IBM Configure Price Quote (CPQ)?

- A. CPQ is used primarily in a B2C atmosphere to assist the users in selecting products.
- B. CPQ is used to view all analytics around a B2C experience.
- C. CPQ is used solely as a product and pricing catalog, and is not customer facing.
- D. CPQ automates the selling process and simplifies the configuration of complex products and services.

Correct Answer: D

QUESTION 2

Which is a IBM Dynamic Pricing capability?

- A. Adjusts and optimizes instore prices based on competitor's inventory levels
- B. Works with a retailer's business strategy to shape price recommendations and creates those recommendations in minutes
- C. Monitors competitor in-store pricing and promotions via online flyers, and adjusts prices in realtime to stay competitive
- D. Provides an automated online sales process for accurate configuration and pricing of complex products and services

Correct Answer: C

QUESTION 3

Omni-Channel Commerce solutions is a part of what category/categories?

- A. Watson Commerce only
- B. Watson Marketing and Watson Commerce
- C. Watson Supply Chain only
- D. Watson Marketing only

Correct Answer: A

QUESTION 4

Which challenge does IBM Configure Price Quote's approval process pipeline address for a VP of Sales?

- A. Standardize quotes and reduce the amount of time required to approve quotes



- B. Enable field sellers to create and approve promotions during the quoting process
- C. Reduce error rates in the quoting process
- D. Quickly view and sell recommended Items that will complement existing products

Correct Answer: A

QUESTION 5

What key market force is creating an opportunity for IBM Configure Price Quote (CPQ) to provide value for clients?

- A. Companies that sell complex configured products are looking to CPQ to drive over a 100% increase in an average deal size.
- B. For companies that sell complex products and services, and has inventory concerns, deploying CPQ technology would meet their needs
- C. B2B purchasers feel that buying from a website is more convenient.
- D. B2B purchasers feel that buying face-to-face is more convenient and personal.

Correct Answer: C

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