



P1000-004^{Q&As}

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

A company is looking to expand their digital footprint and they need to quickly capitalize on the opportunity. Which is NOT a way in which IBM Commerce Software can help?

- A. Easily creates and manages unique e-commerce sites based on their different brands, customer segments or geographical marketplaces
- B. Reduces the time and cost of implementation with access to Starter store templates for only B2C
- C. Supports 13 languages out of the box
- D. Offers local or regional marketing campaigns, promotions and pricing through one platform

Correct Answer: B

QUESTION 2

Which Omni-Channel Commerce offering includes anomaly detection to help companies identify hidden situations that may be impacting their business?

- A. Digital Commerce
- B. Digital Analytics
- C. Customer Insights
- D. Commerce Insights

Correct Answer: D

QUESTION 3

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

QUESTION 4



When meeting with the Head of eCommerce for IBM Dynamic Pricing, which prospecting question would be most appropriate to learn how important is their eCommerce channel to their overall brand image?

- A. How often do you currently update online prices?
- B. Do you have a way to strategically group and price items with low competitive price elasticity?
- C. What are your plans for sales or sku growth over the next three years?
- D. What steps are you taking to streamline the channel to improve your brand image?

Correct Answer: D

QUESTION 5

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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