P1000-004$^{Q\&As}$

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

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

QUESTION 2

When meeting with the Head of eCommerce for IBM Dynamic Pricing, which prospecting question would be most appropriate to establish our solution as a leader in the pricing space?

A. Do you have a way to strategically group and price items with low competitive price elasticity?

B. What is your process for creating a price quote for a complex and configurable product?

C. What steps are you taking to streamline the channel to improve your brand image?

D. What are your plans for sales or sku growth over the next three years?

Correct Answer: D

QUESTION 3

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

QUESTION 4

What are the core focus industries for IBM Commerce Software?

A. Telecommunications, Electronics, Government and Health

B. Retail, Telecommunications, Electronics, Industrial and Manufacturing

C. Retail, Manufacturing. Energy and Banking

D. Banking, Transportation and Logistics, Industrial and Manufacturing

Correct Answer: B

QUESTION 5

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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