P1000-004^{Q&As}

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

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

QUESTION 2

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 3

Lack of actionable insights to make better pricing decisions in real-time is creating difficulty in driving business results. How does IBM Dynamic Pricing\\'s cognitive abilities help address that?

A. Consumer behavior is monitored during the online buying process, when Dynamic Pricing sees a user-defined behavior, it can instantly offer a promotional price on a product to help drive the sale

B. Integration with Order Management software provides detailed On-Order information to Dynamic Pricing. Prices are dropped on items with excessive product in the pipeline based on user defined thresholds

C. Automated messages are sent to stores and district managers when non-compliant prices are seen in POS data

D. Rapid changes in competitor prices, a constant stream of sales and inventory data, cost changes, and updated web metrics along with other possible factors are all automatically absorbed into our dynamic modeling process.

Correct Answer: D

QUESTION 4

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 5

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

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