P1000-004 Q&As

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

What is a key question to help challenge the thinking of a prospect and position IBM as a Commerce market leader?

A. How would sales improve if you could intelligently present products and content to customers that spoke to them personally?

B. Is your EDI software aging, or out of support?

C. What are you doing today to deliver more personalized marketing campaigns to increase customer engagement?

D. Do you lack inventory visibility, thereby creating higher costs?

Correct Answer: A

QUESTION 2

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 3

When meeting with the VP of eCommerce for a retailer, which IBM Commerce Software prospecting question is the MOST appropriate?

A. Is your inventory in one channel visible and usable by other channels?

B. How effectively can you to deliver timely, relevant and personalized content, information and promotions to customers?

C. What are the biggest challenges facing your stores today?

D. How much time does your Sales Reps spend in the field versus in systems to get a quote out to the customer?

Correct Answer: B

QUESTION 4

What Watson-Customer Engagement offering can be leveraged with IBM Watson Commerce Insights Analyzer to give merchandisers broader cognitive insights into online customer behaviors?

A. Watson Content Hub

B. Watson Analytics

C. Watson Merchandising

D. Watson Order Optimizer

Correct Answer: B

QUESTION 5

Which is an IBM Commerce Software opportunity that you should NOT pursue?

A.

A company looking for both B2C and B2B commerce capabilities.

B. A company looking for a SaaS, eCommerce offering that can support HIPPAand Fedramp compliance requirements.

C. A company that wants to reduce risk and costs of their eCommerce operational activities around maintenance, infrastructure and security.

D. A company that wants to build and manage multiple storefronts on a single platform.

E. A company that needs to manage B2B contracts, offer account-specific pricing, and a filtered catalog for their products.

Correct Answer: B

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