P1000-004^{Q&As}

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

What feature is only available with IBM Watson Commerce Insights Standard Edition?

A. Commerce Insights Explorer

B. Commerce Insights Analyzer

C. Commerce Insights Assistant

D. Commerce Insights Navigator

Correct Answer: C

QUESTION 2

Using Omni-Channel Commerce solutions, what is an expected result from an approach that uses intelligent pricing and promotion planning to maximize sales, profit and customer loyalty?

A. Respond in real-time to changes in competitor pricing, product demand and market conditions, with pricing intelligence to recommend the most appropriate pricing action

B. Know what your customers want before they do and give them the personalized experiences they expect

C. Create a faster and easier buying experience, reduce deal cycle time, and reduce administration costs

D. Deliver a more consistent customer experience across all channels by having a single source for updating digital content

Correct Answer: A

QUESTION 3

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

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

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

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