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IBM Omni-Channel Commerce Solutions Technical Mastery v1

IBM P1000-004

Version Demo

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QUESTION NO: 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

ANSWER: B

QUESTION NO: 2

Which three statements are true for IBM Commerce Software: Starter Stores?

- A. Starter Stores are available for B2C web store implementation only
- B. Starter Stores are available for both B2B and B2C web store implementations
- C. Starter Stores do not offer support for unstructured content such as how-to videos and user manuals
- D. Start Stores include pre-built widgets to help quickly and build store pages
- E. Starter Stores are quick and easy to implement, and eliminate or minimize reliance on IT support

ANSWER: B D E

QUESTION NO: 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 HIPPA and 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.

ANSWER: B

QUESTION NO: 4

What are two ways in which IBM Commerce Software can be differentiated from SAP Hybris?

- A.** IBM leverages cognitive capabilities to get real-time customer and business insights to deliver seamless and consistent omni-channel experiences.
- B.** IBM Commerce Software has the ability to demo well with integration with back office, ERP systems.
- C.** IBM Commerce Software shows a much greater amount and growth in R&D investments.
- D.** IBM's Commerce platform can scale very quickly, support peak traffic and volumes, offering multiple delivery options (On-premise, Managed Service and SaaS).

ANSWER: A D

QUESTION NO: 5

When meeting with a CIO of a B2B manufacturer, which IBM Commerce Software prospecting questions is the MOST appropriate?

- A.** Where do you feel you have the least visibility into customer/brand interaction?
- B.** How responsive is your website across different browsers and smart devices?
- C.** How are you managing your eCommerce environments today and what type of deployment model are you looking for going forward?
- D.** What is your strategy for improving customer satisfaction and loyalty?

ANSWER: C

QUESTION NO: 6

Which challenge does IBM Configure Price Quote's approval process pipeline address for a VP of Sales?

- A.** Standardize quotes and reduce the amount of time required to approve quotes
- B.** Enable field sellers to create and approve promotions during the quoting process
- C.** Reduce error rates in the quoting process
- D.** Quickly view and sell recommended Items that will complement existing products

ANSWER: A

QUESTION NO: 7

Next to the VP of eCommerce, what are two other key target personas for IBM Dynamic Pricing?

- A. Chief Financial Officer
- B. VP of Merchandising
- C. VP of IT Infrastructure
- D. Head of Pricing
- E. Chief Supply Chain Officer

ANSWER: B D

QUESTION NO: 8

Which is a correct statement for IBM Configure Price Quote (CPQ)?

- A. CPQ is used primarily in a B2C atmosphere to assist the users in selecting products.
- B. CPQ is used to view all analytics around a B2C experience.
- C. CPQ is used solely as a product and pricing catalog, and is not customer facing.
- D. CPQ automates the selling process and simplifies the configuration of complex products and services.

ANSWER: D