



M2180-716^{Q&As}

IBM MobileFirst Sales Mastery Test v1

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QUESTION 1

IBM introduced the Security Access Manager for Mobile appliance in October 2013. Which of the following is NOT provided by Access Manager for Mobile?

- A. Mobile access management.
- B. Federated SSO for software as a service (SaaS) targets such as Salesforce.
- C. Mobile identity assurance.
- D. Help in securing mobile application deployment.

Correct Answer: B

QUESTION 2

Which of the following best describes IBM MobileFirst?

- A. MobileFirst is a portfolio of solutions enabling customers to support the full lifecycle of mobile application development
- B. MobileFirst is an architecture enabling customers to develop a business process solution and requires customers to start by identifying their wireless networking capabilities
- C. MobileFirst is an approach to creating mobile applications for companies that haven't yet built their first mobile application
- D. MobileFirst is an IBM product that enables customers to purchase everything they need to build mobile applications by purchasing a single packaged product

Correct Answer: A

QUESTION 3

Which of the following is NOT a benefit that IBM Mobile Customer Engagement (Xtify) provides marketers to increase customer engagement and revenue?

- A. Providing marketers with simple tools to leverage today's mobile communication channels (including Push Notifications, SMS, Mobile Web push and mobile wallet) to increase brand engagement and differentiation
- B. Continuing customer dialogs seamlessly across devices
- C. Building hybrid applications
- D. Increasing customer understanding through the use of mobile behavioral analytics

Correct Answer: C

Reference: ftp://ftp.software.ibm.com/software/pdf/xtify/Xtify_Acquisition_FAQs.pdf



QUESTION 4

Which of the following is TRUE about MobileFirst?

- A. MobileFirst enables customers to create mobile apps for only the Android and iOS operating environments
- B. MobileFirst is made up exclusively of software developed internally by IBM
- C. MobileFirst has four primary components Application and Data Platform, Management, Security and Analytics
- D. MobileFirst does not enable customers to analyze an application for potential security risks prior to deployment

Correct Answer: C

QUESTION 5

IBM Security Access Manager for Mobile can use which of the following factors to enforce context-aware authorization?

- A. Device fingerprinting.
- B. Geographic location.
- C. IP reputation scores.
- D. All of the above.

Correct Answer: D

Reference: http://www-01.ibm.com/common/ssi/printableversion.wss?docURL=/common/ssi/rep_sm/2/872/ENUS5725-L52/index.html

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