



M8010-241^{Q&As}

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QUESTION 1

What is one benefit listed in the value proposition of the Coremetrics product?

- A. Refine business contacts into leads.
- B. Build new connections to legacy applications.
- C. Tie-in former IBM business partners to EMM processes.
- D. Increase conversions and retention.

Correct Answer: D

Reference: <http://www.coremetrics.co.uk/solutions/customer-history-live-profiles.php>

QUESTION 2

What is the value proposition of the Unica Leads product offering?

- A. To deliver quality leads in a timely manner.
- B. To create new market channels through leads generation.
- C. To offer new product offerings through channel marketing.
- D. To sustain existing channels through demand generation.

Correct Answer: A

Reference: <http://www.unica.com/products/lead-management.htm>

QUESTION 3

What is one of the main competitors for IBM's EMM offerings in the marketplace?

- A. Teradata
- B. IndustryTrends
- C. OpenAnalytics
- D. NetTrends

Correct Answer: A

Reference: <http://crmsearch.com/aprimo-teradata.php>

QUESTION 4



What fundamental change is marketing going through with respect to an EMM product solution?

- A. Shared media convergence influences old distribution channels.
- B. Internet no longer applies to how consumers buy.
- C. Old distribution channels challenges are re-appearing.
- D. Internet continues to transform how consumers buy.

Correct Answer: D

QUESTION 5

How does Coremetrics interact with other products?

- A. Coremetrics does not interact with other products.
- B. Coremetrics uses IBM middleware SaaS products to interact with other products.
- C. Coremetrics is a software service and can be called by other products.
- D. Coremetrics supports communication with other products using a shared data source.

Correct Answer: C

Reference:

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=%2Fcom.ibm.commerce.admin.doc%2Fconcepts%2Fcnwebanalytics.htm>

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