



P1000-004^{Q&As}

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

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.

Correct Answer: D

QUESTION 2

Which business value statement regarding IBM Watson Commerce Insights capabilities is correct?

- A. Delivers a personalized view of data and insights in context of the customer experience, finds hidden opportunities, and takes direct merchandising action based on insights gleaned without switching context or tools.
- B. Delivers quick integration with all other Watson Customer Engagements applications, such as Dynamic Pricing and Watson Campaign Automation, under a fully customizable Commerce experience.
- C. Integrates all of the available product data and product images into one database that is then easily searchable using Watson Content Hub.
- D. Provides a single, personalized view of data and insights, gleaned from automated reporting of internal POS data, performs cognitive pricing actions, and optimizes promotions based on customizable revenue targets.

Correct Answer: A

QUESTION 3

What is the key target market for IBM Dynamic Pricing?

- A. Manufacturing companies with many different parts and prices
- B. Brick and mortar retailers
- C. Healthcare and insurance providers
- D. Online retailers

Correct Answer: A

QUESTION 4

Which target Buyer wants to create personalized and seamless digital customer experiences, while being able to



respond to market changes based on insight, thereby improving customer engagement, loyalty and conversion rates?

- A. VP of Store Operations
- B. VP of Supply Chain
- C. Director of Information Technology
- D. VP of eCommerce

Correct Answer: D

QUESTION 5

What is a challenger question that you might ask when going head-to-head against SAP Hybris for IBM Commerce Software?

- A. Do you prefer a SaaS solution?
- B. What are you doing today to improve your online buying experience and retain your customers?
- C. How effectively are you able to deliver timely, relevant and promotions to customers?
- D. Describe the process for managing your online store(s) - does it require assistance from IT?

Correct Answer: C

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