



P1000-004^{Q&As}

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

Which IBM Commerce Software capability would a company need most if they were struggling to make sense of all of their customer business and market data, and needed to be more agile in responding to market changes?

- A. In-context view of data to take action based on insights gleaned
- B. Automatic product re-sequencing
- C. Manage multiple storefronts on a single platform
- D. Mobile optimized experiences to engage customers when and how they want to shop

Correct Answer: C

QUESTION 2

What key market force is creating an opportunity for IBM Configure Price Quote (CPQ) to provide value for clients?

- A. Companies that sell complex configured products are looking to CPQ to drive over a 100% increase in an average deal size.
- B. For companies that sell complex products and services, and has inventory concerns, deploying CPQ technology would meet their needs
- C. B2B purchasers feel that buying from a website is more convenient.
- D. B2B purchasers feel that buying face-to-face is more convenient and personal.

Correct Answer: C

QUESTION 3

Which of the following BEST describes the IBM Watson Commerce Insights Assistant feature?

- A. Alerts the merchandiser when the inventory is running low on preselected items in the assortment
- B. Detects abnormal business conditions, such as revenue impact, along with supporting evidence and recommended actions
- C. Compiles all of the frequently used users reports into one dashboard view for easy access
- D. Identifies abandoned shopping carts, and can be configured to send a report to the marketer or automatically send a reminder email to the customer

Correct Answer: B

QUESTION 4



Which Omni-Channel Commerce offering gives brands the ability to optimally adjust prices, potentially multiple times a day, based on internal and external factors?

- A. IBM Store Engagement
- B. IBM Marketing Personalization
- C. IBM Dynamic Pricing
- D. IBM Configure, Price, Quote

Correct Answer: C

QUESTION 5

What is a typical large size deal for IBM WebSphere Commerce Managed Hosted?

- A. S30-50K per month
- B. S25-30K per month
- C. S15-S25K per month
- D. \$50K+per month

Correct Answer: B

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