



P1000-004^{Q&As}

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

When meeting with the Head of eCommerce for IBM Dynamic Pricing, which prospecting question would be most appropriate to learn how important is their eCommerce channel to their overall brand image?

- A. How often do you currently update online prices?
- B. Do you have a way to strategically group and price items with low competitive price elasticity?
- C. What are your plans for sales or sku growth over the next three years?
- D. What steps are you taking to streamline the channel to improve your brand image?

Correct Answer: D

QUESTION 2

Which is the replacement to IBM Commerce on Cloud - Commerce Service?

- A. IBM WebSphere Commerce On Premise
- B. IBM Commerce Insights
- C. IBM WebSphere Commerce Managed Hosted
- D. IBM Order Management

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

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

Correct Answer: BD

QUESTION 5

A client is challenged with staying up-to-date on releases and maintaining consistent up-uptime. The client also runs a mission-critical eCommerce solution and requires speedy disaster recovery turnaround.

Which IBM Commerce Software offering package is MOST appropriate to position to this client?

- A. WebSphere Commerce Managed Hosted - Essentials Edition
- B. WebSphere Commerce Managed Hosted - Standard Edition
- C. WebSphere Commerce On-Premise Professional Edition
- D. WebSphere Commerce On-Premise Enterprise Edition

Correct Answer: B

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