P1000-004^{Q&As}

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

Which audience is best suited for IBM Configure Price Quote?

A. B2B2CandB2G

B. B2Conly

C. B2B. B2C and B2B2C

D. B2Bonly

Correct Answer: D

QUESTION 2

Using Omni-Channel Commerce solutions, what is an expected result from an approach that uses intelligent pricing and promotion planning to maximize sales, profit and customer loyalty?

A. Respond in real-time to changes in competitor pricing, product demand and market conditions, with pricing intelligence to recommend the most appropriate pricing action

B. Know what your customers want before they do and give them the personalized experiences they expect

C. Create a faster and easier buying experience, reduce deal cycle time, and reduce administration costs

D. Deliver a more consistent customer experience across all channels by having a single source for updating digital content

Correct Answer: A

QUESTION 3

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 4

What is the primary target persona for IBM Commerce Software?

A. Sales managers for small- to medium-sized businesses, especially when they are lacking in IT tools and support, and are looking for efficient and cost-effective solutions.

B. LOB leaders of medium-sized businesses to large enterprises, especially from marketing, merchandising, sales and customer service.

C. LOB leaders of any-sized businesses, especially from marketing, eCommerce, transportation and logistics and IT.

D. LOB leaders of any-sized businesses, especially when they already use IBM\'s Watson Supply Chain solutions.

Correct Answer: B

QUESTION 5

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