



P1000-004^{Q&As}

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

Omni-Channel Commerce solutions is a part of what category/categories?

- A. Watson Commerce only
- B. Watson Marketing and Watson Commerce
- C. Watson Supply Chain only
- D. Watson Marketing only

Correct Answer: A

QUESTION 2

Which is a IBM Dynamic Pricing capability?

- A. Adjusts and optimizes instore prices based on competitor's inventory levels
- B. Works with a retailer's business strategy to shape price recommendations and creates those recommendations in minutes
- C. Monitors competitor in-store pricing and promotions via online flyers, and adjusts prices in realtime to stay competitive
- D. Provides an automated online sales process for accurate configuration and pricing of complex products and services

Correct Answer: C

QUESTION 3

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

QUESTION 4

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 5

What Watson-Customer Engagement offering can be leveraged with IBM Watson Commerce Insights Analyzer to give merchandisers broader cognitive insights into online customer behaviors?

- A. Watson Content Hub
- B. Watson Analytics
- C. Watson Merchandising
- D. Watson Order Optimizer

Correct Answer: B

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