



P1000-004^{Q&As}

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

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 2

What does a typical large size deal look like for IBM Watson Commerce Insights Standard Edition?

- A. \$350K-\$450K annually
- B. \$900K-\$1M annually
- C. \$25K-\$40K annually
- D. \$39k-\$54K annually

Correct Answer: A

QUESTION 3

Which is a key differentiator between the differing levels of packaging for IBM Watson Commerce Insights?

- A. The number of order lines included.
- B. The service hours included for training.
- C. The ability to switch between contextual views.
- D. The number of users allowed to access the instance.

Correct Answer: A

QUESTION 4

Which challenge does IBM Configure Price Quote's approval process pipeline address for a VP of Sales?



- A. Standardize quotes and reduce the amount of time required to approve quotes
- B. Enable field sellers to create and approve promotions during the quoting process
- C. Reduce error rates in the quoting process
- D. Quickly view and sell recommended Items that will complement existing products

Correct Answer: A

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

QUESTION 6

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 7

What are the core focus industries for IBM Commerce Software?

- A. Telecommunications, Electronics, Government and Health
- B. Retail, Telecommunications, Electronics, Industrial and Manufacturing
- C. Retail, Manufacturing, Energy and Banking
- D. Banking, Transportation and Logistics, Industrial and Manufacturing

Correct Answer: B



QUESTION 8

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

QUESTION 9

What is IBM Commerce Software?

- A. IBM's solution to understanding every customer, by visualizing customer journeys, replaying online sessions and deriving insights that can be applied across channels.
- B. IBM's premier solution geared for both online and omni-channel commerce, and omni-channel order orchestration and fulfillment.
- C. A powerful digital commerce platform for online and omni-channel commerce, built to deliver personalized and consistent experiences across all customer touchpoints.
- D. IBM's analytical tool for predicting customer behavior across channels in order to tailor personalized experiences.

Correct Answer: C

QUESTION 10

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