



IBM

P1000-004 EXAM

IBM Omni-Channel Commerce Solutions Technical Mastery v1
Exam

Product: Demo File

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Question: 1

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 & Logistics, Industrial and Manufacturing

Answer: B

Question: 2

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.

Answer: C

Question: 3

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

Answer: C

Question: 4

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?

Answer: C

Question: 5

What are two ways in which IBM Commerce Software can be differentiated from SAP Hybris?

- A. IBM leverages cognitive capabilities to get real-time customer and business insights to deliver seamless and consistent omni-channel experiences.
- B. IBM Commerce Software has the ability to demo well with integration with back office, ERP systems.
- C. IBM Commerce Software shows a much greater amount and growth in R&D investments.
- D. IBM's Commerce platform can scale very quickly, support peak traffic and volumes, offering multiple delivery options (On-premise, Managed Service and SaaS).

Answer: A, D

Question: 6

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

Answer: C

Question: 7

When meeting with the VP of eCommerce for a retailer, which IBM Commerce Software prospecting question is the MOST appropriate?

- A. Is your inventory in one channel visible and usable by other channels?
- B. How effectively can you to deliver timely, relevant and personalized content, information and promotions to customers?
- C. What are the biggest challenges facing your stores today?
- D. How much time does your Sales Reps spend in the field versus in systems to get a quote out to the customer?

Answer: B

Question: 8

Which three statements are true for IBM Commerce Software: Starter Stores?

- A. Starter Stores are available for B2C web store implementation only
- B. Starter Stores are available for both B2B and B2C web store implementations
- C. Starter Stores do not offer support for unstructured content such as how-to videos and user manuals
- D. Start Stores include pre-built widgets to help quickly and build store pages
- E. Starter Stores are quick and easy to implement, and eliminate or minimize reliance on IT support

Answer: B, D, E

Question: 9

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.

Answer: D

Question: 10

Which primary challenge does IBM Configure Price Quote's cross-sell and upsell functionality address for the VP of eCommerce?

- A. The ability to validate all configurations to reduce error rates
- B. The ability to simplify complex configurations and control batch discounts
- C. A guided selling experience for field sellers, with an intuitive user interface
- D. Increase quote lines and revenue

Answer: D

Question: 11

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

Answer: A

Question: 12

Which audience is best suited for IBM Configure Price Quote?

- A. B2B2CandB2G
- B. B2Conly
- C. B2B. B2C and B2B2C
- D. B2Bonly

Answer: D

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