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QUESTION 1

What is one of the typical groups of people that IBM markets to?

- A. Server administrators
- B. Marketing and IT leaders
- C. Programmers
- D. IT installers

Correct Answer: B

QUESTION 2

What is the main objective of the EMM solution for IBM customers?

- A. Power the success of every marketing organization with innovative technology solutions.
- B. Entertain new business prospects by adapting legacy systems.
- C. Increase content flow between IBM products allowing the customer to make IBM product purchase decisions.
- D. Decentralization of content in the marketplace.

Correct Answer: A

QUESTION 3

What types of customers are using IBM Unica EMM products?

- A. Automotive customers.
- B. Online and bricks-and-mortar retail industry customers.
- C. Oil and gas industry customers.
- D. Heavy industrial customers.

Correct Answer: B

Reference: <http://www.unica.com/customers/case-studies.htm>

QUESTION 4

What percentage of the market use Web analytics?

- A. Over 90%



- B. Over 75%
- C. Under 40%
- D. Under 60%

Correct Answer: B

QUESTION 5

Who are the decision makers for using the CoremetricsEMM product?

- A. Practitioners
- B. Board of Directors
- C. Executives
- D. Users

Correct Answer: C

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