

# P1000-004<sup>Q&As</sup>

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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### QUESTION 1

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

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### QUESTION 2

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

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### QUESTION 3

Which is an IBM Commerce Software opportunity that you should NOT pursue?

- A.  
A company looking for both B2C and B2B commerce capabilities.
- B. A company looking for a SaaS, eCommerce offering that can support HIPPA and Fedramp compliance requirements.
- C. A company that wants to reduce risk and costs of their eCommerce operational activities around maintenance, infrastructure and security.
- D. A company that wants to build and manage multiple storefronts on a single platform.
- E. A company that needs to manage B2B contracts, offer account-specific pricing, and a filtered catalog for their products.

Correct Answer: B

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**QUESTION 4**

What is a typical large size deal for IBM WebSphere Commerce Managed Hosted?

- A. \$30-50K per month
- B. \$25-30K per month
- C. \$15-\$25K per month
- D. \$50K+per month

Correct Answer: B

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**QUESTION 5**

When meeting with a CIO of a B2B manufacturer, which IBM Commerce Software prospecting questions is the MOST appropriate?

- A. Where do you feel you have the least visibility into customer/brand interaction?
- B. How responsive is your website across different browsers and smart devices?
- C. How are you managing your eCommerce environments today and what type of deployment model are you looking for going forward?
- D. What is your strategy for improving customer satisfaction and loyalty?

Correct Answer: C

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