

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

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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**QUESTION 1**

Which Omni-Channel Commerce offering gives brands the ability to optimally adjust prices, potentially multiple times a day, based on internal and external factors?

- A. IBM Store Engagement
- B. IBM Marketing Personalization
- C. IBM Dynamic Pricing
- D. IBM Configure, Price, Quote

Correct Answer: C

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**QUESTION 2**

Which target Buyer wants to create personalized and seamless digital customer experiences, while being able to respond to market changes based on insight, thereby improving customer engagement, loyalty and conversion rates?

- A. VP of Store Operations
- B. VP of Supply Chain
- C. Director of Information Technology
- D. VP of eCommerce

Correct Answer: D

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**QUESTION 3**

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

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**QUESTION 4**

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 5

Lack of actionable insights to make better pricing decisions in real-time is creating difficulty in driving business results. How does IBM Dynamic Pricing's cognitive abilities help address that?

A. Consumer behavior is monitored during the online buying process, when Dynamic Pricing sees a user-defined behavior, it can instantly offer a promotional price on a product to help drive the sale

B. Integration with Order Management software provides detailed On-Order information to Dynamic Pricing. Prices are dropped on items with excessive product in the pipeline based on user defined thresholds

C. Automated messages are sent to stores and district managers when non-compliant prices are seen in POS data

D. Rapid changes in competitor prices, a constant stream of sales and inventory data, cost changes, and updated web metrics along with other possible factors are all automatically absorbed into our dynamic modeling process.

Correct Answer: D

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