Vendor:IBM

Exam Code:P1000-004

Exam Name:IBM Omni-Channel Commerce Solutions
Technical Mastery v1

Version: Demo

QUESTION 1

When meeting with the Head of eCommerce for IBM Dynamic Pricing, which prospecting question would be most appropriate to establish our solution as a leader in the pricing space?

A. Do you have a way to strategically group and price items with low competitive price elasticity?

B. What is your process for creating a price quote for a complex and configurable product?

C. What steps are you taking to streamline the channel to improve your brand image?

D. What are your plans for sales or sku growth over the next three years?

Correct Answer: D

QUESTION 2

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?

Correct Answer: B

QUESTION 3

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 4

Next to the VP of eCommerce, what are two other key target personas for IBM Dynamic Pricing?

A. Chief Financial Officer

B. VP of Merchandising

C. VP of IT Infrastructure

D. Head of Pricing

E. Chief Supply Chain Officer

Correct Answer: BD

QUESTION 5

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

Correct Answer: D

QUESTION 6

Which business value statement regarding IBM Watson Commerce Insights capabilities is correct?

A. Delivers a personalized view of data and insights in context of the customer experience, finds hidden opportunities, and takes direct merchandising action based on insights gleaned without switching context or tools.

B. Delivers quick integration with all other Watson Customer Engagements applications, such as Dynamic Pricing and Watson Campaign Automation, under a fully customizable Commerce experience.

C. Integrates all of the available product data and product images into one database that is then easily searchable using Watson Content Hub.

D. Provides a single, personalized view of data and insights, gleamed from automated reporting of internal POS data, performs cognitive pricing actions, and optimizes promotions based on customizable revenue targets.

Correct Answer: A

QUESTION 7

Which Omni-Channel Commerce offering includes anomaly detection to help companies identify hidden situations that may be impacting their business?

A. Digital Commerce

B. Digital Analytics

C. Customer Insights

D. Commerce Insights

Correct Answer: D

QUESTION 8

What feature is only available with IBM Watson Commerce Insights Standard Edition?

A. Commerce Insights Explorer

B. Commerce Insights Analyzer

C. Commerce Insights Assistant

D. Commerce Insights Navigator

Correct Answer: C

QUESTION 9

A company is looking to expand their digital footprint and they need to quickly capitalize on the opportunity. Which is NOT a way in which IBM Commerce Software can help?

A. Easily creates and manages unique e-commerce sites based on their different brands, customer segments or geographical marketplaces

B. Reduces the time and cost of implementation with access to Starter store templates for only B2C

C. Supports 13 languages out of the box

D. Offers local or regional marketing campaigns, promotions and pricing through one platform

Correct Answer: B

QUESTION 10

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 11

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 HIPPAand 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

QUESTION 12

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