

DUMPS ARENA

IBM Omni-Channel Commerce Solutions Technical Mastery v1

IBM P1000-004

Version Demo

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QUESTION NO: 1

What key market force is creating an opportunity for IBM Configure Price Quote (CPQ) to provide value for clients?

- A. Companies that sell complex configured products are looking to CPQ to drive over a 100% increase in an average deal size.
- B. For companies that sell complex products and services, and has inventory concerns, deploying CPQ technology would meet their needs
- C. B2B purchasers feel that buying from a website is more convenient.
- D. B2B purchasers feel that buying face-to-face is more convenient and personal.

ANSWER: C

QUESTION NO: 2

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 NO: 3

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

ANSWER: D

QUESTION NO: 4

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 NO: 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 NO: 6

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

ANSWER: B D

QUESTION NO: 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 NO: 8

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

ANSWER: D