



M2180-716^{Q&As}

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QUESTION 1

Which of the following is NOT true regarding how Tealeaf CX Mobile helps quantify revenue impact and segmentation?

- A. Deliver ad hoc mobile segmentation with real-time drag-and-drop analysis by specific mobile user behaviors or device attributes.
- B. Create cross-channel messages in one place
- C. Create segmentation analyses based on mobile attributes, such as device manufacturer, operating system, browser type, screen resolution and others.
- D. Share and distribute reports to management and key stakeholders.

Correct Answer: B

Reference: <http://public.dhe.ibm.com/common/ssi/ecm/en/zd03162usen/ZD03162USEN.PDF>

QUESTION 2

Which of the following is TRUE about MobileFirst?

- A. MobileFirst enables customers to create mobile apps for only the Android and iOS operating environments
- B. MobileFirst is made up exclusively of software developed internally by IBM
- C. MobileFirst has four primary components Application and Data Platform, Management, Security and Analytics
- D. MobileFirst does not enable customers to analyze an application for potential security risks prior to deployment

Correct Answer: C

QUESTION 3

TRUE or FALSE: Trusteer can be integrated with Worklight projects?

- A. TRUE
- B. FALSE

Correct Answer: A

QUESTION 4

What IDEs would help a client build software across the entire mobile user experience including back-end systems?

- A. Free Worklight Developer Edition
- B. Eclipse



C. IntelliJ and Eclipse

D. Worklight (mobile UI), RAD/RSA (WebSphere), and/or RDz/RDPower

Correct Answer: D

QUESTION 5

TRUE or FALSE: Tealeaf CX Mobile is an add-on to the Tealeaf CX platform?

A. TRUE

B. FALSE

Correct Answer: A

Reference: <http://www-03.ibm.com/software/products/en/cx-mobile>

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