

M8010-241^{Q&As}

IBM Enterprise Marketing Management Sales Mastery Test v1

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QUESTION 1

Who are the influencers for using the Coremetrics EMM product?

- A. Practitioners
- B. Managers
- C. Executives
- D. Board of Directors

Correct Answer: B

QUESTION 2

Which of these business problems is one that an IBM EMM product solves?

- A. Database through-put
- B. Staffing requirements
- C. Event detection
- D. Sales forecasting

Correct Answer: D

QUESTION 3

Who are the decision makers for using the CoremetricsEMM product?

- A. Practitioners
- B. Board of Directors
- C. Executives
- D. Users

Correct Answer: C

QUESTION 4

How is the Coremetrics Software as a Service (SaaS) product used in IBM's EMM product lineup?

- A. It is used as a deployment model to optimize online marketing.
- B. It is used as a recovery mode to recover from online disasters.

C. It is used as a replication server to replicate marketing information.

D. It is used as a tracking product for tracking customer transactions.

Correct Answer: A

Reference: <http://www.informationweek.com/news/software/bi/231002187>

QUESTION 5

What is one of the main competitors for IBM's EMM offerings in the marketplace?

A. Teradata

B. IndustryTrends

C. OpenAnalytics

D. NetTrends

Correct Answer: A

Reference: <http://crmsearch.com/aprimo-teradata.php>

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