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IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

Omni-Channel Commerce solutions is a part of what category/categories?

A. Watson Commerce only

B. Watson Marketing and Watson Commerce

C. Watson Supply Chain only

D. Watson Marketing only

Correct Answer: A

QUESTION 2

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 3

What is the primary target persona for IBM Commerce Software?

A. Sales managers for small- to medium-sized businesses, especially when they are lacking in IT tools and support, and are looking for efficient and cost-effective solutions.

B. LOB leaders of medium-sized businesses to large enterprises, especially from marketing, merchandising, sales and customer service.

C. LOB leaders of any-sized businesses, especially from marketing, eCommerce, transportation and logistics and IT.

D. LOB leaders of any-sized businesses, especially when they already use IBM\\'s Watson Supply Chain solutions.

Correct Answer: B

QUESTION 4

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 5

What Watson-Customer Engagement offering can be leveraged with IBM Watson Commerce Insights Analyzer to give merchandisers broader cognitive insights into online customer behaviors?

A. Watson Content Hub

B. Watson Analytics

C. Watson Merchandising

D. Watson Order Optimizer

Correct Answer: B

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