

# P1000-004<sup>Q&As</sup>

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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**QUESTION 1**

Which IBM Commerce Software capability would a company need most if they were struggling to make sense of all of their customer business and market data, and needed to be more agile in responding to market changes?

- A. In-context view of data to take action based on insights gleaned
- B. Automatic product re-sequencing
- C. Manage multiple storefronts on a single platform
- D. Mobile optimized experiences to engage customers when and how they want to shop

Correct Answer: C

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**QUESTION 2**

What is a typical large size deal for IBM WebSphere Commerce Managed Hosted?

- A. \$30-50K per month
- B. \$25-30K per month
- C. \$15-\$25K per month
- D. \$50K+per month

Correct Answer: B

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**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

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**QUESTION 4**

Using Omni-Channel Commerce solutions, what is an expected result from an approach that uses intelligent pricing and promotion planning to maximize sales, profit and customer loyalty?

- A. Respond in real-time to changes in competitor pricing, product demand and market conditions, with pricing

intelligence to recommend the most appropriate pricing action

B. Know what your customers want before they do and give them the personalized experiences they expect

C. Create a faster and easier buying experience, reduce deal cycle time, and reduce administration costs

D. Deliver a more consistent customer experience across all channels by having a single source for updating digital content

Correct Answer: A

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#### QUESTION 5

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

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