P1000-004 Q&As

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

When meeting with the Head of eCommerce for IBM Dynamic Pricing, which prospecting question would be most appropriate to establish our solution as a leader in the pricing space?

A. Do you have a way to strategically group and price items with low competitive price elasticity?

B. What is your process for creating a price quote for a complex and configurable product?

C. What steps are you taking to streamline the channel to improve your brand image?

D. What are your plans for sales or sku growth over the next three years?

Correct Answer: D

QUESTION 2

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

QUESTION 3

Which of the following BEST describes the IBM Watson Commerce Insights\' Assistant feature?

A. Alerts the merchandiser when the inventory is running low on preselected items in the assortment

B. Detects abnormal business conditions, such as revenue impact, along with supporting evidence and recommended actions

C. Compiles all of the frequently used users reports into one dashboard view for easy access

D. Identifies abandoned shopping carts, and can be configured to send a report to the marketer or automatically send a reminder email to the customer

Correct Answer: B

QUESTION 4

What is the key target market for IBM Dynamic Pricing?

A. Manufacturing companies with many different parts and prices

B. Brick and mortar retailers

C. Healthcare and insurance providers

D. Online retailers

Correct Answer: A

QUESTION 5

Lack of actionable insights to make better pricing decisions in real-time is creating difficulty in driving business results. How does IBM Dynamic Pricing\\'s cognitive abilities help address that?

A. Consumer behavior is monitored during the online buying process, when Dynamic Pricing sees a user-defined behavior, it can instantly offer a promotional price on a product to help drive the sale

B. Integration with Order Management software provides detailed On-Order information to Dynamic Pricing. Prices are dropped on items with excessive product in the pipeline based on user defined thresholds

C. Automated messages are sent to stores and district managers when non-compliant prices are seen in POS data

D. Rapid changes in competitor prices, a constant stream of sales and inventory data, cost changes, and updated web metrics along with other possible factors are all automatically absorbed into our dynamic modeling process.

Correct Answer: D

QUESTION 6

What is a critical discovery question to help qualify an Omni-Channel Commerce solutions deal?

A. How do you consistently keep your promise when fulfilling customer orders, both online and in stores?

B.

How effectively are you able to deliver timely, relevant and personalized content, information and promotions?

C. Do you rely on business analysts/scientists to provide the accurate and timely customer insights you need to make decisions?

D. Are Supply Chain Disruptions impacting your business and effecting your margins?

Correct Answer: B

QUESTION 7

What is IBM Commerce Software?

A. IBM\\'s solution to understanding every customer, by visualizing customer journeys, replaying online sessions and

deriving insights that can be applied across channels.

B. IBM\\'s premier solution geared for both online and omni-channel commerce, and omni-channel order orchestration and fulfillment.

C. A powerful digital commerce platform for online and omni-channel commerce, built to deliver personalized and consistent experiences across all customer touchpoints.

D. IBM\\'s analytical tool for predicting customer behavior across channels in order to tailor personalized experiences.

Correct Answer: C

QUESTION 8

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 9

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

QUESTION 10

Which Omni-Channel Commerce offering gives brands the ability to optimally adjust prices, potentially multiple times a day, based on internal and external factors?

A. IBM Store Engagement

B. IBM Marketing Personalization

![Pass2Lead](https://Pass2Lead.com)
C. IBM Dynamic Pricing

D. IBM Configure, Price, Quote

Correct Answer: C

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