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QUESTION 1

What types of customers are using IBM Unica EMM products?

A. Automotive customers.

B. Online and bricks-and-mortar retail industry customers.

C. Oil and gas industry customers.

D. Heavy industrial customers.

Correct Answer: B

Reference: http://www.unica.com/customers/case-studies.htm

QUESTION 2

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

QUESTION 3

What is the value proposition of the Unica Leads product offering?

A. To deliver quality leads in a timely manner.

B. Tocreate new market channels through leads generation.

C. To offer new product offerings through channel marketing.

D. To sustain existing channels through demand generation.

Correct Answer: A

Reference: http://www.unica.com/products/lead-managment.htm

QUESTION 4

What is one benefit listed in the value proposition of the Coremetrics product?

A. Refinebusiness contacts into leads.

B. Build new connections to legacy applications.

C. Tie-in former IBM business partners to EMM processes.

D. Increase conversions and retention.

Correct Answer: D

Reference: http://www.coremetrics.co.uk/solutions/customer-history-live-profiles.php

QUESTION 5

What will help serve to enhance personalization efforts for Coremetrics EMM products?

A. Incorporating qualitative feedback.

B. Increasing operational awareness.

C. Integrating learned visitor attributes.

D. Augmenting customer profile.

Correct Answer: C

Reference:http://sandbox.customerthink.com/news/coremetrics_announces_significant_en
hancements_to_livemail_search_and_intelligent_offer_applica

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