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QUESTION 1

Which of the following is NOT considered a characteristic of a mobile leader?

A. Leaders secure and manage the mobile enterprise to optimize performance

B. Leaders should not expect to realize ROI from mobile initiatives

C. Leaders use insights to engage their customers wherever they are

D. Leaders build apps that unlock core business knowledge

Correct Answer: B

QUESTION 2

Which of the following is NOT true how IBM Mobile Customer Engagement (Xtify) helps marketers increase customer engagement and revenue?

A. Ability to send personalized messages to mobile web browsers and mobile app users

B. Enable security and management access to mobile and web applications with single sign-on, session management and context-based access control

C. Ability to send personalized messages to a dynamic set of individuals based on expressed preferences

D. Ability to quickly and easily personalize mobile offers in real-time, and integrate and execute mobile cross-channel marketing campaigns

Correct Answer: B

QUESTION 3

TRUE or FALSE: IBM MaaS360 can be sold as an on-premise enterprise license or as Software as a Service (SaaS)?

A. TRUE

B. FALSE

Correct Answer: A

QUESTION 4

IBM Security Access Manager for Mobile can use which of the following factors to enforce context-aware authorization?

A. Device fingerprinting.

B. Geographic location.

C. IP reputation scores.

D. All of the above.

Correct Answer: D

Reference: http://www-01.ibm.com/common/ssi/printableversion.wss?
docURL=/common/ssi/rep_sm/2/872/ENUS5725-L52/index.html

QUESTION 5

IBM introduced the Security Access Manager for Mobile appliance in October 2013. Which of the following is NOT provided by Access Manager for Mobile?

A. Mobile access management.

B. Federated SSO for software as a service (SaaS) targets such as SalesForce.

C. Mobile identity assurance.

D. Help in securing mobile application deployment.

Correct Answer: B

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