

M8010-238^{Q&As}

IBM Commerce Solutions Selling/Order Mgmt Sales Mastery Test v1

Pass IBM M8010-238 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.leads4pass.com/m8010-238.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by IBM Official Exam Center

-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers



QUESTION 1

Which functionality is NOT included if a customer has a license for 100 IBM Sterling CPQ Direct Sales users?

- A. Manage orders placed from quotes through IBM Sterling Call Center.
- B. Salesforce.com integration.
- C. Ability to create catalog and pricing data in Sterling.
- D. Ability to use the configurator APIs for building of custom mobile apps for enterprise sales people on the road.

Correct Answer: D

QUESTION 2

What are the key trends driving the Commerce space?

- A. Customers expect highly personalized and rich interaction.
- B. Businesses are becoming product-centric.
- C. Customers want to simplify shopping by using one channel for a given transaction.
- D. None of the above.

Correct Answer: A

QUESTION 3

The key value proposition of WebSphere Commerce Precision Marketing engine is to allow businesses to _____.

- A. budget and plan marketing campaigns across channels
- B. build an ongoing dialog with shoppers using triggers and actions
- C. deliver a personalized shopping experience based on user identity
- D. leverage marketing analytics to tune marketing activities

Correct Answer: B

Reference: <http://blog.zobristinc.com/websphere-commerce-version-7-0-multi-channel-precisionmarketing-overview/> (key features)

QUESTION 4

WebSphere Commerce helps businesses to deliver and manage brand experience across which of the following channels and touchpoints?

- A. Any B2C touchpoint, excluding B2B.
- B. Web only.
- C. Web, mobile, call center, in-store, and extended channels such as social networks.
- D. WebSphere Commerce does not manage the customer experience.

Correct Answer: C

QUESTION 5

What are the complexities that an enterprise strength configurator solution must be able to handle?

- A. Meet the functional requirements of the configuration problem at hand.
- B. Make it easy for various user types to configure a solution.
- C. Provide acceptable response times even if models grow large.
- D. All of the above.

Correct Answer: C

[M8010-238 Practice Test](#)

[M8010-238 Study Guide](#)

[M8010-238 Exam Questions](#)