

P1000-004^{Q&As}

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

What feature is only available with IBM Watson Commerce Insights Standard Edition?

- A. Commerce Insights Explorer
- B. Commerce Insights Analyzer
- C. Commerce Insights Assistant
- D. Commerce Insights Navigator

Correct Answer: C

QUESTION 2

Which three statements are true for IBM Commerce Software: Starter Stores?

- A. Starter Stores are available for B2C web store implementation only
- B. Starter Stores are available for both B2B and B2C web store implementations
- C. Starter Stores do not offer support for unstructured content such as how-to videos and user manuals
- D. Start Stores include pre-built widgets to help quickly and build store pages
- E. Starter Stores are quick and easy to implement, and eliminate or minimize reliance on IT support

Correct Answer: BDE

QUESTION 3

When meeting with the VP of Merchandising about IBM Watson Commerce Insights, which prospecting question would be MOST appropriate?

- A. How valuable would it be to see real-time site metrics and business data, in context of the customer experience?
- B. What is your biggest challenge in creating promotions that drive sales?
- C. What are you looking for in a Commerce Platform?
- D. What would it mean to your business if you could make and implement pricing changes in seconds not hours?

Correct Answer: A

QUESTION 4

Which is the replacement to IBM Commerce on Cloud - Commerce Service?

- A. IBM WebSphere Commerce On Premise
- B. IBM Commerce Insights
- C. IBM WebSphere Commerce Managed Hosted
- D. IBM Order Management

Correct Answer: C

QUESTION 5

What are two ways in which IBM Commerce Software can be differentiated from SAP Hybris?

- A. IBM leverages cognitive capabilities to get real-time customer and business insights to deliver seamless and consistent omni-channel experiences.
- B. IBM Commerce Software has the ability to demo well with integration with back office, ERP systems.
- C. IBM Commerce Software shows a much greater amount and growth in RandD investments.
- D. IBM's Commerce platform can scale very quickly, support peak traffic and volumes, offering multiple delivery options (On-premise, Managed Service and SaaS).

Correct Answer: AD

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