

## P1000-004<sup>Q&As</sup>

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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**QUESTION 1**

A company is looking to expand their digital footprint and they need to quickly capitalize on the opportunity. Which is NOT a way in which IBM Commerce Software can help?

- A. Easily creates and manages unique e-commerce sites based on their different brands, customer segments or geographical marketplaces
- B. Reduces the time and cost of implementation with access to Starter store templates for only B2C
- C. Supports 13 languages out of the box
- D. Offers local or regional marketing campaigns, promotions and pricing through one platform

Correct Answer: B

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**QUESTION 2**

What key market force is creating an opportunity for IBM Configure Price Quote (CPQ) to provide value for clients?

- A. Companies that sell complex configured products are looking to CPQ to drive over a 100% increase in an average deal size.
- B. For companies that sell complex products and services, and has inventory concerns, deploying CPQ technology would meet their needs
- C. B2B purchasers feel that buying from a website is more convenient.
- D. B2B purchasers feel that buying face-to-face is more convenient and personal.

Correct Answer: C

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**QUESTION 3**

What is a challenger question that you might ask when going head-to-head against SAP Hybris for IBM Commerce Software?

- A. Do you prefer a SaaS solution?
- B. What are you doing today to improve your online buying experience and retain your customers?
- C. How effectively are you able to deliver timely, relevant and promotions to customers?
- D. Describe the process for managing your online store(s) - does it require assistance from IT?

Correct Answer: C

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**QUESTION 4**

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

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**QUESTION 5**

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

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**QUESTION 6**

What is a typical large size deal for IBM WebSphere Commerce Managed Hosted?

- A. \$30-50K per month
- B. \$25-30K per month
- C. \$15-\$25K per month
- D. \$50K+per month

Correct Answer: B

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**QUESTION 7**

Which Omni-Channel Commerce offering includes anomaly detection to help companies identify hidden situations that may be impacting their business?

- A. Digital Commerce

- B. Digital Analytics
- C. Customer Insights
- D. Commerce Insights

Correct Answer: D

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**QUESTION 8**

Which is a correct statement for IBM Configure Price Quote (CPQ)?

- A. CPQ is used primarily in a B2C atmosphere to assist the users in selecting products.
- B. CPQ is used to view all analytics around a B2C experience.
- C. CPQ is used solely as a product and pricing catalog, and is not customer facing.
- D. CPQ automates the selling process and simplifies the configuration of complex products and services.

Correct Answer: D

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**QUESTION 9**

A client is challenged with staying up-to-date on releases and maintaining consistent up-uptime. The client also runs a mission-critical eCommerce solution and requires speedy disaster recovery turnaround.

Which IBM Commerce Software offering package is MOST appropriate to position to this client?

- A. WebSphere Commerce Managed Hosted - Essentials Edition
- B. WebSphere Commerce Managed Hosted - Standard Edition
- C. WebSphere Commerce On-Premise Professional Edition
- D. WebSphere Commerce On-Premise Enterprise Edition

Correct Answer: B

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**QUESTION 10**

Which business value statement regarding IBM Watson Commerce Insights capabilities is correct?

- A. Delivers a personalized view of data and insights in context of the customer experience, finds hidden opportunities, and takes direct merchandising action based on insights gleaned without switching context or tools.
- B. Delivers quick integration with all other Watson Customer Engagements applications, such as Dynamic Pricing and Watson Campaign Automation, under a fully customizable Commerce experience.
- C. Integrates all of the available product data and product images into one database that is then easily searchable using Watson Content Hub.

D. Provides a single, personalized view of data and insights, gleaned from automated reporting of internal POS data, performs cognitive pricing actions, and optimizes promotions based on customizable revenue targets.

Correct Answer: A

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