# M2180-716<sup>Q&As</sup>

IBM MobileFirst Sales Mastery Test v1

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#### **QUESTION 1**

The IBM Endpoint Manager Self Service Portal enables which of the following?

- A. Customers to order products on line
- B. Users to download new apps from an app store
- C. Locating and securing lost devices
- D. Download of email to the mobile device

Correct Answer: C

#### **QUESTION 2**

The IBM Mobile Customer Engagement (Xtify) portfolio includes everything EXCEPT:

- A. XML-formatted documents
- B. Native Push
- C. Rich Push
- D. Web Push
- E. SMS solutions

Correct Answer: A

#### **QUESTION 3**

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 4**



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Which of the following is NOT a benefit that IBM Mobile Customer Engagement (Xtify) provides marketers to increase customer engagement and revenue?

- A. Providing marketers with simple tools to leverage today\\'s mobile communication channels (including Push Notifications, SMS, Mobile Web push and mobile wallet) to increase brand engagement and differentiation
- B. Continuing customer dialogs seamlessly across devices
- C. Building hybrid applications
- D. Increasing customer understanding through the use of mobile behavioral analytics

Correct Answer: C

Reference: ftp://ftp.software.ibm.com/software//pdf/xtify/Xtify Acquisition FAQs.pdf

#### **QUESTION 5**

What product(s) are part of the DevOps for Mobile Continuous Release and Deployment capabilities?

- A. ClearCase, ClearQuest only
- B. Maximo
- C. IBM UrbanCode Deploy, IBM UrbanCode Release
- D. Maven, Jenkins, Subversion

Correct Answer: C

Reference: http://www.ibm.com/ibm/devops/us/en/deploy/release/

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