



M8010-238^{Q&As}

IBM Commerce Solutions Selling/Order Mgmt Sales Mastery Test v1

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QUESTION 1

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

- A. All direct channels.
- B. All direct channels including mobile touchpoints.
- C. Both direct and extended channels like social networks.
- D. Web, mobile, call center, and in-store.

Correct Answer: C

Reference: http://www-01.ibm.com/software/genservers/commerce/commerce_enhancements_v7/ (see What we offer and check mobile commerce and social commerce)

QUESTION 2

In what phase of the Smarter Commerce lifecycle does IBM Sterling Configure Price Quote (CPQ) solution fit into?

- A. Sourcing and procurement of goods and services.
- B. Servicing customer needs across multiple channels.
- C. Selling and fulfillment across channels.
- D. Personalization and marketing across all channels.

Correct Answer: C

Reference: <http://www-01.ibm.com/software/commerce/products/configure-price-quote/>

QUESTION 3

In which deployment option is the Salesforce.com integration supported?

- A. IBM Sterling CPQ on premise
- B. IBM Sterling CPQ SaaS Premium
- C. IBM Sterling CPQ on Cloud
- D. All of the above.

Correct Answer: D



QUESTION 4

How do today's customers interact with a brand?

- A. Customers expect the brand to provide a seamless and consistent cross-channel experience.
- B. Customers expect a dedicated and independent system for each channel for more focused service.
- C. Customers are increasing using only a single channel for all their interactions.
- D. None of the above.

Correct Answer: A

Reference:

ftp://ftp.software.ibm.com/software/solutions/soa/pdfs/FINAL_Cross_channel_Commerce_b_rochure.pdf

(page 2, second paragraph, right column)

QUESTION 5

What type of capability is NOT provided by Delivery and Services Scheduling?

- A. Ability to schedule appointment at the time of creating an order.
- B. Ability to determine the best delivery crew or service provider.
- C. Ability to setup warranty based annual service maintenance schedules.
- D. Ability to connect Inventory availability with crew availability.

Correct Answer: B

Reference:

<http://public.dhe.ibm.com/common/ssi/ecm/en/zzd03092usen/ZZD03092USEN.PDF> (page 1, second

paragraph, page 2, first paragraph)

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