M8010-238^{Q&As}

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QUESTION 1

In which of the core business areas of the Smarter Commerce initiative does IBM Sterling Order Management solution fit into?

A. Buy

B. Market

C. Sell and Service

D. Service

Correct Answer: A

Reference: http://www.ibm.com/smarterplanet/us/en/smarter_commerce/overview/#body_service

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

What component of IBM Sterling Order Management allows companies to efficiently handle returns and exchange processes?

A. Sterling Collaboration Network

B. Reverse Logistics

C. Sourcing and Scheduling

D. Vendor Management

Correct Answer: B

Reference: http://www.redbooks.ibm.com/redpieces/pdfs/redp4766.pdf (Page 6, 3rd paragraph)

QUESTION 4

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 5

What product(s) from the IBM Sterling Configure Price Quote (CPQ) bundle are required to provide product configurator
capabilities through a Web Channel?

A. All the products of the IBM Sterling CPQ bundle.

B. IBM Sterling Configurator add-on to WebSphere Commerce.

C. IBM Sterling Configurator Order Management add-on.

D. The channel usage does not determine what products of the IBM Sterling CPQ bundle are needed.

Correct Answer: B

Reference: http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=%2Fcom.ibm.com
merce.sterlingconfigurator.doc%2Ftasks%2Ftya_installvm.htm