M8010-241 Q&As

IBM Enterprise Marketing Management Sales Mastery Test v1

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QUESTION 1

What is the main objective of the EMM solution for IBM customers?

A. Power the success of every marketing organization with innovative technology solutions.

B. Entertain new business prospects by adapting legacy systems.

C. Increase content flow between IBM products allowing the customer to make IBM product purchase decisions.

D. Decentralization of content in the marketplace.

Correct Answer: A

QUESTION 2

What is one benefit listed in the value proposition of the Coremetrics product?

A. Refinebusiness contacts into leads.

B. Build new connections to legacy applications.

C. Tie-in former IBM business partners to EMM processes.

D. Increase conversions and retention.

Correct Answer: D

Reference: http://www.coremetrics.co.uk/solutions/customer-history-live-profiles.php

QUESTION 3

How does Coremetrics interact with other products?

A. Coremetrics does not interact with other products.

B. Coremetrics uses IBM middleware SaaS products to interact with other products.

C. Coremetrics is a software service and can be called by other products.

D. Coremetrics supports communication with other products using a shared data source.

Correct Answer: C

Reference:

http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=%2Fcom.ibm.com
merce.admin.doc%2Fconcepts%2Fcwnwebanalytics.htm

QUESTION 4

Which IBM product bridges marketing and sellingfor the Coremetrics EMM product?

A. Sterling Commerce

B. WebSphere Commerce

C. Unica

D. ILOG

Correct Answer: B

Reference: http://en.wikipedia.org/wiki/IBM_WebSphere_Commerce

QUESTION 5

What is one of the major industries that the EMM solution targets?

A. Oil and gas industry

B. Financial services industry

C. Aerospace industry

D. Automotive industry

Correct Answer: B

Reference:http://www.slideshare.net/RussellRosen/enterprise-marketing-management- emm-overview-2627543