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QUESTION 1

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

QUESTION 2

When meeting with the Head of eCommerce for IBM Dynamic Pricing, which prospecting question would be most appropriate to establish our solution as a leader in the pricing space?

A. Do you have a way to strategically group and price items with low competitive price elasticity?

B. What is your process for creating a price quote for a complex and configurable product?

C. What steps are you taking to streamline the channel to improve your brand image?

D. What are your plans for sales or sku growth over the next three years?

Correct Answer: D

QUESTION 3

Next to the VP of eCommerce, what are two other key target personas for IBM Dynamic Pricing?

A. Chief Financial Officer

B. VP of Merchandising

C. VP of IT Infrastructure

D. Head of Pricing

E. Chief Supply Chain Officer

Correct Answer: BD

QUESTION 4

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

QUESTION 5

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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