



# P1000-004<sup>Q&As</sup>

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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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

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**QUESTION 2**

What is IBM Commerce Software?

- A. IBM's solution to understanding every customer, by visualizing customer journeys, replaying online sessions and deriving insights that can be applied across channels.
- B. IBM's premier solution geared for both online and omni-channel commerce, and omni-channel order orchestration and fulfillment.
- C. A powerful digital commerce platform for online and omni-channel commerce, built to deliver personalized and consistent experiences across all customer touchpoints.
- D. IBM's analytical tool for predicting customer behavior across channels in order to tailor personalized experiences.

Correct Answer: C

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**QUESTION 3**

What are two ways in which IBM Commerce Software can be differentiated from SAP Hybris?

- A. IBM leverages cognitive capabilities to get real-time customer and business insights to deliver seamless and consistent omni-channel experiences.
- B. IBM Commerce Software has the ability to demo well with integration with back office, ERP systems.
- C. IBM Commerce Software shows a much greater amount and growth in RandD investments.
- D. IBM's Commerce platform can scale very quickly, support peak traffic and volumes, offering multiple delivery options (On-premise, Managed Service and SaaS).

Correct Answer: AD

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#### QUESTION 4

When meeting with a CIO of a B2B manufacturer, which IBM Commerce Software prospecting questions is the MOST appropriate?

- A. Where do you feel you have the least visibility into customer/brand interaction?
- B. How responsive is your website across different browsers and smart devices?
- C. How are you managing your eCommerce environments today and what type of deployment model are you looking for going forward?
- D. What is your strategy for improving customer satisfaction and loyalty?

Correct Answer: C

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#### QUESTION 5

Using Omni-Channel Commerce solutions, what is an expected result from an approach that uses intelligent pricing and promotion planning to maximize sales, profit and customer loyalty?

- A. Respond in real-time to changes in competitor pricing, product demand and market conditions, with pricing intelligence to recommend the most appropriate pricing action
- B. Know what your customers want before they do and give them the personalized experiences they expect
- C. Create a faster and easier buying experience, reduce deal cycle time, and reduce administration costs
- D. Deliver a more consistent customer experience across all channels by having a single source for updating digital content

Correct Answer: A

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