



P1000-004^{Q&As}

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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**QUESTION 1**

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

QUESTION 2

When meeting with the Head of eCommerce for IBM Dynamic Pricing, which prospecting question would be most appropriate to learn how important is their eCommerce channel to their overall brand image?

- A. How often do you currently update online prices?
- B. Do you have a way to strategically group and price items with low competitive price elasticity?
- C. What are your plans for sales or sku growth over the next three years?
- D. What steps are you taking to streamline the channel to improve your brand image?

Correct Answer: D

QUESTION 3

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 4



A company is looking to expand their digital footprint and they need to quickly capitalize on the opportunity. Which is NOT a way in which IBM Commerce Software can help?

- A. Easily creates and manages unique e-commerce sites based on their different brands, customer segments or geographical marketplaces
- B. Reduces the time and cost of implementation with access to Starter store templates for only B2C
- C. Supports 13 languages out of the box
- D. Offers local or regional marketing campaigns, promotions and pricing through one platform

Correct Answer: B

QUESTION 5

Which is a correct statement for IBM Configure Price Quote (CPQ)?

- A. CPQ is used primarily in a B2C atmosphere to assist the users in selecting products.
- B. CPQ is used to view all analytics around a B2C experience.
- C. CPQ is used solely as a product and pricing catalog, and is not customer facing.
- D. CPQ automates the selling process and simplifies the configuration of complex products and services.

Correct Answer: D

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