

100% Money Back Guarantee

Vendor: IBM

Exam Code: M2040-641

Exam Name: IBM Exceptional Web Experience Sales Mastery Test v1

Version: Demo

QUESTION 1

What is a suggested sales tactic to use when a customer requests a specific point solution for their environment, like "just need an iPhone app for my website, that's all"?

- A. Refer them to Apple's website.
- B. Start lowering the price of your services and software bid.
- C. Invite your technical architect to tell them about developing iPhone apps.
- D. Show them a demo of all the possibilities that an Exceptional Web Experience can offer them.

Correct Answer: C

QUESTION 2

What is the name of the interactive prospecting tool that you can take your customers through to get a sense of what they need to improve on to become a social business?

- A. WebSphere Portal Zone
- B. ICAT (IBM Collaboration Assessment Tool)
- C. IBM Smarter Planet
- D. Lotus Greenhouse

Correct Answer: D

QUESTION 3

What is a general definition of an IBM WebSphere Portal Industry Template?

- A. It is a website-in-a-box
- B. It is a downloadable PDF document
- C. It is an introductory-priced services engagement
- D. It is the fullest featured offering of WebSphere Portal

Correct Answer: A

QUESTION 4

What development tool can create template-based portlets as well as mobile applications for WebSphere Portal?

- A. IBM Web Content Manager
- B. IBM Lotus Domino Designer
- C. IBM Mashup Center
- D. IBM Web Experience Factory

Correct Answer: D

QUESTION 5

At a high level, WebSphere Portal allows you to _____.

- A. defragment unbuffered sectors, optimize disk storage, integrate RAID devices
- B. create pivot tables, summarize column data, paste across multiple cells
- C. integrate content, applications and processes; reach out to a wide variety of devices, and engage users so they can create, target, socialize, optimize and realize.
- D. color sample across images, retouch blurry photos, create freehand mask selections

Correct Answer: C

QUESTION 6

Which product integrates tightly with WebSphere Portal allowing immersive, engaging and interactive web

experiences with pre-built site templates?

- A. IBM Sametime
- B. IBM Lotus Web Content Manager
- C. IBM Tivoli Access Manager
- D. IBM Symphony

Correct Answer: B

QUESTION 7

Which of the following is NOT a concern facing Retail companies that WebSphere Portal can assist with?

- A. Competition - simplify to gain competitive advantage
- B. Communication - find the right experts to talk to
- C. Complexity - dealing with complex and numerous supply chains
- D. Cooperation - competing stores need to work together

Correct Answer: D

QUESTION 8

Which of the following is NOT a good use of the Industry Templates?

- A. Looking at how the solution is crafted for ideas on how to integrate products together
- B. Customizing the templates to implement at your customer site
- C. Demo the templates to your customer to show an example of an Exceptional Web Experience
- D. Only showing them to customers who fit exactly in that industry

Correct Answer: D

QUESTION 9

Which of the following is NOT a concern facing Banking and Financial firms that WebSphere Portal can assist with?

- A. Increasing transparency of their operations
- B. Resolving trust issues
- C. Mobile banking solutions
- D. Offering fee-free ATM usage

Correct Answer: B

QUESTION 10

Which of the following is NOT a benefit of a NOW engagement?

- A. Customers get up and running quickly to see the value of an Exceptional Web Experience.
- B. The IBM Business Partner who installed the NOW engagement will probably be chosen when customer wants to expand solution.
- C. Methodology is backed by IBM.
- D. Only available from ISSL (IBM Software Solutions for Lotus).

Correct Answer: C

QUESTION 11

IBM Customer Experience Suite is _____.

- A. IBM's premiere full-featured offering licensed for customer, partner, or citizen-facing applications (extranet usage only)
- B. IBM's premiere full-featured offering licensed for human resources, sales or marketing applications (intranet usage only)

- C. A vision statement on the direction of future products to enhance the Exceptional Web Experience
- D. An offering of WebSphere Portal limited to a single server installation and does not include clustering

Correct Answer: A

QUESTION 12

The NOW offerings are _____.

- A. for installation of IBM WebSphere Portal Extend only
- B. a solution-selling tool with a combination of product, templates and services
- C. a fee-based offering to our Partners
- D. a volume discount offering for IBM's top resellers

Correct Answer: A

QUESTION 13

WebSphere Portal Extend provides limited entitlements to which features/components?

- A. Lotus Notes & Domino, IBM Mashup Center, WebSphere Everyplace Mobile Portal Enable
- B. WebSphere Business Modeler, IBM Content Manager, Tivoli HATS
- C. Web Content Management, Lotus Sametime Entry, Lotus Quickr
- D. Safari server, iLife server, and iTunes server

Correct Answer: C

QUESTION 14

Which proof points exemplify IBM's portal leadership?

- A. Most CRM awards, best relationship with Sun, best P/E ratio
- B. Lowest price leader, smallest install footprint, largest Linux install base
- C. Leader in Gartner Magic Quadrant, most customers, most references
- D. Highest ratio of Wikipedia entries to queries, most bloggers, no negative press

Correct Answer: C

QUESTION 15

What would NOT be a recommended next step to prepare for a customer call to sell Exceptional Web Experience?

- A. Prepare a proposal that shows the business value from the very beginning
- B. Make sure you're engaging with the right department, the actual decision makers
- C. Take advantage of the links, the references, the resources that IBM has to offer to build your proposal
- D. Utilize a telemarketing script to cold call customer lists

Correct Answer: A

QUESTION 16

Where can you find the IBM Lotus and WebSphere Portal Business Solutions catalog as well as the latest Lotus software code to demo Lotus Software?

- A. IBM Green Planet
- B. IBM Bluepages
- C. Lotus Greenhouse
- D. Lotusphere

Correct Answer: C

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