

P1000-004^{Q&As}

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

Which audience is best suited for IBM Configure Price Quote?

- A. B2B2CandB2G
- B. B2Conly
- C. B2B. B2C and B2B2C
- D. B2Bonly

Correct Answer: D

QUESTION 2

When meeting with the VP of Merchandising about IBM Watson Commerce Insights, which prospecting question would be MOST appropriate?

- A. How valuable would it be to see real-time site metrics and business data, in context of the customer experience?
- B. What is your biggest challenge in creating promotions that drive sales?
- C. What are you looking for in a Commerce Platform?
- D. What would it mean to your business if you could make and implement pricing changes in seconds not hours?

Correct Answer: A

QUESTION 3

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 4

Which three statements are true for IBM Commerce Software: Starter Stores?

- A. Starter Stores are available for B2C web store implementation only
- B. Starter Stores are available for both B2B and B2C web store implementations
- C. Starter Stores do not offer support for unstructured content such as how-to videos and user manuals
- D. Start Stores include pre-built widgets to help quickly and build store pages
- E. Starter Stores are quick and easy to implement, and eliminate or minimize reliance on IT support

Correct Answer: BDE

QUESTION 5

Which is a IBM Dynamic Pricing capability?

- A. Adjusts and optimizes instore prices based on competitor's inventory levels
- B. Works with a retailer's business strategy to shape price recommendations and creates those recommendations in minutes
- C. Monitors competitor in-store pricing and promotions via online flyers, and adjusts prices in realtime to stay competitive
- D. Provides an automated online sales process for accurate configuration and pricing of complex products and services

Correct Answer: C

QUESTION 6

What is a key question to help challenge the thinking of a prospect and position IBM as a Commerce market leader?

- A. How would sales improve if you could intelligently present products and content to customers that spoke to them personally?
- B. Is your EDI software aging, or out of support?
- C. What are you doing today to deliver more personalized marketing campaigns to increase customer engagement?
- D. Do you lack inventory visibility, thereby creating higher costs?

Correct Answer: A

QUESTION 7

Which is a characteristic of a bad IBM Dynamic Pricing opportunity?

- A. Multiple "users" in the pricing process today

- B. Competitive data is not available
- C. B2C opportunities, especially when they have fast-moving consumer goods
- D. The online business is +\$150M
- E. 1000s of SKUs to manage

Correct Answer: B

QUESTION 8

What is the key target market for IBM Dynamic Pricing?

- A. Manufacturing companies with many different parts and prices
- B. Brick and mortar retailers
- C. Healthcare and insurance providers
- D. Online retailers

Correct Answer: A

QUESTION 9

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

QUESTION 10

Which Omni-Channel Commerce offering includes anomaly detection to help companies identify hidden situations that may be impacting their business?

- A. Digital Commerce
- B. Digital Analytics
- C. Customer Insights

D. Commerce Insights

Correct Answer: D

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