

**IBM 00M-641**

**IBM Exceptional Web Experience Sales Mastery Test**

**v1**

**Version: 4.0**

**QUESTION NO: 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.

**Answer: C**

**Explanation:**

**QUESTION NO: 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

**Answer: D**

Reference:<https://greenhouse.lotus.com/wpsgh/wcm/connect/lotus+greenhouse/lotus+greenhouse+next+site/home/lgh+next+homepage>

**QUESTION NO: 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

**Answer: A**

**Explanation:**

**QUESTION NO: 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

**Answer: D**

**Explanation:**

**QUESTION NO: 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

**Answer: C**

Reference:<http://www.ibm.com/developerworks/websphere/zones/portal/newto/>(What can I do with Websphere portal)

**QUESTION NO: 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