

IBM 00M-647

**IBM Intelligent Operations Center-Water &
Transportation Sales Mastery Test v1
Version: 4.0**

QUESTION NO: 1

Which one of the following asset are NOT already available with the IOC?

- A. Weather for Operations
- B. City Pulse
- C. Connection to SCADA (Supervisory Control and Data Acquisition) Ladder Language
- D. Resource Management

Answer: C

Explanation:

QUESTION NO: 2

Which of the following are NOT key personas to target for a sale in a Water utility?

- A. General Manager/ Deputy GM
- B. Utility CIO
- C. IT Administrator
- D. Water Operations Director

Answer: D

Explanation:

QUESTION NO: 3

Which one of the following is NOT listed as an unseen value of the IOC?

- A. Evolution roadmap
- B. Supports 45 world languages
- C. Guaranteed standard support
- D. Well documented

Answer: B

Reference:<http://www-01.ibm.com/support/docview.wss?uid=swg24033281>

QUESTION NO: 4

When you are selling the value proposition of the IOC you should explain the seen and unseen value of the IOC solution.

What is a good example of unseen value?

- A. The IOC has a guaranteed standard support L1, L2, L3 structure; custom solutions suffer from knowledge decay within the organization over time
- B. The IOC can be accessed via mobile devices.
- C. If the IOC is not exactly what your customer needs, you can access and use the applications that make up the IOC
- D. The IOC can be hosted on a PC

Answer: B

Reference:<http://www-01.ibm.com/support/docview.wss?uid=swg27036248&aid=1> (page 24, see installing the mobile application on a mobile device)

QUESTION NO: 5

Who are the leading competitors for the Intelligent Transportation product?

- A. AECOM and Veolia
- B. HP and Cisco
- C. Telvent, Siemens and Delcan
- D. Cellint and TSS

Answer: A

Explanation:

QUESTION NO: 6

Which of the following are the 3-types of customers to target?

- A. Water Innovators, Early Adopters and Early Majority
- B. Water Innovators, Late Majority, Traditionalists
- C. Early Majority, Late Majority, Traditionalists
- D. Water Innovators, Early Adopters, Traditionalists