IBM

Exam M2180-228

M228 IBM WebSphere Cast Iron Sales Mastery Test v1

Version: 6.0

[Total Questions: 52]

Question No : 1

To register an opportunity for Software Value Incentive program, the partner should do what?

A. Call the IBM sales person s/he knows is already in the account before anything else.
B. Have your Company's PartnerWorld program administrator enters the opportunity into the Global Partner Portal.
C. Contact your Value Add Distributor.
D. All of the above.

Answer: B
Reference: http://www-03.ibm.com/press/us/en/pressrelease/19403.wss (last two paragraphs)

Question No : 2

If you need to demonstrate Cast Iron's capabilities to a prospect, you can _.

A. setup a demo system by purchasing the IBM Value Package which includes the Hypervisor version of Cast Iron (e.g. virtual appliance)
B. make a request to your local IBM sales rep for WebSphere Cast Iron assistance
C. use IBM's pre-recorded demos on its Website
D. All of the above.

Answer: C

Question No : 3

The premium SVI incentive fees are paid for Eligible End Users that IBM designates as general

business (GB). How can SVI-approved Business Partners find out if an End User is designated as GB?

A. Signing onto the Passport Advantage Online tools and following the on screen instructions to access the Price Quote Order (PQO) tool.
B. Contact your Value Add Distributor (VAD)

C. Search on IBM.com
D. A & B

Answer: A

Question No : 4

What must a Business Partner do to be approved and receive a Software Value Plus Identify and/or Sell fee payment?

A. Demonstrate active selling engagement with the customer for the IBM products by providing supporting documentation that shows their activities that contributed to the customer's decision.
B. Indicate when the opportunity is won and provide supporting documentation to show their influence of the customer's buying decision when they submit their SVI payment request.
C. No action needed.
D. A & B

Answer: D
Reference: http://www-05.ibm.com/ch/presentations/partnerworld/pdf/Software_Sales_Programmes_14.06.10_Maryska_Marinus.pdf

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Question No : 5

What is NOT a good fit for Cast Iron?

A. Complex ETL
B. Real time
C. Batch
D. Hybrid Integration

Answer: A
Reference: http://www.mous.us/2011presentations/Cast_Iron_mous2011.pdf (slide 14)

Question No : 6

When using WebSphere Cast Iron, what are configurable connectivity to applications called?

A. Mash-up
B. Touch-point
C. End-point
D. None of the above.

Answer: D
Reference: http://www-01.ibm.com/software/integration/cast-iron-cloud-integration/sap-integration/ (topic: Integration and Extraction)

Question No : 7

Who is Cast Iron's number 1 competitor?

A. Custom Code
B. Informatica
C. Oracle Fusion
D. None of the above.

Answer: B
Reference: http://www.informationweek.com/news/software/soa_webservices/224700501 (second paragraph)

Question No : 8

Is a Cast Iron TIP mandatory to start any Cast Iron project?

A. Yes. You can't start a project without a TIP.
B. No. You can start a project from scratch without a TIP.
C. Yes. You have to create your own TIP in advance.