IBM

Exam M8010-246

IBM Smarter Commerce Sales Mastery Test v1

Version: 7.0

[Total Questions: 50]

Question No : 1

Which of the following IBM software components provide analytic capabilities that can support all phases of the commerce cycle?

A. Unica
B. Cognos
C. ILOG Optimization
D. WebSphere Commerce

Answer: D

Explanation: Get the most out of your e-commerce solution with powerful cross-channel analytics

Digital Marketing Optimization for WebSphere Commerce provides e-commerce managers, marketers and merchandisers with a clear view of web site performance and visitor digital behaviors to capture more value. With built-in integrations between IBM Digital Analytics, Digital Marketing Optimization and WebSphere Commerce, you can quickly and effectively offer visitors a cohesive and relevant brand experience across digital channels – throughout the buying process.

Question No : 2

What provides the capability to rapidly deliver new web concepts or delineated brand sites via asset sharing on a common platform?

A. Personalization
B. Social integration
C. Partnership with affiliates
D. Extended sites

Answer: B

Explanation: * IBM Platform for social business

Get the integrated, secure and scalable technologies you need to cultivate collaboration and inspire advocacy at your organization.

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Social integration

IBM WebSphere Portal and Web Content Manager provide a single point of access to the applications, services, information and social connections that users need to innovate.

Question No : 3

What is global visibility of purchase transaction required for?

A. Cross-channel returns management.
B. Cross-channel fulfillment.
C. Merchandise assortment management.
D. A & B

Answer: D

Question No : 4

Marketing focus is shifting from outward bound / mass media to:

A. cable television infomercials
B. up-sell potential via outbound calling centers and automated dialers
C. building a 1:1 interaction with the customer
D. product placement in movies and television shows

Answer: C

Explanation: * IBM's Enterprise Marketing Management group provides new insight into distinct characteristics and outcomes of innovative marketing leaders who can better calibrate and optimise the delivery of a differentiated customer experience, create value at very interaction and ultimately achieve better financial performance.

* These days, customers pay less attention to messages, particularly marketing messages,

delivered through traditional outbound channels such as postal mail, email and interruptive phone calls. However, customers are much more receptive to these messages during moments when they have decided to engage with a company, such as by browsing a Web site, opening a mobile app, visiting a Facebook page, calling a customer service line or walking into a store or branch. In this session, learn how IBM can help you use real-time marketing technologies to take full advantage of these kinds of live interactions with customers

Question No : 5

Supply chain visibility _____

**A.** applies marketing techniques to supply chain management
B. is focused primarily on business dashboards
C. automatically handles all exceptions
D. coalesces a myriad of information to automate response and highlight exceptions

Answer: D

Explanation: * fusing real time information, event processing and advanced analytic technologies (see
Figure below). Their extensive connectivity enables the entirety of
their supply chain network to plan and execute decisions
collaboratively. They are aggregating or segmenting information
for trend analysis, automating business rules, automating
transactional responses to alerts, and recommending actions
based on performance criteria.

* Value Chain Visibility: a multi-enterprise, supply-demand balancing lens on integrated operational events and the resultant financial impact.
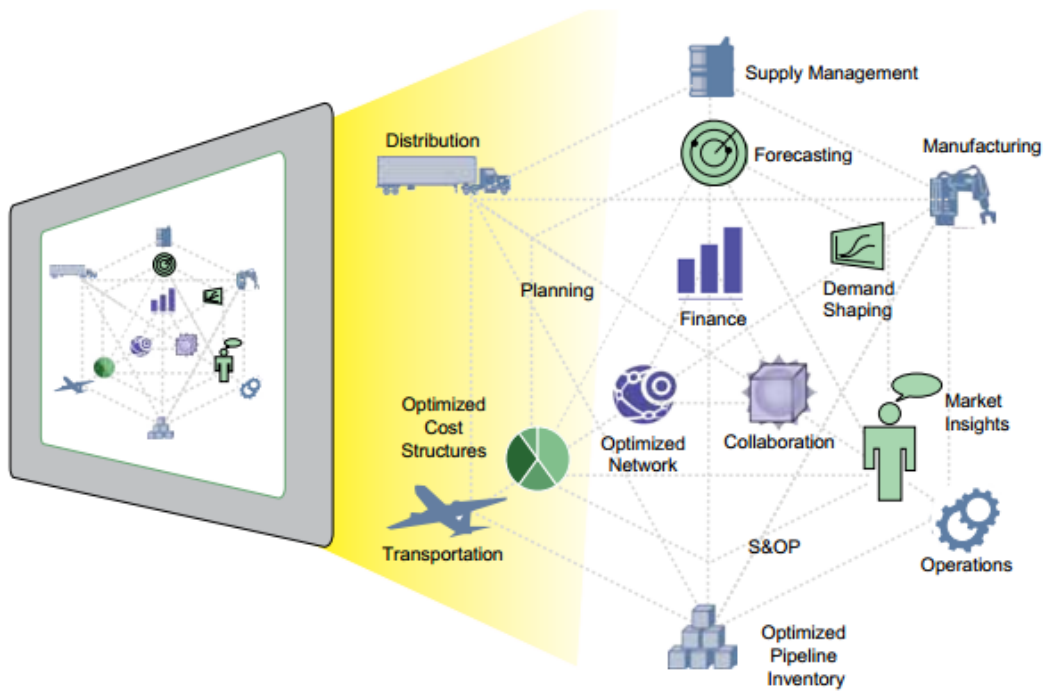
Reference: Smarter Commerce is redefining value chain visibility

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Question No : 6

Which of these provides visibility to the entire supply chain process so procurement, transportation, and warehousing personnel are all aware of order, shipment, and invoice status?

A. Collaboration Network.
B. Supply Chain Visibility.
C. Transportation Management.
D. Warehouse Management.

Answer: B

Explanation: * IBM Sterling Global Inventory Visibility benefits:

Improve inventory utilization across the supply chain

Improve product availability

Avoid transit expediting costs

Note: The Sterling Global Inventory Visibility application coordinates global inventory

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across multiple sites, enterprises and participants. Managers can track inventory at internal and external ship nodes. It provides a real-time availability picture by synchronizing multiple demand (schedules, plans, quotes, orders, etc.) and supply types (on-hand, inbound, on purchase, scheduled, etc.). It identifies shortages and allows inventory planners to resolve problems by manipulating inventory balances, through allocation of sales orders, execution of purchases or movement of inventory. Data can be shared with external systems, customers, suppliers, and partners for demand and supply management. It provides the global visibility, ATP/ATD, reservations and tracking for an extended enterprise environment.

Question No : 7

Which of the following Smarter Commerce Offerings is a core part of delivering a customer

buy-online, pick-up in store (BOPIS) capability?

A. Social Analytics.
B. Distributed Order Management.
C. Logistics Management.
D. Customer Self Service.

Answer: B

Explanation: Functionality provided by DOM integration enhances the storefront and shopping flow in the Madisons starter store, including:

* Buy online, pickup in-store

Reference: Samples > Madisons starter store, Buy online, pickup in-store

Question No : 8

Smarter Commerce will help to transform which phases of the commerce cycle?

A. Order Capture, Order Cross-sell, Order Fulfillment, Order return