



IBM

M2040-641

*IBM Exceptional Web Experience Sales Mastery Test
v1*

D. Microsoft Zune players

Answer: C

QUESTION: 41

What is area of concern surrounding Oracle's portal strategy?

- A. They have a large number of portal products in various life-cycle stages
- B. They do not work with PeopleSoft data very effectively
- C. They are not willing to lower pricing to get the deal
- D. They specialize only in collaboration-type portals

Answer: A

QUESTION: 42

What is the IBM Customer Experience Suite?

- A. One of the new Industry Templates for WebSphere Portal.
- B. WebSphere Portal's top lead-with offering to help organizations create customer-facing online experiences that are highly engaging, personalized and differentiated.
- C. IBM's premiere support website.
- D. A training session at IBM Customer Briefing Centers that showcases WebSphere Portal's capabilities.

Answer: B

Reference:

<http://www-01.ibm.com/software/hk/info/customerexperience/>

QUESTION: 43

Regarding the 4 types of customer buying groups, which has the least influence over making the purchase decision?

- A. A team of IT and Customer-facing groups
- B. Primarily Customer-Facing Group
- C. Primarily Executive Office
- D. Primarily IT

Answer: B

QUESTION: 44

Which are the two primary types of packaging preferences that customers tend to buy?

- A. Integrated Suites & Base Platform plus Add-ons
- B. Base Platform & Base Platform plus Add-ons
- C. Cloud & Software as a Service
- D. Shrinkwrapped & 3.5" floppy discs

Answer: A

QUESTION: 45

Which statement below is FALSE?

- A. SAP tends to focus on intranet portals
- B. Vignette tends to focus on content portals
- C. Tibco tends to focus on transactional portals
- D. IBM WebSphere Portal tends to focus only banking solutions

Answer: D

QUESTION: 46

If IBM's research and analysis shows that IT has little influence in software purchase decisions, what is the best approach for IBM Business Partner seller?

- A. Ignore IT and sell directly to the CEO.
- B. Keep IT informed but make sure key business stake holders in other roles are involved.
- C. Recommend to the customer that IT be outsourced.
- D. Continue to utilize IT as your only contact for the customer.

Answer: B

QUESTION: 47

Where can you find the online video demos that highlight IBM's Exceptional Web Experience across different industries?

- A. YouTube
- B. MySpace
- C. LinkedIn
- D. FourSquare

Answer: A

QUESTION: 48

CORRECT TEXT

Which offering of WebSphere Portal is limited to a single server installation and does not include clustering?

- A. WebSphere Portal Express
- B. WebSphere Portal Extend
- C. WebSphere Portal Enable
- D. WebSphere Portal Server

Answer: A

QUESTION: 49

Which approach does IBM recommend for customers in delivering their Exceptional Web Experience to mobile devices?

- A. Browser based web applications -- use device browser to display content
- B. Hybrid - use both web and native components to use native device features and utilize the browser interface to deliver content
- C. Native only - develop a new app to make use of each new phone's native features
- D. Develop only for iPhone since it is the market leader

Answer: B

QUESTION: 50

What is the difference between a Toolbox and a Template?

- A. Templates contain Toolboxes
- B. Toolboxes contain Templates
- C. Toolboxes cost more than Templates
- D. Templates cost more than Toolboxes

Answer: B

Reference:

<http://www-01.ibm.com/software/websphere/portal/industry/>

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