IBM

M8010-241

IBM Enterprise Marketing Management Sales Mastery Test v1

B. Managers
C. Executives
D. Board of Directors

Answer: B

QUESTION: 25
What is one of the main competitors for IBM's EMM offerings in the marketplace?

A. Teradata
B. IndustryTrends
C. OpenAnalytics
D. NetTrends

Answer: A

Reference:
http://crmsearch.com/aprimo-teradata.php

QUESTION: 26
Which of these business problems is one that an IBM EMM product solves?

A. Database through-put
B. Staffing requirements
C. Event detection
D. Sales forecasting

Answer: D

QUESTION: 27
What can an IBM customer do with the Unica EMM solution?

A. Marketers can plan, design, execute, measure, and analyze multi-wave, cross-channel, and highly personalized marketing campaigns.
B. Marketers can rationalize marketing costs as associated to ROI value of their marketing campaigns.

C. Marketers can create marketing adware that targets IBM customers automatically from the IBM marketing catalog.
D. Marketers can create a list of select services that SOA application services will interact with in their marketing campaigns.

Answer: A

Reference:
http://www.unica.com/products/campaign-management.htm

QUESTION: 28
How does Coremetrics interact with other products?

A. Coremetrics does not interact with other products.
B. Coremetrics uses IBM middleware SaaS products to interact with other products.
C. Coremetrics is a software service and can be called by other products.
D. Coremetrics supports communication with other products using a shared data source.

Answer: C

Reference:
http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=%2Fcom.ibm.co m merce.admin.doc%2Fconcepts%2Fcwnwebanalytics.htm

QUESTION: 29
What is the main objective of the EMM solution for IBM customers?

A. Power the success of every marketing organization with innovative technology solutions.
B. Entertain new business prospects by adapting legacy systems.
C. Increase content flow between IBM products allowing the customer to make IBM product purchase decisions.
D. Decentralization of content in the marketplace.

Answer: A

QUESTION: 30
What is one of the EMM offerings called that allows the customer to understand and

prospect behavior across all online channels?

A. Transformation analytics
B. Open media performance
C. Channel performance
D. Web and digital analytics

Answer: D

Reference:
http://measure.coremetrics.com/corem/getform/reg/wp-driving-value-from-your-multichannel-data

Pass your exam at First Attempt....Guaranteed!