IBM

M8010-246

IBM Smarter Commerce Sales Mastery Test v1

Answer: A

Explanation:
IBM ILOG LogicNet Plus XE for Network and sourcing optimization:
location of facilities, assignment of stores, managing seasonality, and carbon foot printing.

Reference:
Smarter Supply Chain ILOG Supply Chain Solutions

QUESTION: 47
Which one of these is an example of analytics supporting the Smarter Commerce 'Buy' offerings?

A. Customer behavioral segmentation.
B. Market basket analysis.
C. Linear regression.
D. Social analytics.

Answer: A

Explanation:
Buy: Smarter Commerce optimizes supplier and partner interactions based on changes in shopping/buying behavior across the supply chain and reconsiders partner roles and relationships to generate new and differentiating customer value. IBM's integrated portfolio of solutions includes Consulting & Services, Advanced Analytics & Infrastructure and the following solution offerings: Supplier Integration and Management, Supply Chain Optimization, Logistics Management, Payments and Settlements.

Reference:
Smarter Commerce, Redefining commerce in the age of the customer

QUESTION: 48
What are Smarter Commerce 'Service' offerings focused on?

A. Flawless service across all customer interactions to anticipate needs and maintain loyalty.
B. Up-sell potential via call center interaction.
C. Driving the customer to the call center sales channel.
D. Integrating the supply chain in order to support the call center.

Answer: A

Explanation:
Whether in the call center, in the store, through your self-care portals, or via practically any touchpoint or channel, every customer interaction gives you the chance to shine. Outstanding customer service reinforces your brand value in the hearts and minds of consumers who have already given your business a chance to earn their trust and can help mitigate the appeal of lower-priced competitors. In today's hypercompetitive marketplace, keeping customers happy and loyal is worth your effort.

QUESTION: 49
The Smarter Commerce Collaboration Network supports what?

A. Transportation providers and partners.
B. Customer interaction regarding new products and concepts.
C. Internal product development processes.
D. Marketing programs.

Answer: B

Explanation:
IBM Sterling B2B Collaboration Network is a flexible cloud B2B Integration solution providing reliable, secure connectivity and collaboration with customers and business partners. It also delivers unprecedented visibility and control over the business processes shared with outside companies.

QUESTION: 50
Which type of constraint optimization problem can Smarter Commerce address?

A. Transportation routes.
B. Store space planning.
C. Inventory allocations.
D. All of the above.

Answer: C

Explanation:
Smarter Commerce is putting the customer at the center of specific business processes such

as inventory optimization.

Download Full Version From https://www.certkillers.net

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