



# IBM

## P1000-004 Exam

### IBM Omni-Channel Commerce Solutions Technical Mastery v1 Exam

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## Version: 7.0

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**Question: 1**

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Which Omni-Channel Commerce offering includes anomaly detection to help companies identify hidden situations that may be impacting their business?

- A. Digital Commerce
- B. Digital Analytics
- C. Customer Insights
- D. Commerce Insights

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**Answer: D**

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**Question: 2**

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What is a key question to help challenge the thinking of a prospect and position IBM as a Commerce market leader?

- A. How would sales improve if you could intelligently present products and content to customers that spoke to them personally?
- B. Is your EDI software aging, or out of support?
- C. What are you doing today to deliver more personalized marketing campaigns to increase customer engagement?
- D. Do you lack inventory visibility, thereby creating higher costs?

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**Answer: A**

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**Question: 3**

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Which Omni-Channel Commerce offering gives brands the ability to optimally adjust prices, potentially multiple times a day, based on internal and external factors?

- A. IBM Store Engagement
- B. IBM Marketing Personalization
- C. IBM Dynamic Pricing
- D. IBM Configure, Price, Quote

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**Answer: C**

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**Question: 4**

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What is a critical discovery question to help qualify an Omni-Channel Commerce solutions deal?

- A. How do you consistently keep your promise when fulfilling customer orders, both online and in stores?
- B. How effectively are you able to deliver timely, relevant and personalized content, information and promotions?
- C. Do you rely on business analysts/scientists to provide the accurate and timely customer insights you need to make decisions?
- D. Are Supply Chain Disruptions impacting your business and effecting your margins?

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**Answer: B**

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**Question: 5**

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Using Omni-Channel Commerce solutions, what is an expected result from an approach that uses intelligent pricing and promotion planning to maximize sales, profit and customer loyalty?

- A. Respond in real-time to changes in competitor pricing, product demand and market conditions, with pricing intelligence to recommend the most appropriate pricing action
- B. Know what your customers want before they do and give them the personalized experiences they expect
- C. Create a faster and easier buying experience, reduce deal cycle time, and reduce administration costs
- D. Deliver a more consistent customer experience across all channels by having a single source for updating digital content

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**Answer: A**

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