

# 00M-246

## IBM

### *IBM Smarter Commerce Sales Mastery Test v1 (00M-246)*

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**QUESTION: 1**

You can create a powerful self-service experience for the customer using?

- A. The IBM Customer Experience Suite
- B. The IBM Commerce Framework
- C. The IBM Enterprise Service Process Manager
- D. The IBM Customer Service System

**Answer: A**

**Explanation:**

[ftp://lotusweb.boulder.ibm.com/lotusweb/portal/assets/vo\\_script.pdf](ftp://lotusweb.boulder.ibm.com/lotusweb/portal/assets/vo_script.pdf)

**QUESTION: 2**

Segmentation, offer management, interaction history, real-time behavioral targeting, and contact optimization are examples of capabilities delivered as part of what?

- A. Data mining.
- B. Social platform.
- C. Central decisioning.
- D. Customer clustering.

**Answer: C**

**Explanation:**

[http://www-304.ibm.com/businesscenter/cpe/download0/222611/Unica\\_WP\\_The\\_Evolving\\_Market\\_ing.pdf](http://www-304.ibm.com/businesscenter/cpe/download0/222611/Unica_WP_The_Evolving_Market_ing.pdf)

**QUESTION: 3**

Smarter Commerce is focused on which of the following 3 dimensions with respect to the customer?

- A. Customer potential, customer transaction capture, customer fulfillment.
- B. Customer insight, customer value strategy, customer & partner engagement.
- C. Customer demographics, customer geography, customer affluence.
- D. Customer returns, customer purchases, customer order changes.

**Answer: B**



smarter commerce 3  
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**QUESTION: 4**

Smarter Commerce capabilities are packaged and delivered as what?

- A. A single, high-value, shrink-wrapped, solution for commerce.
- B. Middleware components requiring additional business function software.
- C. Software, hardware, and services to deliver specific business process capabilities which support each phase of the commerce cycle.
- D. A simple monolithic application for each phase of the commerce cycle.

**Answer: A**

**QUESTION: 5**

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**

**QUESTION: 6**

The web marketing continuous optimization platform can drive which of the following capabilities?



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