M2040-641

IBM Exceptional Web Experience Sales Mastery Test v1

DEMO

https://www.islever.com/m2040-641.html
https://www.islever.com/ibm.html

QUESTION NO: 1

What is a suggested sales tactic to use when a customer requests a specific point solution for their environment, like "just need an iPhone app for my website, that's all"?

A. Refer them to Apple's website.
B. Start lowering the price of your services and software bid.
C. Invite your technical architect to tell them about developing iPhone apps.
D. Show them a demo of all the possibilities that an Exceptional Web Experience can offer them.

Answer: C
Explanation:

QUESTION NO: 2

What is the name of the interactive prospecting tool that you can take your customers through to get a sense of what they need to improve on to become a social business?

A. WebSphere Portal Zone
B. ICAT (IBM Collaboration Assessment Tool)
C. IBM Smarter Planet
D. Lotus Greenhouse

Answer: D
Reference:https://greenhouse.lotus.com/wpsgh/wcm/connect/lotus+greenhouse/lotus+greenhouse+next+site/home/lgh+next+homepage

QUESTION NO: 3

What is a general definition of an IBM WebSphere Portal Industry Template?

A. It is a website-in-a-box
B. It is a downloadable PDF document
C. It is an introductory-priced services engagement
D. It is the fullest featured offering of WebSphere Portal

Answer: A
Explanation:

QUESTION NO: 4

What development tool can create template-based portlets as well as mobile applications for WebSphere Portal?

A. IBM Web Content Manager
B. IBM Lotus Domino Designer
C. IBM Mashup Center
D. IBM Web Experience Factory

Answer: D
Explanation:

QUESTION NO: 5

At a high level, WebSphere Portal allows you to _____.

A. defragment unbuffered sectors, optimize disk storage, integrate RAID devices
B. create pivot tables, summarize column data, paste across multiple cells
C. integrate content, applications and processes; reach out to a wide variety of devices, and engage users so they can create, target, socialize, optimize and realize.
D. color sample across images, retouch blurry photos, create freehand mask selections

Answer: C
Reference:http://www.ibm.com/developerworks/websphere/zones/portal/newto/(What can I do with Websphere portal)

QUESTION NO: 6

Which product integrates tightly with WebSphere Portal allowing immersive, engaging and interactive web experiences with pre-built site templates?

A. IBM Sametime
B. IBMLotusWeb Content Manager
C. IBM Tivoli Access Manager
D. IBM Symphony

Answer: B
Reference:ftp://public.dhe.ibm.com/common/ssi/ecm/en/lob14007usen/LOB14007USEN.PDF(pag e 11, see the bulleted point at the right side of the page)

QUESTION NO: 7

Which of the following is NOT a concern facing Retail companies that WebSphere Portal can assist with?

A. Competition - simplify to gain competitive advantage
B. Communication - find the right experts to talk to
C. Complexity - dealing with complex and numerous supply chains
D. Cooperation - competing stores need to work together

Answer: D
Explanation:

QUESTION NO: 8

Which of the following is NOT a good use of the Industry Templates?

A. Looking at how the solution is crafted for ideas on how to integrate products together
B. Customizing the templates to implement at your customer site
C. Demo the templates to your customer to show an example of an Exceptional Web Experience
D. Only showing them to customers who fit exactly in that industry

Answer: D
Explanation:

QUESTION NO: 9

Which of the following is NOT a concern facing Banking and Financial firms that WebSphere Portal can assist with?

A. Increasing transparency of their operations
B. Resolving trust issues
C. Mobile banking solutions