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IBM DemandTec Sales Mastery Test v1 Exam

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QUESTION NO: 1

DemandTec's End to End Promotion Management (ETEP) solution includes all of the following capabilities except for:

- A. Promotion Execution
- B. Promotion Planning
- C. Promotion Optimization
- D. Price Optimization

Answer: D

Explanation: End-to-End Promotion Management can help reduce complexity through a fully integrated promotion-planning solution designed and built for today's retail venues.

Incorrect:

Not A:

IBM DemandTec Promotion Execution

Enables retailers to build a single repository for all their information and content about promotional offers and events.

Not B:

IBM DemandTec Promotion Planning

Enables retailers to establish a single repository of promotional offers.

Not C:

IBM DemandTec Promotion Optimization

Enables retailers to determine the optimal promotions to accomplish merchandising and marketing objectives.

QUESTION NO: 2

Which DemandTec CP offerings allow a CP to optimize marketing investments across brands and tactics?

- A. Strategic Marketing Planning
- B. Advanced Deal Management
- C. Strategic Trade Planning
- D. Customer Trade Planning

Answer: A

Explanation: IBM DemandTec Strategic Marketing Planning clarifies where and how to allocate marketing spending. This helps marketing executives, brand managers and marketing researchers to track, forecast and optimize marketing plans.

Note:CP Company – means a Customer who produces Consumer Products.

Incorrect:

Not B: IBMDemandTec Deal Management is designed to help retailers automate and streamline presentations, negotiations, invoicing and reconciliation of deals they receive from their vendors in a security-rich, web-based environment.

Not C: IBM DemandTecStrategic Trade Planning helps you to dramatically improve your pricing and trade promotion spend while aligning strategic objectives from corporate to the field. Users can complete this in real time to continuously enable better decision making throughout the year

Not D: IBMDemandTec Customer Trade Planning business managers to forecast promotion and pricing activity in a unified planning environment. With this powerful capability, manufacturers can understand, plan and predict price and trade promotion volume and profitability metrics. This will help transform the trade planning function and provide a sustainable competitive advantage.

QUESTION NO: 3

The target buyer for DemandTec Promotion Planning and DemandTec Promotion Execution includes all but which of the following roles?

- A. CFO
- B. VP Marketing
- C. VP Merchandising
- D. VP Advertising

Answer: A

Explanation: IBM DemandTec Promotion Execution

Enables retailers to build a single repository for all their information and content about promotional offers and events.

IBM DemandTec Promotion Planning

Enables retailers to establish a single repository of promotional offers.

Note: CFO -Chief Financial Officer

QUESTION NO: 4

Which DemandTec competitor for Lifecycle Price Management was acquired by dunnhumby?

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- A. Predictix
 - B. Revionics
 - C. KSS Retail
 - D. Khimetrics

Answer: C

Explanation: KSS Retail, a provider of analytics software and services for retail price optimization and promotions planning, was acquired by dunnhumby in 2010.

QUESTION NO: 5

DemandTec's competition for the Total Trade Optimization offerings includes all but which of the following?

- A. SAP
- B. Accenture/CAS
- C. Nielsen
- D. Oracle

Answer: A

Explanation:

Incorrect:

not C: DemandTec, an IBM company that worked with Nielsen to deliver monthly ROI reports supplementing the annual or quarterly analyses the company used in the past.

QUESTION NO: 6

Which of the below DemandTec capabilities is sold in a hub and spoke model?

- A. DemandTec Deal Management
- B. DemandTec Promotion Optimization
- C. DemandTec Promotion Execution
- D. DemandTec Promotion Planning

Answer: A

Explanation: Each Retailer who contracts with IBM to use a IBM SaaS as part of a "Hub and Spoke" program

(e.g. IBM DemandTec Deal Management for Retail on Cloud, IBM DemandTec Shopper Insights for