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IBM WebSphere Sales Mastery Test v5

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QUESTION NO: 1

Per the Business Process Improvement with BPM Whiteboard discussion, the BPM capabilities include:

- A. Automation, monitoring, optimization, governance, and integration.
- B. Modeling, integration, optimization, governance, and security.
- C. Discovery, automation, monitoring, analysis, and governance.
- D. Automation, discovery, optimization, analysis, and governance.

Answer: D

Explanation: Business Process Improvement with BPM Whiteboard

This whiteboard provides a framework for consultative discussion of the capabilities comprising Business Process Management, and how they are used collectively to enable optimized processes as well as improved business decisions and business outcomes.

QUESTION NO: 2

The goal of the application life cycle discovery conversation is to:

- A. Introduce WebSphere application development products.
- B. Debate the real costs of open source middleware.
- C. Uncover the challenges of open source adoption.
- D. Introduce customer references.

Answer: D

Explanation: A CALM (Collaborative Application Lifecycle Management) solution must support people regardless of who they are and where they are. It must also support their conversations and the assets that they create as a result of these conversations.

Collaboration is particularly important in the practice of software delivery. After all, software is the product of many conversations. To create software that satisfies the needs of users, many people across the organization and geographic boundaries discuss the needs and approaches to satisfy customer demand. These conversations result in a clear set of requirements that can be implemented by the development team.

Reference: Collaborative Application Lifecycle Management with IBM Rational Products, Changes toward collaborative development

QUESTION NO: 3

Which PartnerWorld resource would you leverage to find out about promotions, programs, and announcements?

- A. Sales Plays
- B. WebSphere Virtual Sales Assistant
- C. WebSphere Feature Packs
- D. WebSphere Top Gun Offerings

Answer: A

Explanation: Get the critical information you need to reach your sales goals more quickly. Now there's one place for IBM Big Play sales materials that can help you sell total solutions using IBM products and services. Access technical sales support materials, solution sheets, customer-level presentations, case studies, sales kits, and much more.

QUESTION NO: 4

Using analytics to determine next steps in process improvement enables:

- A. Implementation of new business rules by business analysts.
- B. Improved alignment of ROI and process performance.
- C. Comparisons of current operational performance with trends, which provides actionable information about how to further improve business processes.
- D. Faster financial approval of process improvement projects.

Answer: B

Explanation: The WebSphere Analysis model

* critical to understanding how a business process behaves

* Used to perform Return on Investment (ROI) analysis to determine the difference between the current and future states of the business process.

QUESTION NO: 5

What WebSphere capability enables consistent application responsiveness during spikes in demand?

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- A. Mediation services
 - B. Business transaction integrity
 - C. Elastic caching
 - D. Business activity monitoring

Answer: C

Explanation: Elastic caching offers capabilities that can ensure you have an application infrastructure that can support your critical applications. Elastic caching from IBM offers a business-ready, in-memory grid that places the data close to the logic and keeps it there as the business scales up.

Note: WebSphere DataPower XC10 adds elastic caching functions that enable your business-critical applications to scale cost effectively with consistent performance.

QUESTION NO: 6

Trusted Zone integration use cases often include data transformation, dynamic routing, and traffic shaping. These capabilities can be implemented using:

- A. Secure XML gateway appliance
- B. Cloud integration appliance
- C. Elastic caching appliance
- D. ESB appliance

Answer: D

Explanation: An ESB transports the design concept of modern operating systems to networks of disparate and independent computers. Like concurrent operating systems an ESB caters for commonly needed commodity services in addition to adoption, translation and routing of a client request to the appropriate answering service.

The prime duties of an ESB are:

- * Monitor and control routing of message exchange between services
- * Resolve contention between communicating service components
- * Control deployment and versioning of services
- * Marshal use of redundant services
- * Cater for commonly needed commodity services like event handling and event choreography, data transformation and mapping, message and event queuing and sequencing, security or exception handling, protocol conversion and enforcing proper quality of communication service

Note: An enterprise service bus (ESB) is a software architecture model used for designing and