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IBM MobileFirst Sales Mastery Test v1

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QUESTION NO: 1

Which of the following is NOT true how IBM Mobile Customer Engagement (Xtify) helps marketers increase customer engagement and revenue?

- A. Ability to send personalized messages to mobile web browsers and mobile app users
- B. Enable security and management access to mobile and web applications with single sign-on, session management and context-based access control
- C. Ability to send personalized messages to a dynamic set of individuals based on expressed preferences
- D. Ability to quickly and easily personalize mobile offers in real-time, and integrate and execute mobile cross-channel marketing campaigns

Answer: B

Explanation:

QUESTION NO: 2

Which of the following is NOT considered a characteristic of a mobile leader?

- A. Leaders secure and manage the mobile enterprise to optimize performance
- B. Leaders should not expect to realize ROI from mobile initiatives
- C. Leaders use insights to engage their customers wherever they are
- D. Leaders build apps that unlock core business knowledge

Answer: B

Explanation:

QUESTION NO: 3

The IBM Mobile Customer Engagement (Xtify) portfolio includes everything EXCEPT:

- A. XML-formatted documents
- B. Native Push
- C. Rich Push
- D. Web Push
- E. SMS solutions

Answer: A

Explanation:

QUESTION NO: 4

Nearly all Mobile AppDev teams are using Agile methods. What agile capabilities are integrated in DevOps for Mobile's Collaborative Development?

- A. Agile planning, task tracking, source control, and continuous integration builds
- B. User Experience Design, Agile Whiteboarding, Performance Testing
- C. SCRUM Master task boarding
- D. Jira, Subversion, and Jenkins

Answer: A

Explanation:

QUESTION NO: 5

All of the following are features of IBM Worklight EXCEPT:

- A. Cross-platform development
- B. Secure individual mobile transactions such as payments, credits or debits
- C. Unified push notification architecture.
- D. Control and management of multiple application versions

Answer: B

Explanation:

QUESTION NO: 6

Which target mobile devices can IBM Worklight develop applications for?

- A. iOS, Android, Blackberry and WindowsPhone
- B. iOS, Android, Blackberry and Symbian
- C. iOS, Android and Blackberry
- D. WebOS, iOS, Android, Blackberry, WindowsPhone and Symbian

Answer: A

Explanation:

QUESTION NO: 7

IBM introduced the Security Access Manager for Mobile appliance in October 2013. Which of the following is NOT provided by Access Manager for Mobile?

- A. Mobile access management.
- B. Federated SSO for software as a service (SaaS) targets such as Salesforce.
- C. Mobile identity assurance.
- D. Help in securing mobile application deployment.

Answer: B

Explanation:

QUESTION NO: 8

What is NOT true about DevOps for Mobile?

- A. DevOps is an Enterprise Capability to Continuously Deliver High Quality Mobile Applications and Rapidly Respond to Feedback.
- B. DevOps is a business process that 86% of organizations think is important or critical
- C. DevOps is something that only 25% of organizations leverage successfully today
- D. DevOps is Coding and Scripting mobile apps into production

Answer: D

Explanation:

QUESTION NO: 9

Which of the following is NOT part of the four part strategic approach to helping mobile enterprises put their businesses in motion?

- A. Transform
- B. Engage
- C. Synergize
- D. Build
- E. Optimize

Answer: C