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M6040-423

IBM AnyPlace Kiosk models 3xx, 5xx, 7xx, and
9xx Sales Mastery Exam

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QUESTION NO: 1

What are the two optional upgrades when ordering the AnyPlace Kiosk?

- A. Depot warranty
- B. barcode scanner
- C. magnetic stripe reader
- D. Remote Management Agent (RMA)

Answer: B,C

Explanation: *On the AnyPlaceKiosk, there are three IBM Point of Sale devices that can be attached directly to the system:

- Magnetic stripe reader (MSR)
- Barcode scanner (either Line or Omni scanner)
- Presence sensor (standard all models)

*a magnetic strip

reader and scanner option fit seamlessly into this powerful yet low-profile device.

QUESTION NO: 2

What are two growing markets that Toshiba is targeting for the AnyPlace Kiosk?

- A. fast food
- B. self service
- C. point of sale
- D. human resources

Answer: B,C

Explanation: *The ultra-compact AnyPlace Kiosk is designed to deliver compelling selfservice options virtually any place.

*IBM AnyPlace can be used as kiosk or point-of-sale (POS) system.

QUESTION NO: 3

According to Gartner, which customer self service solution is most mature in the retail industry?

- A. self-service checkout

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- B. self-service ordering
 - C. movie/theater ticketing
 - D. gift and wedding registry

Answer: B

Explanation:

QUESTION NO: 4

Which airline should be cited as a customer success story when selling the AnyPlace Kiosk?

- A. Delta
- B. JetBlue
- C. Frontier
- D. Air Canada

Answer: B

Explanation: IBM Client JetBlue Airways has kiosks installed at airport locations coast-to-coast that allow customers with carry-on bags to check in, select or change seat assignments, and obtain boarding passes.

QUESTION NO: 5

Which two characteristics of the AnyPlace Kiosk should sellers highlight? (Choose two.)

- A. easy to service
- B. IBM branded applications
- C. multiple standard enclosures
- D. innovative design and usability

Answer: A,C

Explanation: A:Easy serviceability

Servicing the AnyPlace Kiosk has never been easier. The virtually tool-free design allows fast access to most key internal components.

This helps minimize downtime and reduce service costs.

And if needed, the experienced Toshiba worldwide service and

support network is always ready to help you protect your investment.

QUESTION NO: 6

Which two customers are the best candidates for upgrading to the AnyPlace POS Hub?

- A. a customer with space constraints
- B. a customer with high-end design requirements
- C. a customer who wants the most affordable POS solution
- D. a customer who wants to create a self checkout system

Answer: A,C

Explanation: A:Ultra-compact, lightweight design makes it easy to place point of sale virtually anyplace

C:This support for a wide range of durable peripherals helps to leverage retailers' investment in IBM retail peripherals, as these are some of the same peripherals used with many models of the IBM SurePOS™ family.

Note:

The optional AnyPlace POS Hub enables expansion in the form of powered USB ports, a cash drawer port, and additional power for the AnyPlace system unit. The Hub can be mounted on a shelf, to the underside of a counter, or on a wall.

QUESTION NO: 7

Which major UK company uses the AnyPlace Kiosk within a pink enclosure as a loyalty program for its customers?

- A. Rank Group
- B. J.Sainsbury
- C. Alliance Boots
- D. Kingfisher Group

Answer: B

Explanation: