



**Vendor:** IBM

**Exam Code:** M2050-246

**Exam Name:** IBM Smarter Commerce Sales Mastery Test  
v1

**Version:** DEMO

### QUESTION 1

Smarter Commerce capabilities are packaged and delivered as what?

- A. A single, high-value, shrink-wrapped, solution for commerce.
- B. Middleware components requiring additional business function software.
- C. Software, hardware, and services to deliver specific business process capabilities which support each phase of the commerce cycle.
- D. A simple monolithic application for each phase of the commerce cycle.

**Answer:** A

### QUESTION 2

What provides the capability to rapidly deliver new web concepts or delineated brand sites via asset sharing on a common platform?

- A. Personalization
- B. Social integration
- C. Partnership with affiliates
- D. Extended sites

**Answer:** B

### QUESTION 3

You can create a powerful self-service experience for the customer using?

- A. The IBM Customer Experience Suite
- B. The IBM Commerce Framework
- C. The IBM Enterprise Service Process Manager
- D. The IBM Customer Service System

**Answer:** A

### Explanation:

[ftp://lotusweb.boulder.ibm.com/lotusweb/portal/assets/vo\\_script.pdf](ftp://lotusweb.boulder.ibm.com/lotusweb/portal/assets/vo_script.pdf)

### QUESTION 4

Segmentation, offer management, interaction history, real-time behavioral targeting, and contact optimization are examples of capabilities delivered as part of what?

- A. Data mining.
- B. Social platform.
- C. Central decisioning.
- D. Customer clustering.

**Answer:** C

### Explanation:

[http://www-304.ibm.com/businesscenter/cpe/download0/222611/Unica\\_WP\\_The\\_Evolving\\_Marketing.pdf](http://www-304.ibm.com/businesscenter/cpe/download0/222611/Unica_WP_The_Evolving_Marketing.pdf)  
(the image on page 2)

**QUESTION 5**

Smarter Commerce is focused on which of the following 3 dimensions with respect to the customer?

- A. Customer potential, customer transaction capture, customer fulfillment.
- B. Customer insight, customer value strategy, customer & partner engagement.
- C. Customer demographics, customer geography, customer affluence.
- D. Customer returns, customer purchases, customer order changes.

**Answer: B**

## Thank You for Trying Our Product

### Braindump2go Certification Exam Features:

- ★ More than **99,900** Satisfied Customers Worldwide.
- ★ Average **99.9%** Success Rate.
- ★ **Free Update** to match latest and real exam scenarios.
- ★ **Instant Download** Access! No Setup required.
- ★ Questions & Answers are downloadable in **PDF** format and **VCE** test engine format.
- ★ Multi-Platform capabilities - **Windows, Laptop, Mac, Android, iPhone, iPod, iPad.**
- ★ **100%** Guaranteed Success or **100%** Money Back Guarantee.
- ★ **Fast**, helpful support **24x7**.



View list of all certification exams: <http://www.braindump2go.com/all-products.html>



Microsoft



ORACLE



CITRIX



JUNIPER  
NETWORKS



EMC<sup>2</sup>  
where information lives<sup>®</sup>

**10% Discount Coupon Code: BDNT2014**