



Vendor: IBM

Exam Code: M2180-228

Exam Name: IBM WebSphere Cast Iron Sales Mastery Test
v1

Version: DEMO

QUESTION 1

What must a Business Partner do to be approved and receive a Software Value Plus Identify and/or Sell fee payment?

- A. Demonstrate active selling engagement with the customer for the IBM products by providing supporting documentation that shows their activities that contributed to the customer's decision.
- B. Indicate when the opportunity is won and provide supporting documentation to show their influence of the customer's buying decision when they submit their SVI payment request.
- C. No action needed.
- D. A & B

Answer: D

Explanation:

http://www-05.ibm.com/ch/presentations/partnerworld/pdf/Software_Sales_Programmes_14.06.10_Maryska_Marinus.pdf

QUESTION 2

What is NOT a good fit for Cast Iron?

- A. Complex ETL
- B. Real time
- C. Batch
- D. Hybrid Integration

Answer: A

Explanation:

http://www.mous.us/2011presentations/Cast_Iron_mous2011.pdf (slide 14)

QUESTION 3

To register an opportunity for Software Value Incentive program, the partner should do what?

- A. Call the IBM sales person s/he knows is already in the account before anything else.
- B. Have your Company's PartnerWorld program administrator enters the opportunity into the Global Partner Portal.
- C. Contact your Value Add Distributor.
- D. All of the above.

Answer: B

Explanation:

<http://www-03.ibm.com/press/us/en/pressrelease/19403.wss> (last two paragraphs)

QUESTION 4

If you need to demonstrate Cast Iron's capabilities to a prospect, you can __.

- A. setup a demo system by purchasing the IBM Value Package which includes the Hypervisor version of Cast Iron (e.g. virtual appliance)
- B. make a request to your local IBM sales rep for WebSphere Cast Iron assistance

- C. use IBM's pre-recorded demos on its Website
- D. All of the above.

Answer: C

QUESTION 5

The premium SVI incentive fees are paid for Eligible End Users that IBM designates as general business (GB). How can SVI-approved Business Partners find out if an End User is designated as GB?

- A. Signing onto the Passport Advantage Online tools and following the on screen instructions to access the Price Quote Order (PQO) tool.
- B. Contact your Value Add Distributor (VAD)
- C. Search on IBM.com
- D. A & B

Answer: A

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