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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