



Vendor: IBM

Exam Code: M2180-646

Exam Name: IBM WebSphere Sales Mastery Test v5

Version: DEMO

QUESTION 1

Per the Business Process Improvement with BPM Whiteboard discussion, the BPM capabilities include:

- A. Automation, monitoring, optimization, governance, and integration.
- B. Modeling, integration, optimization, governance, and security.
- C. Discovery, automation, monitoring, analysis, and governance.
- D. Automation, discovery, optimization, analysis, and governance.

Answer: D

Explanation:

Business Process Improvement with BPM Whiteboard

This whiteboard provides a framework for consultative discussion of the capabilities comprising Business Process Management, and how they are used collectively to enable optimized processes as well as improved business decisions and business outcomes.

Incorrect answers:

A, C: Not monitoring.

B: Not security.

QUESTION 2

The goal of the application life cycle discovery conversation is to:

- A. Introduce WebSphere application development products.
- B. Debate the real costs of open source middleware.
- C. Uncover the challenges of open source adoption.
- D. Introduce customer references.

Answer: D

Explanation:

A CALM (Collaborative Application Lifecycle Management) solution must support people regardless of who they are and where they are. It must also support their conversations and the assets that they create as a result of these conversations.

Collaboration is particularly important in the practice of software delivery. After all, software is the product of many conversations. To create software that satisfies the needs of users, many people across the organization and geographic boundaries discuss the needs and approaches to satisfy customer demand. These conversations result in a clear set of requirements that can be implemented by the development team.

Reference: Collaborative Application Lifecycle Management with IBM Rational Products, Changes toward collaborative development

QUESTION 3

Which PartnerWorld resource would you leverage to find out about promotions, programs, and announcements?

- A. Sales Plays
- B. WebSphere Virtual Sales Assistant
- C. WebSphere Feature Packs
- D. WebSphere Top Gun Offerings

Answer: A

Explanation:

Get the critical information you need to reach your sales goals more quickly. Now there's one place for IBM Big Play sales materials that can help you sell total solutions using IBM products and services. Access technical sales support materials, solution sheets, customer-level presentations, case studies, sales kits, and much more.

Incorrect answers:

B: Don't forget about the WebSphere Virtual Sales Assistant (WVSA)! The WVSA focuses on the products and solutions that WebSphere relies on you, our Business Partners, to sell. It leverages the best of the available sales enablement content in a single view.

C: IBM is simplifying the way you consume WebSphere Application Server with Feature Packs. In order to balance our customers' desire for less frequent releases while still making available the latest standards to our customers who need them, IBM has introduced Feature Packs. With Feature Packs, customers can selectively take advantage of new standards and features while maintaining a more stable internal release cycle. IBM offers Feature Packs generally available or available in either open alpha, beta or technology preview.

D: Content of a Top Gun class:

- * Know the Competitive Strengths, Weaknesses, Tactics and Best IBM Responses to win against competition

- * Be able to Handle BPM Connectivity, Open Source and Application Server Competitive Objections

- * Be able to Set Your Own Competitive Landmines for Oracle/BEA, Pega, Open Source, Software AG, TIBCO and SAP

- * Know how to leverage IBM Resources to maximize your sales efforts and truly utilize Team IBM

QUESTION 4

Using analytics to determine next steps in process improvement enables:

- A. Implementation of new business rules by business analysts.
- B. Improved alignment of ROI and process performance.
- C. Comparisons of current operational performance with trends, which provides actionable information about how to further improve business processes.
- D. Faster financial approval of process improvement projects.

Answer: B

Explanation:

The WebSphere Analysis model

- * critical to understanding how a business process behaves

- * Used to perform Return on Investment (ROI) analysis to determine the difference between the current and future states of the business process.

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