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QUESTION 1:

A financial services customer is seeking ways to improve their customer services capability. The CEO for this mid-sized company attended an IBM financial seminar and expressed an interest in improving customer service and Web responsiveness.
What is the first step a solution advisor should do in planning for this initial call?

A. Recommend Web hosting services to the customer to improve web responsiveness.
B. Create a high level product map between IBM products and banking industry processes.
C. Use the industry points of view information to develop a high-level understanding of the customer's pain points.
D. Call on an IT professional to determine if expanding the customer's current installation and upgrading the hardware will provide capacity expansion.

Answer: C

QUESTION 2:

A solution advisor targeting regional banks has recently learned that several of these banks have failed internal security because their procedures did not meet newly announced government requirements. On which key business issues should the solution advisor focus when developing this opportunity? (Select three answers.)

A. Risk Management
B. Fraud Management
C. Workload Management
D. Compliance Management
E. Customer Response Management

Answer: A,B,C

QUESTION 3:

A solution advisor who demonstrated IBM solutions at a recent regional car dealer conference identified several dealership owners who expressed a concern about optimizing their customer relationship, sales and order and inventory management systems. He schedules calls with some of these dealers the week following the conference.
What are logical next steps the solution advisor should take? (Select two answers.)

A. Develop a proposal and recommend an automotive dealer management system.

B. Develop a high level vision that will support the dealer's business Strategy.
C. Research key issues and business problems relative to automotive Industry and dealer operations.
D. Locate an ISV with solutions in the automotive industry and have them Make the call with the solution advisor.

Answer: B,C

QUESTION 4:

A major manufacturer recently acquired eight new companies to increase their market share and streamline operations. The manufacture's current fixed-cost business module operations have exceeded the projected operations costs. What potential on demand opportunities exist for this customer?

A. Outsource core business operations
B. Maintain decentralized business units
C. Centralize most of the business units
D. Standardize services with a variable cost structure

Answer: D

QUESTION 5:

During a conference, the solution advisor hears the CEO of a national grocery store chain discuss competitive pressures. The CEO believes he could offer a competitive advantage by enabling shoppers to tally their store purchases as the products are selected, providing faster checkout capability. Which of the following technologies is most applicable to this situation?

A. Wireless handheld scanners
B. Automated Grocery Inventory System
C. Grocery Information Gird Technology
D. Radio Frequency Identification (RFID)

Answer: A

QUESTION 6:

The results of a leading industry publication survey should that the consumer travel industry is leveraging Web services for common transactions. In addition to hotels, which of the following businesses should the solution advisor also target?

A. Travel agencies and airlines
B. Ground transport services and airports
C. Travel industry associations and aviation equipment suppliers
D. Travel goods manufacturers and ground transportation services

Answer: A

QUESTION 7:

IBM has announced a revolutionary new technology that enables communication capability between different types of databases and software. What kind of companies should a solution advisor target using this new technology to gain new customers?

A. Global companies with complex networking requirements
B. Companies who are users of products from a single vendor
C. Companies using a combination of manual and automated processes
D. Companies with long-standing applications and heterogeneous systems

Answer: D

QUESTION 8:

IBM recently delivered a new StartNow Solutions offering called Tsunami WebStream. The solution offering is to improve business opearations such as e-procurement, e-sales, and e-inventory based on WebSphere and DB2 technology. As a solution advisor, what is the best way to begin to identify appropriate customers to target for this solution?

A. Identify customers in their target region and initiate an emailCampaign.
B. Identify a target market profile for their region and develop a strategy to market the solution to the target market.
C. Determine which customers have Web implementations in their target region and develop a telemarketing campaign.
D. Develop a value proposition that shows the experience and the number of implementations of IBM and IBM Business Partners.

Answer: B

QUESTION 9:

Pharmaceutical companies spend as much as 10 years in research and development for a new drug. They are under constant pressure from patients, insurers, and

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