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Exam : **000-816**

Title : IBM Certified for on demand Business-solution advisor

Version : DEMO

1.IBM recently delivered a new StartNow Solutions offering called Tsunami WebStream. The solution offering is to improve business operations 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 email campaign.

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.

Correct:B

2.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.

Correct:B C

3.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 Grid Technology

D.Radio Frequency Identification (RFID)

Correct:A

4.A major manufacturer recently acquired eight new companies to increase their market share and streamline operations. The manufacturer's current fixed-cost business model operations have exceeded the projected operational 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

Correct:D

5.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.

Correct:C

6.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

Correct:D

7.A solution advisor targeting regional banks has recently learned that several of these banks have failed internal security audits 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

Correct:A B D

8.The results of a leading industry publication survey showed 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 transportation services and airports

C.Travel industry associations and aviation equipment suppliers

D.Travel goods manufacturers and ground transportation services

Correct:A

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 governments to produce high-quality drugs more quickly for a lower price. What on demand solution will be most appropriate to help a pharmaceutical company accelerate new product development?

A.A flexible, responsive, and integrated product lifecycle management solution

B.A collaborative portal solution that facilitates team interaction

C.A hosting solution to manage the company's IT operations

D.A standardized, common file system for sharing data between the research and development teams

Correct:A

10.A primary objective of becoming an on demand business is to be able to respond flexibly and

rapidly to new challenges and opportunities from virtually any source. IBM research has shown that management in both large enterprises and medium-size businesses consider which of the following pairs of factors will be crucial in achieving this kind of responsiveness?

A.Optimized and centralized

B.Adaptive and proprietary

C.Innovative and productive

D.Consolidated and insourced

Correct:C

11.A successful personnel placement business has recently begun to lose market share to competitors. They believe the problem is their poor Internet presence which does not allow them to respond quickly to customers or provide customized services as their competitors can. They have invited a solution advisor to discuss their future course of action. Which of the following strategies should the solution advisor recommend to help the customer regain their market share?

A.Revamp their existing Website with a better look and feel.

B.Create a campaign strategy with direct mailers, print and audiovisual ads.

C.Create a portal strategy to provide more value-added services to their customers.

D.Upgrade their servers for better response time and analyze their network for bottlenecks.

Correct:C

12.A customer is considering a competitive business consulting firm that has stated that IBM and their business partners are not vendor-neutral and are short-term focused. Which of the following is the most effective response for the solution advisor to make?

A.Describe the IBM hosting facilities for non-IBM platforms.

B.Highlight IBM strengths as the only end-to-end solution provider.

C.Highlight IBM's investment in the Open Source Foundation and Linux platform.

D.Discuss IBM's network of business partners and support for heterogeneous operating system.

Correct:D

13.A solution advisor has identified several potential customers to target. She has created a value proposition to discuss with these customers that includes describing industry-specific solutions that her company has experience implementing. Using this type of approach early in the sales cycle is called which of the following?

A.Developing a prototype

B.Establishing credibility

C.Designing an opportunity workshop

D.Articulating an end-to-end solution

Correct:B

14.The solution advisor has met with the IT manager of a prospective customer several times. The IT manager wants a new server because the applications on their pSeries server keep going down. The solution advisor knows that application down time has a larger impact than just with the IT infrastructure. What is the most appropriate action for the solution advisor to take?

A.Meet with the executive to whom the IT manager reports and discuss alternatives to replacing the server.

B.Identify the applications running on the pSeries server and explore the root cause of the applications instability problem with the IT manager.

C.Explain that several customers have been able to enhance performance on pSeries servers in the past

and request the opportunity to present a solution.

D.Determine if the customer's Web applications run on the pSeries server and explore the Service Level Agreement set by the IT manager for the Web applications.

Correct:B

15.A stock brokerage firm wants an online portal so its clients can trade online. They have met with an IBM on demand business solution advisor as well as with two other vendors. On a follow up call, the solution advisor noticed that the stock brokerage is still not sure how IBM can help with a solution that meets their immediate business need. What are the recommended steps for the solution advisor to build the relationship? (Select two answers.)

A.Develop a solution roadmap for the customer along with the solution architect and present.

B.Present the customer with five pillars of IBM software and IBM on demand business strategy.

C.Take the customer to a site which has a similar business solution from a similar industry running successfully.

D.Present the customer with case studies and success stories from the similar industry addressing similar business need.

Correct:C D

16.An IT solution provider's mobile laptop solution is not up to the standards of the provider's other offerings. Their customers must reconfigure laptop settings manually when changing access locations. A lack of centralized laptop administration also prevents the provider's IT staff from quickly responding to corrupted connections and customer's laptops are not equipped with strong security features. The solution provider wants to make it easy for the customers to connect to any system remotely, in real-time with secure connections. On which areas should the solution advisor recommend that the client focus? (Select three answers.)

A.Standardizing the connection processes

B.Replacing all laptops with newer high speed models

C.Centralizing laptop administration for better control

D.Requiring customers to adapt to the client's security standard

E.Providing the ability to supply real-time information anywhere, any time

Correct:A C E

17.A solution advisor has identified the key business initiatives and associated decision makers in a targeted account. Which of the following IBM sales tools is most appropriate to help the sales team develop an opportunity plan that bridges new opportunities to the customer's business initiatives?

A.Competitive Advisor

B.Automation Assessment Tool

C.Opportunity Mining for e-business

D.IBM Profiler for on demand business

Correct:C

18.The IBM Profiler for on demand business uses what method to identify their current stage and state of on demand business?

A.Two-day workshop

B.Telephone interview

C.On-line self assessment

D.Responses to a questionnaire

Correct:D

19.Why are the on demand Industry Points of View useful for identifying problems or requirements?

A.They provide client solutions to problems that are common across all industries.

B.They focus on the behaviors and actions that influence the customer's decision-making process to address a particular problem.

C.They provide insight into the forces that are driving customer change and suggest ways for businesses to adapt and evolve within the marketplace.

D.They provide a specific roadmap of the steps and activities needed to identify a customer's problem and the solutions that address the specific problem.

Correct:C

20.A supplier of parts for the automotive assembly market has moved his locations to fulfill the end-to-end requirements of his customers. However, this caused a distribution of IT systems running the same version of the application and causing problems in cost calculations and cost reporting at the company level. What should a solution advisor do to map this requirement to a business solution?

A.Propose an efficiency study for each location.

B.Review the discrete manufacturing cost issues at each location.

C.Review the current alignment of the cost calculation process in each location.

D.Propose a centralization of the distributed IT systems in each location at the headquarters level.

Correct:C