

IBM 000-M241

IBM Enterprise Marketing Management Sales Mastery
Test v1
Version: 4.0

QUESTION NO: 1

How is the Coremetrics Software as a Service (SaaS) product used in IBM's EMM product lineup?

- A. It is used as a deployment model to optimize online marketing.
- B. It is used as a recovery mode to recover from online disasters.
- C. It is used as a replication server to replicate marketing information.
- D. It is used as a tracking product for tracking customer transactions.

Answer: A

Reference:<http://www.informationweek.com/news/software/bi/231002187>

QUESTION NO: 2

What is the value proposition of the Unica Leads product offering?

- A. To deliver quality leads in a timely manner.
- B. To create new market channels through leads generation.
- C. To offer new product offerings through channel marketing.
- D. To sustain existing channels through demand generation.

Answer: A

Reference:<http://www.unica.com/products/lead-managment.htm>

QUESTION NO: 3

What is one of the main competitors for IBM's EMM offerings in the marketplace?

- A. Teradata
- B. IndustryTrends
- C. OpenAnalytics
- D. NetTrends

Answer: A

Reference:<http://crmsearch.com/aprimo-teradata.php>