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Exam : M2110-233

**Title : IBM Social Business
Solution Sales Mastery Test
v1**

Version : DEMO

1.Where can customers, business partners, and IBM Sellers find hundreds of portlets to extend the business value of Portal 7?

- A. WebSphere Portal Business Solutions Catalog (<http://catalog.lotus.com>)
- B. Call IBM Technical Support
- C. ibm.com search
- D. Google

Answer: A

Explanation:https://greenhouse.lotus.com/catalog/home_full.xsp?fProduct=WebSphere%20Portal

2.Lotus Sametime integration with Microsoft's Office Suite enables users to do what?

- A. Bookmark his or her place in a Word document.
- B. Read the profile of the person who wrote the Word document.
- C. Add the document to his or her shared files folder.
- D. Start an online chat, voice chat, or call with a person within a Word document.

Answer: D

Explanation:http://publib.boulder.ibm.com/infocenter/sametime/v8r5/index.jsp?topic=%2Fcom.ibm.help.sametime.v85.doc%2Finstall%2Fst_inst_installingsametimeintegrationwms_t.html

3.Companies may use social business to drive enhanced value in which of the following areas?

- A. Quick, collaborative feedback from subject matter experts in their field.
- B. To launch a global brand quickly
- C. Enter new markets.
- D. All of the above.

Answer: A

Explanation:<http://www.redbooks.ibm.com/redpapers/pdfs/redp4746.pdf> (page 6)

4.The analysis capability of IBM Cognos Business Intelligence is geared toward helping organizations answer which key question?

- A. How are we doing?
- B. What should we be doing?
- C. What are our competitors doing?
- D. Why is our business on or off track?

Answer: D

Explanation:https://publications.theseus.fi/bitstream/handle/10024/6755/Bjorn%20Hautamaki_finalthesis.pdf?sequence=1 (page 13, Reporting and analysis)

5.An organization's journey toward becoming a social business begins with the alignment of what?

- A. Organizational goals and culture.
- B. Executive goals and labor contracts.
- C. Employee compensation model and customer satisfaction.
- D. Marketing message and employee networking.

Answer: A

Explanation:<ftp://public.dhe.ibm.com/common/ssi/ecm/en/gbd03109usen/GBD03109USEN.PDF> (first page)

