



**IBM**

**M2065-647**

*IBM Intelligent Operations Center-Water & Transportation  
Sales Mastery Test*

**QUESTION: 36**

Which of these statements is the most damaging to make to customers about the IBM Intelligent Transportation product?

- A. The IBM Intelligent Transportation product is a new approach to IBM middleware
- B. Here is a list of all the middleware components in the product and here is how they have been integrated
- C. We will be willing to demonstrate to you the capabilities of the middleware components which have gone into this product
- D. All of the above

**Answer: B**

**QUESTION: 37**

Which set of IBM Intelligent Transportation solutions are critical to a scenario where a 3rd party application will be used to deliver travel advice to drivers and public transit users?

- A. Feeding Transportation Data to External Applications
- B. Traffic Awareness and Traffic Prediction
- C. Vehicle Awareness and Vehicle Arrival Prediction
- D. All of the above

**Answer: A**

**QUESTION: 38**

Which of the following are IBM's competitive differentiators for Intelligent Water?

- A. The scale and powerful capabilities of the IOC platform
- B. IBM's partnership ecosystem and ability to provide an end to end solution
- C. IBM's Asset Library portfolio of offerings
- D. All of the above

**Answer: B**

**QUESTION: 39**

What is the pricing metric for Intelligent Water 1.0 Product?

- A. Monthly Order Request
- B. Number of pipes in the network
- C. Number of crews in the field
- D. Number of devices

**Answer:** A

**Reference:**

[http://www-01.ibm.com/common/ssi/cgi-](http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=ca&infotype=an&appname=iSource&supplier=897&letternum=ENUS 211-403)

[bin/ssialias?subtype=ca&infotype=an&appname=iSource&supplier=897&letternum=ENUS 211-403](http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=ca&infotype=an&appname=iSource&supplier=897&letternum=ENUS 211-403) (ordering information, see part name and charge metric)

**QUESTION:** 40

What are the 5Cs we have referenced in the sales enablement deck to help you propose a solution to the customer?

- A. Customer potential, customer transaction capture, customer fulfillment
- B. Calm, cool, collected, cavalier, clean
- C. Cost, control, can't do, can't manage, can't understand
- D. Customer, cost, control, contacts, connections

**Answer:** D

**QUESTION:** 41

What are the 5 lifecycle/ Operational segment for Water?

- A. Source, Treat, Store & Distribute, Waste Collect/Discharge, Treated water Reuse
- B. Build, Store, Distribute, Treated Water Reuse, Discharge
- C. Partner, Store, Distribute, Treated Water Reuse, Source
- D. Buy, Build, Store, Distribute, Discharge

**Answer:** A

**Reference:**

[http://www-](http://www-05.ibm.com/uk/innovation_in_water/IBM_Intelligent_Operations_for_Water.pdf)

[05.ibm.com/uk/innovation\\_in\\_water/IBM\\_Intelligent\\_Operations\\_for\\_Water.pdf](http://www-05.ibm.com/uk/innovation_in_water/IBM_Intelligent_Operations_for_Water.pdf)  
(4th slide)

**QUESTION: 42**

The take home slide focuses on how many Key Points?

- A. 1
- B. 2
- C. 3
- D. 4

**Answer: C**

**QUESTION: 43**

Which of the following are the 3-types of customers to target?

- A. Water Innovators, Early Adopters and Early Majority
- B. Water Innovators, Late Majority, Traditionalists
- C. Early Majority, Late Majority, Traditionalists
- D. Water Innovators, Early Adopters, Traditionalists

**Answer: A**

**QUESTION: 44**

A good example of a reference use case for the IOC is?

- A. Operations for a complex Facility, Sport Stadium, Dolphins Sun Life Stadium
- B. The Real Time Crime Prevention center in New York City
- C. The City of the Future, Masdar Smarter City
- D. The crowd management in the Dublin underground rail system

**Answer: A**

**Reference:**

<http://www-142.ibm.com/software/products/us/en/intelligent-operations-center/>  
(see resources and download and watch the video of Miami dolphins)

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**DON'T KNOW**  
OR NO PREFERENCE

*Pass your exam at First Attempt....Guaranteed!*