

QUESTIONS & ANSWERS

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IBM

A6040-752

Assessment: Retail Store Solution Sales V4

E. self-study sales and technical education courses

Answer: B, C

QUESTION: 57

Which competitor primarily focuses on the self service market?

- A. NCR
- B. Micros
- C. Fujitsu
- D. DigiPOS

Answer: A

QUESTION: 58

A customer has 250 stores with a variety of IBM retail equipment installed including POS, kiosks, and self checkout systems. The customer is manually tracking software updates and equipment inventory data, which is very time consuming and the information is often out of date. Which two IBM products could help automate these processes? (Choose two.)

- A. Director
- B. Open View
- C. Remote Management Agent
- D. DB2 Remote Data Manager

Answer: A, C

QUESTION: 59

A sales representative is presenting a SurePOS 700 Model 784 solution to a paper recycling company. What are two SurePOS Model 784 features that would appeal to this customer? (Choose two.)

- A. Sure Ports
- B. 1GB base memory
- C. systems management
- D. deep sleep automation

E. energy efficient power supply

Answer: D, E

QUESTION: 60

A company has 500 4694s installed throughout their chain. Their budget does not allow a complete changeover of equipment, based on the newer models. The sales representative, determines that his competition is a less expensive PC cash drawer solution. The representative's selling plan is based on the IBM POS philosophy of investment protection. Which strategy should the sales representative employ?

- A. state that older IBM POS systems are available on the used market
- B. recommend adding more memory and a new printer to the 4694s to increase functionality
- C. suggest upgrading only the base unit of the 4694s with a 4800-743, preserving most of the peripheral attachments
- D. inform the customer that new hardware is to be announced shortly and waiting for the new products could be worthwhile

Answer: C

QUESTION: 61

Which two IBM resources can be used to help procure non-IBM hardware products that are needed to meet the retail client's POS hardware requirements? (Choose two.)

- A. IBM Business Partners
- B. IBM Global Business Services (GBS)
- C. IBM Global Technology Services (GTS)
- D. IBM Systems and Technology Group (STG)

Answer: A, C

QUESTION: 62

The customer executive management has asked Store Operations to make sure that all future purchases align with the company's green initiative. Store Operations is currently considering SureMark 2NR printers. What are two

ways SureMark 2NR printers are environmentally friendly? (Choose two.)

- A. can enter deep sleep mode
- B. can use polymer receipt media
- C. use reduced packaging material
- D. use two-sided printing to save receipt paper

Answer: B, C

QUESTION: 63

Which two factors are important considerations when calculating the ROI of a solution? (Choose two.)

- A. cost of the solution
- B. gain from the solution
- C. customer credit rating
- D. financing interest rate

Answer: A, B

QUESTION: 64

Which customer objective is most important in determining the appropriate solution components for a new self checkout implementation?

- A. reduce front end labor
- B. improve transaction speed
- C. automate inventory control
- D. simplify technology footprint

Answer: A

QUESTION: 65

Which two factors must be considered when calculating a solution's total cost of ownership? (Choose two.)

- A. cost of disposing of old equipment
- B. cost of previously purchased peripherals
- C. cost of ongoing hardware and software maintenance
- D. cost of acquisition for new hardware and software

Answer: C, D

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