



Vendor: IBM

Exam Code: M2010-727

Exam Name: Cloud and Smarter Infrastructure Cloud &
Service Management Sales Mastery v1**Version:** DEMO

QUESTION 1

IBM has identified a market shift in buyers from traditional IT toward what role?

- A. Marketing
- B. Operations
- C. Line of business

Answer: A

QUESTION 2

Which of the following are unique value propositions for IBM's APM solutions?

- A. IBM offers on-premise, SaaS and hybrid monitoring solutions
- B. IBM has monitoring for modern languages like Python, Ruby and PHP
- C. IBM offers flexible licensing options including perpetual and SaaS
- D. All of the above

Answer: C

QUESTION 3

Why do customers need an orchestrator?

- A. Customers are looking for end to end automation of cloud service delivery to achieve greater returns
- B. Provisioning play a key role, but is just one of many steps that must be automated
- C. Each customer has unique requirements to integrate with existing data center processes and tools.
- D. All of the above

Answer: D

Explanation:

<http://www.slideshare.net/annalandolfi/ibm-smart-cloud-orchestrator>

QUESTION 4

Standards-based Cloud offerings are designed to enable next generation architectures to:

- A. Drive enhanced visibility, control and automation from operational big data with cloud-optimized analytics
- B. Optimize services and control risk in cloud environments with dynamic management, storage and security
- C. Deploy intelligent, hybrid workloads with flexible, open orchestration across resources, workloads and services
- D. All of the above

Answer: D

QUESTION 5

Where is the one place where Business Partner Sellers can find presentations, pricing details, links to demonstrations and white papers on IBM APM?

- A. The IBM sales kit on PartnerWorld
- B. The IBM Service Management Connect site
- C. The Tivoli RFE community
- D. The new C&SI Landing page

Answer: A

QUESTION 6

The EMA Radar Reports shows IBM as number 1 for:

- A. Solution Impact and resource efficiency
- B. Driving CAPEX cost down
- C. Server, networking, storage & middleware
- D. Cloud platform management

Answer: A

Explanation:

<http://www.manageengine.com/it360/ema-radar-addm.pdf>(page 19, see figure 11)

QUESTION 7

Which of the following are key value propositions for SaaS monitoring?

- A. Rapid deployment of new services
- B. Small budget or small team
- C. Easier to use and less skill required to use
- D. All of the above

Answer: D

Explanation:

https://www.ibm.com/developerworks/community/wikis/form/anonymous/api/wiki/24c359b7-e8d1-4927-964f-fcb443e04a7b/page/d148aa4e-5716-4e78-83a2-68b0c4bb7353/attachment/a2566773-c958-4811-86f4-a84cf011e39c/media/CSI-Straight-Talk_APMaaS.pptx(slide 3)

QUESTION 8

What are three key benefits of Optimize?

- A. Breadth of searchable data, built-in expertise, and embedded analytics
- B. Improve user satisfaction, simplify IT administration, and gain operational insight
- C. Simplified behavioral learning, heterogeneous environment support and machine learning algorithms
- D. Improve user satisfaction, built-in expertise and machine learning algorithms

Answer: B

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