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QUESTION: 1
A customer is interested in the IBM eServer BladeCenter. The price of the blade technology seems high when compared to other smaller rack servers.

Which of the following is the best way to address the apparent pricevariance?

A. Explain that the density of the BladeCenter is very valuable. Having the ability to put 84 servers in a 42U rack provides better Return on Investment.

B. Explain that the BladeCenter is an infrastructure component and includes most of the switches, cables, power and high availability items that would need to be purchased separately in the case of other rack mount servers.

C. Explain that the number of processors in the Blade Solution exceeds that available in a stand-alone server solution. This processor density allows for better memory density and more processing power per unit of floorspace.

D. Explain that the systems management programs in the BladeCenter allow for better deployment savings. Being able to quicklyinstall and configure new servers improves the Total Cost of Ownership over the life of the technology.

Answer: B

QUESTION: 2
An IBM Business Partner has invested a significant amount of time selling an IBM eServer xSeries solution to a customer. The Business Partner provided the customer with a final proposal, and the customer is close to making a decision. However, the Business Partner has just found out that the customer also contacted ibm.com to try to receive a better price.

Which TWO of the following are the most appropriate actions?

A. Ask IBM sales management to escalate to get ibm.com to disengage from the opportunity.

B. Seek special bid approval so that the pricing can be lowered.

C. Disengage from the opportunity because ibm.com would have priority.

D. Find out who the ibm.com representative is and have them tell the customer that they are not allowed to provide a quote.

E. Remind the customer of the effort invested and value provided by the Business Partner, along with the benefits of having local support.

Answer: A, E

QUESTION: 3
A customer currently runs several 8-way Microsoft Windows 2000 servers, each of which runs a variety of different applications. The customer regularly encounters the problem of certain applications consuming too much of a server's resource, which affects other applications running on these servers. The customer has approached the xSeries Sales Specialist to see if IBM can provide a solution that will allow dynamic resource allocation to control these runaway processes.

Which of the following solutions should the Sales Specialist recommend?

A. IBM Director
B. ARMTech Active Resource Management
C. SteelEye LifeKeeper
D. Remote Deployment Manager

Answer: B

QUESTION: 4
An xSeries Sales Specialist has just won a big account with a customer who has ordered over 200 high-end xSeries servers.

Which TWO of the following steps should the Sales Specialist take to ensure customer satisfaction?

A. Engage IBM Global Services to perform the entire xSeries server installation.

B. Introduce post sales support personnel and prepare a customer support plan with the customer.

C. Request an IBM or Business Partner technical resource to assist with the entire xSeries installation and stay until it is completed.

D. Request an IBM or Business Partner technical resource to assist with the first xSeries installation, and then plan for skills transfer to the customer.

E. Require that the customer's technical resources attend appropriate training to deploy and manage the servers.

Answer: B, D

QUESTION: 5
A customer uses a third party management system to manage all the servers in their data center. They have approached their xSeries Sales specialist about purchasing some IBM eServer xSeries servers for a new project. The customer has heard about the IBM Director, but is concerned that this will produce additional administrative overhead.

Which of the following statements will be most useful in addressing the customer's concern?

A. Most third party management systems are IBM ServerProven products.

B. IBM Director will run concurrently with third party management systems.

C. The IBM Director Console can be run on the third party management server.

D. Upward integration modules for many prominent third party management systems are available with IBM Director.

Answer: D

QUESTION: 6
A customer has just expanded its operations, resulting in three times the number of applications needed. They need a cost-effective solution with the ability to do the following:

Run multiple applications on both Linux and Windows
Test applications in development prior to going live
Modify the number of applications and hardware resources due to seasonal influences on their business.

Which of the following solutions best meets the customer's requirements?

A. IBM x460 running VMware
B. IBM x460 running AWM
C. IBM x460 running Microsoft Virtual Machine
D. IBM BladeCenter using both HS20 and JS20 blades

Answer: A

QUESTION: 7
A customer's existing infrastructure consists of IBM eServer pSeries and HP ProLiant servers, which already have Fibre Channel Controllers and McDATA SAN switches. The customer wants to purchase IBM eServer xSeries servers with storage that can be integrated into their existing infrastructure. The xSeries Sales Specialist decides to sell an IBM TotalStorage DS4000 Storage Server as part of the solution.

Which of the following should the xSeries Sales Specialist do to ensure that solution will work with the customer's existing infrastructure?

A. Check with the IBM Storage team to determine if DS4000 works with the HP products

B. Check with IBM Storage team to determine that the McDATA SAN switch will work with the IBM DS4000

C. Check with an IBM pSeries Specialist that their products will work with the IBM DS4000

D. Check the IBM TotalStorage DS4000 Interoperability Matrix that these products will work with the IBM DS4000

Answer: D

QUESTION: 8
A customer has committed to roll out IBM servers to their retail stores. The customer requires the IBM hardware solution to include the following:

Integration of a third-party option into the servers
Loading of their image on each server
Testing of each server
Delivery to each of 100 store locations
On-site setup and skill transfer assistance at each store

The customer informed the xSeries Sales Specialist that the timetable has advanced and they need to begin the roll-out in 21 days. The customer has just completed their image and identified the third-party option, which is not in the

IBM third-party option catalog.

Based on these requirements, which of the following route to market alternatives is appropriate to source these servers?

A. Have IBM Business Consulting Services provide a project manager to handle the complex roll-out.

B. Have IBM Large Enterprise Direct handle the complex roll-out scenario, addressing the third-party options and tight schedules.

C. Have the Business Partner respond to the complex requirements, specifically the need for on-site set-up assistance and training.

D. Have the customer contact ibm.com to meet the technical requirements and the quick roll-out.

Answer: C

QUESTION: 9
An IBM eServer BladeCenter configuration includes seven dual processor HS20 blades, each configured with 2GB of memory and dual SCSI hot-swap drives. The chassis includes four power supplies and two Ethernet switches.

Which of the following customer requirements would this IBM eServer BladeCenter solution address?

A. 1/2U form factor
B. Reduce the cabling versus a 1U solution
C. Significantly lower initial purchase price versus a 1U solution
D. Pay-as-you-grow scalability with the ability to add seven additional blades to the chassis

Answer: B

QUESTION: 10
An xSeries Sales Specialist has learned from a prospective new customer that their proposal is being compared against a quote from Dell. The customer told the Sales Specialist that the Dell pricing is significantly lower.

Which of the following should be the FIRST course of action for the Sales Specialist to take?

A. Ensure the customer is comparing similar configurations.
B. Run a configuration on the Dell web-site to help validate what the customer is claiming.
C. Submit a special bid price request through the IBM xSeries Sales Specialist or brand pricer.
D. Sell the customer on the additional value and benefits that they will receive with the IBM solution.

Answer: A