

Vendor: IBM

Exam Code: M2180-646

Exam Name: IBM WebSphere Sales Mastery Test v5

Version: Demo

Question 1.

Per the Business Process Improvement with BPM Whiteboard discussion, the BPM capabilities include:

- A. Automation, monitoring, optimization, governance, and integration.
- B. Modeling, integration, optimization, governance, and security.
- C. Discovery, automation, monitoring, analysis, and governance.
- D. Automation, discovery, optimization, analysis, and governance.

Answer: D

Business Process Improvement with BPM Whiteboard This whiteboard provides a framework for consultative discussion of the capabilities comprising Business Process Management, and how they are used collectively to enable optimized processes as well as improved business decisions and business outcomes.

Question 2.

The goal of the application life cycle discovery conversation is to:

- A. Introduce WebSphere application development products.
- B. Debate the real costs of open source middleware.
- C. Uncover the challenges of open source adoption.
- D. Introduce customer references.

Answer: D

A CALM (Collaborative Application Lifecycle Management) solution must support people regardless of who they are and where they are. It must also support their conversations and the assets that they create as a result of these conversations.

Collaboration is particularly important in the practice of software delivery. After all, software is the product of many conversations. To create software that satisfies the needs of users, many people across the organization and geographic boundaries discuss the needs and approaches to satisfy customer demand. These conversations result in a clear set of requirements that can be implemented by the development team.

Reference: Collaborative Application Lifecycle Management with IBM Rational Products, Changes toward collaborative development

Question 3.

Which PartnerWorld resource would you leverage to find out about promotions, programs, and announcements?

- A. Sales Plays
- B. WebSphere Virtual Sales Assistant
- C. WebSphere Feature Packs
- D. WebSphere Top Gun Offerings

Answer: A

Get the critical information you need to reach your sales goals more quickly. Now there's one place for IBM Big Play sales materials that can help you sell total solutions using IBM products and services. Access technical sales support materials, solution sheets, customer-level presentations, case studies, sales kits, and much more.

Question 4.

Using analytics to determine next steps in process improvement enables:

- A. Implementation of new business rules by business analysts.
- B. Improved alignment of ROI and process performance.
- C. Comparisons of current operational performance with trends, which provides actionable information about how to further improve business processes.
- D. Faster financial approval of process improvement projects.

Answer: B

The WebSphere Analysis model

* critical to understanding how a business process behaves

* Used to perform Return on Investment (ROI) analysis to determine the difference between the current and future states of the business process.

Question 5.

What WebSphere capability enables consistent application responsiveness during spikes in demand?

- A. Mediation services
- B. Business transaction integrity
- C. Elastic caching
- D. Business activity monitoring

Answer: C

Elastic caching offers capabilities that can ensure you have an application infrastructure that can support your critical applications. Elastic caching from IBM offers a business-ready, in-memory grid that places the data close to the logic and keeps it there as the business scales

up.

Note: WebSphere DataPower XC10 adds elastic caching functions that enable your business-critical applications to scale cost effectively with consistent performance.

Question 6.

Trusted Zone integration use cases often include data transformation, dynamic routing, and traffic shaping. These capabilities can be implemented using:

- A. Secure XML gateway appliance
- B. Cloud integration appliance
- C. Elastic caching appliance
- D. ESB appliance

Answer: D

An ESB transports the design concept of modern operating systems to networks of disparate and independent computers. Like concurrent operating systems an ESB caters for commonly needed commodity services in addition to adoption, translation

and routing of a client request to the appropriate answering service.

The prime duties of an ESB are:

- * Monitor and control routing of message exchange between services
- * Resolve contention between communicating service components
- * Control deployment and versioning of services
- * Marshal use of redundant services
- * Cater for commonly needed commodity services like event handling and event choreography, data transformation and mapping, message and event queuing and sequencing, security or exception handling, protocol conversion and enforcing proper quality of communication service

Note: An enterprise service bus (ESB) is a software architecture model used for designing and implementing the interaction and communication between mutually interacting software applications in Service Oriented Architecture. As a software architecture model for distributed computing it is a specialty variant of the more general client server software architecture model and promotes strictly asynchronous message oriented design for communication and interaction between applications. Its primary use is in Enterprise Application Integration of heterogeneous and complex landscapes.

Question 7.

An IT architecture approach that takes applications and refactors them into reusable units

representing common business tasks is known as:

- A. Event-driven architecture (EDA)
- B. Enterprise Application Integration (EAI)
- C. Service-oriented architecture (SOA)
- D. Web 2.0 architecture

Answer: C

In software engineering, a Service-Oriented Architecture (SOA) is a set of principles and methodologies for designing and developing software in the form of interoperable services. These services are well-defined business functionalities that are built as software components (discrete pieces of code and/or data structures) that can be reused for different purposes. SOA design principles are used during the phases of systems development and integration.

Question 8.

Which WebSphere capability enables dynamic workload management through monitoring of application health, workload traffic, and adjustments to workload distribution?

- A. Application virtualization
- B. Service-oriented architecture (SOA)
- C. Business activity monitoring
- D. Workload mediation

Answer: A

WebSphere Virtual Enterprise - Provides application server virtualization, resource management, and a host of advanced operational facilities, such as performance visualization, health management, and application editions. This combination of capabilities is sometimes referred to collectively as dynamic operations. Dynamic operations is the core functionality that provides application virtualization, application server virtualization, and application infrastructure virtualization. Centralized workload management and health policy support has been added for PHP Hypertext Preprocessor (PHP) servers and support expanded for other application servers including workload management, application provisioning, health management, and additional administration features. This support enables a more consistent approach to achieving service levels and health policies for a heterogeneous set of application servers. These capabilities are also available if you use WebSphere Extended Deployment Compute Grid with WebSphere Virtual Enterprise.

Question 9.

The main reason to engage in an open source whiteboard discussion with your client is to:

- A. Sell items from the WebSphere Application Server family of products.
- B. Uncover opportunities for open source displacement or to prevent open source from entering into your client's IT environment.
- C. Sell the benefits of the IBM WebSphere "right fit" approach for platform selection.
- D. Let your client know that WebSphere offers free application development software

Answer: C

Addressing Open Source Middleware Whiteboard

This whiteboard provides a guided discovery framework for discussions with clients on enabling agile application infrastructures, the real capabilities and value delivered by our primary Open Source competitors, and how the WebSphere Foundation portfolio supports true 'fit for purpose' platform selection and a value proposition that challenges decisions to follow an Open Source approach for deploying an application infrastructure

Question 10.

Application integration through decoupling of application services and elimination of point-to-point integration architecture by using an ESB typically results in:

- A. Lower costs for integration logic maintenance.
- B. Lower costs to manage operational backups across the enterprise.
- C. Higher costs to maintain the integration logic embedded in applications.
- D. Lower security costs.

Answer: A

IBM WebSphere Enterprise Service Bus (ESB) helps achieve efficiencies in skills, cost and time-to-value across your middleware solutions. ESB provides integration for new and composite SOA and BPM applications, optimized for the WebSphere Application Server platform

- * Decouples complex integration logic from each application providing consistency in connectivity across point-to-point infrastructure diversity
- * Provides service mediation and hosting on common internet-standard application infrastructure based on WAS
- * Extends to service registry and repository for SOA solutions with a published catalogue of services supporting dynamic endpoint resolution
- * Combines with WebSphere eXtreme Scale to provide elastic caching capabilities with improved system response times and enhanced throughput as redundant calls are stored for rapid access

Reference: WebSphere Enterprise Service Bus

Question 11.

The focus of a WebSphere Appliances whiteboard discussion is on which of the following priorities?

- A. Security, integration, and application infrastructure efficiencies.
- B. Business process improvement, integration, and application infrastructure efficiencies.
- C. Integration, application infrastructure efficiencies, and monitoring.
- D. Threat prevention, integration, and business process improvement.

Answer: B

WebSphere Appliances Whiteboard

This whiteboard is designed for early discussions and opportunity identification efforts by WebSphere sellers and technical professionals, this whiteboard provides a discussion framework focused on the core capabilities and common deployment patterns for products in the WebSphere appliances portfolio.

Question 12.

What are the key capabilities of a reliable messaging infrastructure?

- A. Managed file transfer, platform ubiquity within and beyond enterprise, and one-time assured delivery.
- B. Mediation services, platform ubiquity within and beyond enterprise, and one-time assured delivery.
- C. Mediation services, SOA governance, and one-time assured delivery.
- D. Event processing, managed file transfer, and one-time assured delivery

Answer: B

WebSphere MQ provides assured one-time delivery of messages across a wide variety of platforms. The product emphasizes reliability and robustness of message traffic, and ensures that a message should never be lost if MQ is appropriately configured.

It needs to be remembered that a message in the context of MQ has no implication other than a gathering of data. MQ is very generalized and can be used as a robust substitute for many forms of intercommunication. For example, it can be used to implement reliable delivery of large files as a substitute for FTP.

Note: As the messaging infrastructure becomes more critical to your business, the need for

a high availability configuration becomes even more important. There are three software-based solutions available with Websphere MQ; Queue Manager Clusters, Shared Queues, and Multi-Instance Queue Managers.

Reference: IBM WebSphere MQ

http://en.wikipedia.org/wiki/IBM_WebSphere_MQ

Question 13.

Which business process management (BPM) solution capability allows business users to make immediate pricing changes to frequent buyer programs and special discounts without the assistance of the IT department?

- A. Business activity monitoring
- B. Business rules
- C. Service-oriented architecture (SOA)
- D. Service mediations

Answer: C

Service-orientation requires loose coupling of services with operating systems and other technologies that underlie applications. SOA separates functions into distinct units, or services, which developers make accessible over a network in order to allow users to combine and reuse them in the production of applications. These services and their corresponding consumers communicate with each other by passing data in a well-defined, shared format, or by coordinating an activity between two or more services. An example of a SOA service would be one that allows the business user to make a price change.

Question 14.

Which of the following is NOT a typical business outcome resulting from BPM adoption?

- A. Improved LOB (Line of Business) and IT collaboration.
- B. Improved IT ROI from governing shared service application assets.
- C. Improved business performance from process automation.
- D. Improved visibility to historical and real-time process performance.

Answer: D

Question 15.

Leveraging existing application investments so they can be reused for new processes and business capabilities is made possible by IBM's leadership and commitment to:

- A. Point-to-point standards
- B. Process modeling

- C. Service governance methodologies
- D. Industry and open standards

Answer: D

IBM WebSphere MQ Workflow supports long-running business process workflows as they interact with systems and people

* Offers compatibility with open standards including J2EE, XML, Web services and WS-BPEL

Question 16.

You should take advantage of which resource to learn more about the WebSphere products and competitive landscape?

- A. Sales Plays
- B. WebSphere TIPs
- C. WebSphere Feature Packs
- D. WebSphere Top Gun courses

Answer: D

Content of a Top Gun class:

* Know the Competitive Strengths, Weaknesses, Tactics and Best IBM Responses to win against competition

* Be able to Handle BPM Connectivity, Open Source and Application Server Competitive

Objections

* Be able to Set Your Own Competitive Landmines for Oracle/BEA, Pega, Open Source, Software AG, TIBCO and SAP

* Know how to leverage IBM Resources to maximize your sales efforts and truly utilize Team IBM

Question 17.

What challenge(s) is commonly encountered when using open source Java application servers to test applications that eventually run in production on the WebSphere Application Server?

- A. Open source application development frameworks lack consistent standards-based support of many back-end applications.
- B. There are differences in moving from unit test to system test, quality assurance (Q/A), and production due to differences in the code base of open source application servers and WebSphere Application Server.
- C. It is difficult to effectively test in open source to match the production environments.

D. All of the above.

Answer: D

Question 18.

Which of the following is NOT a core WebSphere capability category?

- A. Business analytics
- B. Application infrastructure
- C. Application integration
- D. Business process management (BPM)

Answer: A

Question 19.

Which of the following is a core capability of the IBM WebSphere Connectivity and Integration platform?

- A. Elastic caching
- B. Process integration
- C. Virtualization
- D. Reliable messaging

Answer: D

IBM connectivity and integration solutions deliver fast, flexible and reliable access to processes, applications and information regardless of platform, device, or data formats; increase visibility and improve governance of services, processes, files, rules, and events; and connect to customers, partners, and suppliers and extend processes through messaging infrastructure, ESBs, or appliances.

Reference: Connectivity and integration

<http://www-142.ibm.com/software/products/us/en/category/SW666>

Question 20.

Which offering allows WebSphere Application Server customers to get the latest innovations without having to wait for a major WebSphere software version release?

- A. WebSphere Mediation Services
- B. WebSphere Application Server Community Edition
- C. WebSphere Application Server for Developers

D. WebSphere Application Server Feature Packs

Answer: D

IBM is simplifying the way you consume WebSphere Application Server with Feature Packs. In order to balance our customers' desire for less frequent releases while still making available the latest standards to our customers who need them, IBM has introduced Feature Packs. With Feature Packs, customers can selectively take advantage of new standards and features while maintaining a more stable internal release cycle. IBM offers Feature Packs generally available or available in either open alpha, beta or technology preview.

Question 21.

Which best describes a business outcome derived from implementing an ESB service gateway pattern?

- A. Reduced development costs from coding one service mediation
- B. Reduced development costs by leveraging IBM best practices.
- C. Improved visibility into runtime operations.
- D. Improved service life cycle management.

Answer: A

The following specific gateway patterns have been identified:

Service connector The service connector gateway pattern offloads all "non-standard" security processing from the main infrastructure and will execute authentication, authorisation and possibly audit before calling the true destination. In this mode there is almost always a trusted link between the gateway and other parts of the ESB so that the security model required for those other parts of the ESB can be simplified. Security gateways may reside in a different security zone to the rest of the ESB and would provide connectivity to external clients. This pattern would support a wide range of incoming security protocols while simplifying security in other ESB components.

Boundary mediator The boundary mediator gateway pattern can provide the simplest possible way of connecting a number of existing services into an ESB when introduced as part of an enterprise architecture based on service oriented principles. The gateway introduces a point of control in the enterprise architecture and can bring a range of ad hoc services under the control of a service registry and associated governance but without the need to develop individual mediation flows for each service. Messages enter the gateway and are routed onwards to an end provider, to a provider facade or to a further mediation flow.

Standard (content independent) mediations The standard (content independent) mediations gateway pattern extends the service connection pattern by enabling standard mediations to be applied to all incoming (and/or outgoing) service requests or messages. These standard (content independent) mediations are developed once in the gateway and can be applied to all incoming messages. These mediations may include any or all of validation, logging, audit, authentication and authorisation. They may be applied universally or selectively based on the gateway properties,

lookup based on request data or on data within the incoming request (normally in headers).

Note 1: An ESB Gateway at a minimum provides service address translation between the ESB and the external consumers/providers. In practice the ESB Gateway will often provide additional services such as security, message transformation and Partner data management.

Note 2: A gateway is a part of a message bus or service bus which provides boundary functions which apply to all incoming messages and are not format dependent. Boundary functions typically utilise data from standard headers (at transport, SOAP or even data level) to determine what action to take but do not need to understand the complete format of the message data (or body). A gateway pattern may then call a service directly or invoke a further pattern.

Question 22. What are the value propositions for choosing a hypervisor-enabled SOA platform approach?

- A. Improved business analytics, reduced license costs, elastic scalability.
- B. Increased resource utilization, reduced file transfer errors, elastic scalability.
- C. Increased resource utilization, lowered license costs, point-to-point integration.
- D. Increased resource utilization, reduced license costs, elastic scalability.

Answer: B

In computing, a hypervisor, also called virtual machine manager (VMM), is one of many hardware virtualization techniques allowing multiple operating systems, termed guests, to run concurrently on a host computer. Virtualization increases resource utilization, improves scalability, but does not affect license costs.

Question 23. Capabilities typically required in a DMZ (demilitarized zone) use case include threat prevention and authentication support. These can be provided by using:

- A. Secure XML (Extended Markup Language) gateway
- B. Hybrid cloud
- C. Software enterprise service bus (ESB)
- D. LDAP server

Answer: C

Hybrid ESB pattern: Often this consists of a DataPower XS40, XI50, or XB60 in the DMZ with a XI50, XM70, WMB or WESB back-end layer handling transactionality, persistence, audit control.