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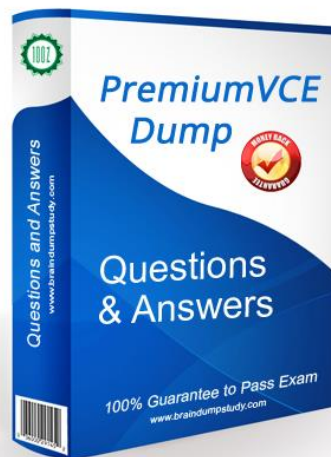
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Exam : **C8010-474**

Title : IBM Tealeaf Customer
Experience Management V8.7,
Business Analysis

Vendor : IBM

Version : DEMO

NO.1 In Report Builder, which format options are available when using the Export Report function?

- A. HTML and XML
- B. Word and PowerPoint
- C. Excel, PDF, and Email
- D. SharePoint, Facebook, and Twitter

Answer: C

NO.2 A concert promotion site wants to understand if a particular genre of music is selling an atypical number of tickets. The event builder has created an event that counts the number of sales, and has applied a dimension that breaks out the sales by genre. The event was then designated as a Top Mover. However, in the Top Movers tab of the Event Manager, the music genre values are unavailable to be made as Top Movers. In order to be able to create these Dimensional Top Movers, the values must be:

- A. Events
- B. Logged
- C. Whitelisted
- D. Whitelisted or observed values

Answer: C

NO.3 A travel company has created a business process scorecard for its Rewards points redemption process, which has five steps.

The scorecard works properly, but the program director wants the scorecard to only show results from the United States, as the program had not yet been launched in other countries. The analyst edited the scorecard to use the "Geography" report group and the "Registration: Country-USA" dimension, as follows: However, upon saving the edited process scorecard, three of the steps are now missing. What must the analyst modify?

The screenshot shows a configuration window titled "Process Scorecard: Checkout Process". It has four tabs: "General", "Events", "Grades", and "Permissions". The "General" tab is active. In the "General" tab, there is a checked checkbox for "Active". Below it, the "Title" is set to "Rewards Redemption". The "Report Group" is set to "Geography" (underlined in blue). The "Dimension" is set to "Registration: Country -USA" (underlined in blue). At the bottom, there is another checked checkbox for "Automatically Calculate Abandonment".

- A. Change the Permissions for the scorecard.
- B. Adjust the Grades to accommodate the report group.
- C. Create a new scorecard; do not edit an operational scorecard.
- D. Add the Geography report group to the events missing from the scorecard.

Answer: D

NO.4 Which statement about ReqSet rules is true?

- A. A ReqSet rule can be used to insert arbitrary text into a field in the request.
- B. ReqSet rule cannot be used to copy an item from the response to the request.
- C. Unlike a Block rule, a ReqSet rule does not support the use of regular expressions.
- D. Although items from any section of the request can be copied, only a ReqSet rule can be used to copy to the [appdata] section.

Answer: A

NO.5 An intermittent error has been identified on the site login page. An event has been created based on a hit attribute that identifies the error message text. Management has requested a report showing the number of times the error has occurred each day, so that they can assess the effectiveness of attempts to fix the problem. Which tracking option should the event be configured to use?

- A. Running Total
- B. Last Per Session
- C. First Per Session
- D. Every Occurrence

Answer: D

NO.6 When does session Indexing take place?

- A. At Capture
- B. Before loading in Replay
- C. Before loading the Short Term Canister
- D. Before loading in the Long Term Canister

Answer: D

NO.7 Where are active sessions stored?

- A. Archive
- B. Session Index
- C. Long Term Canister
- D. Short Term Canister

Answer: D

NO.8 An event modeler is tasked with creating an event that records the Referrer of each session to identify where visitors to the site are coming from. When should this event be evaluated?

- A. Every Step
- B. End of Session
- C. After Every Step
- D. First Hit of Session

Answer: D

NO.9 What is a hit?

- A. A response

- B. A user impact
- C. A request and response
- D. An attribute and dimension

Answer: C

NO.10 Which icon is used to initiate session replay directly through the portal?

- A. Option A
- B. Option B
- C. Option C
- D. Option D
- E. Option E
- F. Option E

Answer: B