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IBM Enterprise Content Management Sales Mastery Test v3

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QUESTION 1

What is the average cost to mail a paper statement?

- A. 1-3 dollars
- B. 3-6 dollars
- C. 6-9 dollars
- D. 9-12 dollars

Correct Answer: B

QUESTION 2

What is IBM's market position in ECM?

- A. Number 1 with 13% market share
- B. Number 2 with 5% market share
- C. Number 3 with 3% market share
- D. Number 4 with 2% market share

Correct Answer: A

QUESTION 3

Which is not a "Top of Mind" need for case interested executives?

- A. Effectiveness of core LOB applications
- B. Providing comprehensive visibility into process metrics, spend and customer satisfaction
- C. Increasing IT spending
- D. Adhering to regulatory compliance and maintaining proper controls and records

Correct Answer: C

QUESTION 4

Which of the following increases the cost and complexity of the collection process?

- A. Employees undertaking their own collection process without organizational authorization.
- B. The migration of enterprise data to unsecured personal mobile devices.



C. Arduous chain-of-custody documentation on diverse data sources, collection methods and rising information volumes.

D. Intensive post-review computational analysis.

Correct Answer: C

QUESTION 5

Which IBM bundle comes with Content Navigator?

A. IBM Content Foundation

B. IBM Connections ContentManager

C. IBM Connections Enterprise Content Edition

D. A and C

Correct Answer: D

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