



M2070-740^{Q&As}

IBM Enterprise Content Management Sales Mastery Test v3

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QUESTION 1

IBM Case Manager includes key differentiators across the competition including:

- A. Based on an industry leading BRMS (business rules) platform
- B. Rapid time-to-value with template support and a LOB based design environment
- C. Based on an industry leading collaboration platform
- D. All of the above

Correct Answer: B

QUESTION 2

What are the advantages of offering a single Advanced Imaging solution that combines document capture, workflow, business process and case management, and the repository?

- A. Companies prefer to have fewer vendors for their business technology
- B. Offers complete control over the document lifecycle from the moment it is created through the processing to storage and disposal
- C. Companies who can digitize paper immediately and provide workers controlled access to documents based on permissions and job-role remain compliant with government regulations about the handling of private data
- D. All of the above

Correct Answer: D

QUESTION 3

Content Consolidation is best provided by:

- A. IBM Content Manager
- B. IBM Connections Enterprise Content Edition
- C. IBM Content Foundation
- D. None of the above

Correct Answer: C

QUESTION 4

The following are reasons why access to information is key. Which is not an ICM OOTB capability?



- A. Capture and activation of information in the context of a case
- B. Access to web based news sources
- C. Access to critical content for decisions, as evidence in a case and as a source for deeper insights
- D. Virtually 360-degree view of case information

Correct Answer: B

QUESTION 5

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

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