

Exam : 000-M230

Title : Information Management
Enterprise Content
Management Sales Mastery
Test v1

Version : V8.02

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1. ECM is the technology that brings unstructured information together and organizes it in a structured way. Which of the following is not an example of unstructured data?

- A. ERP Application
- B. Financial Report
- C. HR Email with Policy Attachments
- D. Hardcopy load application

Answer: A

2. ECM Business Process Management tools are key differentiators and provide technology that will allow customers to perform which set of functions.?

- A. Manage financial systems from shared data stores
- B. Translate, automate and optimize content based business processes
- C. Provide intelligent search and relevance based data presentment
- D. Perform advanced document processing and optical recognition

Answer: B

3. Which ECM BPM product is commonly used to gather data or initiate a business process?

- A. IBM FileNet Process Simulator
- B. IBM FileNet Process Analyzer
- C. IBM Business Activity Monitor
- D. IBM FileNet eForms

Answer: B

4. Which of the following ECM products is not a content repository?

- A. IBM Content Manager
- B. IBM Content Manager onDemand
- C. IBM Document Manager
- D. IBM FileNet Capture Professional

Answer: D

5. Which of the following is not representative of ways in which a business partner can increase revenue by investing and partnering with IBM?

- A. Resell IBM software licenses directly to the customer
- B. Sell services that are 3-5 times the amount of the IBM software license revenue
- C. Selling on lowest price point instead of customer value
- D. Development of repeatable intellectual frameworks or applications

Answer: D

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