



M2070-740^{Q&As}

IBM Enterprise Content Management Sales Mastery Test v3

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QUESTION 1

Which of the following Datacap features help to eliminate expensive, error-prone manual data entry problems associated with document imaging?

- A. Keyword search
- B. Optical character recognition (OCR) and text analytics
- C. Math calculations
- D. All of the above

Correct Answer: D

QUESTION 2

Which of these are common use cases for OnDemand?

- A. Customer Service, eBPP and back office reports
- B. Case Management or Advanced CaseManagement
- C. Active data, check in - check out
- D. Scanning paper documents to start a workflow

Correct Answer: A

QUESTION 3

What percentage of CIOs is making plans to focus on mobility?

- A. 84%
- B. 50%
- C. 27%
- D. 5%

Correct Answer: A

QUESTION 4

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 5

Which of these groups are OnDemands major competitors?

- A. CA, Microsoft, SAP
- B. ASG/Mobius, EMC, CA
- C. Oracle, SAS, Apple
- D. EMC, Microsoft, Oracle

Correct Answer: B

QUESTION 6

Who are the two primary technology decision makers and influencers for Content Manager OnDemand solutions?

- A. Chief Information Officer and IT Director
- B. Chief Customer Officer and CFO
- C. Chief Marketing Officer and Chief Compliance Officer
- D. Chief Credit Officer and Chief Audit Executive

Correct Answer: A

QUESTION 7

Which of the following is NOT included in the IBM Records and Retention Management solution?

- A. Advanced visualizations and machine learning technology for records classification to help organizations gain insight into data usage, data value, and clean up legacy data
- B. A DoD V5015 Certified Records Management application which supports regulatory compliance for record keeping, automates records capture, records retention and disposition
- C. Statement presentment and report management to generate a fast and significant ROI by reducing print and storage costs
- D. An application to manage the global retention schedule, records taxonomy and legal citation library with auditing support for schedule changes and jurisdictional differences in the retention policy



Correct Answer: C

QUESTION 8

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 9

Who are the 5 information stakeholders within an organization represented in the Information Governance Reference Model (IGRM)?

- A. Legal,RIM,IT, Business and Privacy/Security
- B. Legal, IT,Facilities,Business and RIM
- C. Legal,Business,C-Suite, IT and Privacy/Security
- D. None of the above

Correct Answer: A

QUESTION 10

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
