

**Vendor:** IBM

**Exam Code:** M2070-640

**Exam Name:** IBM Enterprise Content Management  
Sales Mastery Test v2

**Version:** Demo

**QUESTION NO: 1**

An effective technology platform for ECM incorporates value entry points, including:

- A. Platform capabilities
- B. Middleware extensions
- C. Both of the above
- D. None of the above

**Answer: C**

Reference: [ftp://public.dhe.ibm.com/software/hu/events/lotosphere2011/presentation\\_7.pdf](ftp://public.dhe.ibm.com/software/hu/events/lotosphere2011/presentation_7.pdf)(slide 21)

**QUESTION NO: 2**

What are the primary use cases for Content Manager OnDemand?

- A. Report mining and analysis
- B. Records management and enterprise resource planning
- C. Statement presentment and report management
- D. ECM systems monitoring and reporting

**Answer: A**

**Explanation:**

**QUESTION NO: 3**

What question would you ask to quickly qualify your Content Manager OnDemand prospect?

- A. Do you need to cut the time to resolve customer inquiries and lower printing costs?
- B. Do you need an end-to-end platform to manage office documents, web and social content?
- C. Do you need to process and close cases efficiently with better results?
- D. Do you need to manage electronic and physical records?

**Answer: D**

**Explanation:**

#### **QUESTION NO: 4**

What does Document Imaging and Capture provide?

- A. A single integrated platform for intelligent imaging
- B. Collaborative, open document creation and management
- C. Solution sets for legal, IT and RIM stakeholders to lower cost and risk
- D. The ability to search, assess and analyze large volumes of text in order to understand and determine relevant insight quickly

**Answer: A**

**Explanation:**

#### **QUESTION NO: 5**

What is the #1 rule you must follow when selling Production Imaging Edition (PIE) to your customers?

- A. PIE must be sold to only the Accounts Payable users
- B. PIE must be sold to the total P8 customer population (FileNet Content Manager, FileNet Business Process Manager, and Records Manager)
- C. PIE must be sold to only Capture users
- D. PIE must be sold to only infrequent users

**Answer: B**

**Explanation:**

#### **QUESTION NO: 6**

To accelerate service delivery, knowledge workers today \_\_\_\_\_.

- A. Demand agility and autonomy
- B. Well-defined and mapped case management processes
- C. Ease in adding or changing case-handling processes
- D. All of the above

**Answer: B**

**Explanation:**

#### QUESTION NO: 7

Which statement is an IBM Content Analytics' value proposition?

- A. Content analytics helps organizations access and aggregate content, regardless of where it resides.
- B. Content analytics allows organizations to visually and dynamically discover and explore, with easy to use, feature-rich views to quickly, dissect large corpora of content and zero-in on answers and surface unexpected insight.
- C. Content analytics delivers secure scalable enterprise search which helps connect your users and customers to the most relevant content available.
- D. All of the above

**Answer: B**

Reference:<http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=ca&infotype=an&appname=iSource&supplier=897&letternum=ENUS210-333>(At A Glance, third bulleted point)

#### QUESTION NO: 8

When prospecting for IBM's Records and Retention Management solution, which of the following statements is NOT correct?

- A. There is a specific, identifiable buyer that you can find in most companies.
- B. The problem and pain points will vary from company to company so you won't be able to predict the value.
- C. You don't have to invent a pain point or convince the buyer they have it.
- D. The solution is repeatable, compelling and competitive so you can close and repeat quickly through your territory.

**Answer: D**

**Explanation:**

**QUESTION NO: 9**

Content Analytics solutions are able to do all of the following, except:

- A. Transform raw information into business insights without building models or complex systems
- B. Perform advanced document processing and optical recognition
- C. Derive insight in hours or days, not months
- D. Provide ease of use for knowledge workers to search and explore content

**Answer: A**

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