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Exam : **M2070-740**

Title : IBM Enterprise Content Management Sales Mastery Test v3

Version : DEMO

1.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
Answer: C

2.What percentage of CIOs is making plans to focus on mobility?
A. 84%
B. 50%
C. 27%
D. 5%
Answer: A
Explanation:http://newsroom.accenture.com/news/cios-worldwide-see-mobility-as-key-revenuegenerator-and-primary-channel-for-customer-engagement-accenture-survey-finds.print

3.Which IBM bundle comes with Content Navigator?
A. IBM Content Foundation
B. IBM Connections Content Manager
C. IBM Connections Enterprise Content Edition
D. A & C
Answer: A

4.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
Answer: B

5.When talking to a customer to see if Content Manager OnDemand is a good fit, what question should be asked first?
A. Do your Customer Service Reps (CSRs) need workflow to respond to customers?
B. How do CSRs access all information necessary to respond to customer questions?
C. How do CSRs do scanning of documents today?
D. Do your CSRs need Case Management?
Answer: B