



**Vendor:** IBM

**Exam Code:** M2070-740

**Exam Name:** IBM Enterprise Content Management Sales  
Mastery Test v3

**Version:** DEMO

#### QUESTION 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**

#### QUESTION 2

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

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

**Answer: B**

**Explanation:**

<http://newsroom.accenture.com/news/cios-worldwide-see-mobility-as-key-revenue-generator-and-primary-channel-for-customer-engagement-accenture-survey-finds.print>

#### QUESTION 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: B**

#### QUESTION 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**

#### QUESTION 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: D**

**QUESTION 6**

Which of these are common use cases for OnDemand?

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

**Answer: C**

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