IBM

00M-640

IBM Enterprise Content Management Sales Mastery Test v2

http://killexams.com/exam-detail/00M-640
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:** C

**QUESTION:** 43
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

**QUESTION:** 44
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

**QUESTION:** 45
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

**QUESTION: 46**
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:**

**QUESTION: 47**
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: B
**QUESTION:** 48
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:** B
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