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QUESTION & ANSWER



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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**