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00M-155

IBM

Information Management Solution Sales Mastery Test v3

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DEMO EXAM

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QUESTION: 1

Why is retail a target industry for Information On Demand?

- A. because they usually have a single, global source of sales, marketing, and business performance information and insight
- B. because they usually have their systems integrated with regulatory systems
- C. because they need to ensure that they have a complete picture of customer or product information at all times
- D. because they need to keep employee information organized in different locations

Answer: A

QUESTION: 2

Process owners need access to managed content, as well as optimized and integrated processes. They also need automated manual processes and support for mitigating risks and enforcing performance management. Which product should you recommend to these customers?

- A. A unified content, process, and compliance roadmap
- B. A framework and underlying solutions that are optimized
- C. An information integration platform
- D. An integrated business process management solution

Answer: D

QUESTION: 3

Which industry struggles most with quality and access pressures?

- A. retail
- B. wholesale
- C. healthcare
- D. banking

Answer: C

QUESTION: 4

What is the best solution for an industrial executive who must get resources where they need to be, manage risk compliance, address the aging workforce and aging assets, and lower training costs?

- A. InfoSphere Balanced Warehouse
- B. Enterprise Content Management
- C. IBM OmniFind Commerce Module
- D. IBM Information Server

Answer: A

QUESTION: 5

Which company provides a single solution to help automate and streamline business processes to simplify records management and compliance for all content types, including e-mail?

- A. IBM
- B. EMC
- C. Open Text
- D. Oracle

Answer: B

QUESTION: 6

Which solution is best for a wholesale executive who needs to increase company revenues, understand customer buying behaviors, and develop a business intelligence system?

- A. InfoSphere Balanced Warehouse
- B. IBM OmniFind Discovery Edition
- C. WebSphere Commerce Server
- D. IBM Customer Care and Insight Framework

Answer: C

QUESTION: 7

What is a problem that typical Information On Demand customers face?



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