

# M2070-740<sup>Q&As</sup>

IBM Enterprise Content Management Sales Mastery Test v3

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**QUESTION 1**

What is IBM's market position in ECM?

- A. Number 1 with 13% market share
- B. Number 2 with 5% market share
- C. Number 3 with 3% market share
- D. Number 4 with 2% market share

Correct Answer: A

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**QUESTION 2**

Who are the 5 information stakeholders within an organization represented in the Information Governance Reference Model (IGRM)?

- A. Legal, RIM, IT, Business and Privacy/Security
- B. Legal, IT, Facilities, Business and RIM
- C. Legal, Business, C-Suite, IT and Privacy/Security
- D. None of the above

Correct Answer: A

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**QUESTION 3**

Which of the following could be classified as ROT Data?

- A. Operational records that need to be retained
- B. Records data hidden in piles of unstructured data
- C. Trivial data that has no value to the company or the user
- D. High-value company information that needs to be identified

Correct Answer: C

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**QUESTION 4**

Who are the two primary technology decision makers and influencers for Content Manager OnDemand solutions?

- A. Chief Information Officer and IT Director

- B. Chief Customer Officer and CFO
- C. Chief Marketing Officer and Chief Compliance Officer
- D. Chief Credit Officer and Chief Audit Executive

Correct Answer: A

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**QUESTION 5**

Which of these are solutions available using Watson Content Analytics?

- A. Customer Insight
- B. Crime Analytics
- C. Healthcare
- D. All of the above

Correct Answer: D

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