



**IBM**

**00M-155**

*Information Management Solution Sales Mastery Test  
v3*

**Answer: B**

**QUESTION: 32**

What is a strategic imperative for wholesale distributors?

- A. building brand awareness and loyalty
- B. driving profitable growth through improved quality of products
- C. operating responsibly and profitably with compartmentalized supply chain visibility
- D. delivering innovation driven by providing an improved online shopping experience

**Answer: B**

**QUESTION: 33**

What makes InfoSphere Balanced Warehouse superior to similar Teradata, Oracle, and Netezza products?

- A. It routinely deletes unnecessary data, making the data warehouse up to date.
- B. It makes up for the complexity of data-warehousing activity by providing training about the product.
- C. It begins with a strict plan for implementation which keeps customers from wasting time changing the plan as they go.
- D. It is a comprehensive solution.

**Answer: C**

**QUESTION: 34**

Which product should you recommend to an IT professional who wants simplified and automated deployment of a high performance, transactional database?

- A. IBM DB2 9
- B. Informix Data Server Version 11
- C. IBM Enterprise Content Management
- D. IBM FileNet P8 Business Process Manager

**Answer:** C

**QUESTION:** 35

What does Content-based Business Transformation do?

- A. reduce time spent searching for and analyzing information
- B. categorize actionable and trusted information across the enterprise
- C. provide a unified platform
- D. provide a real-time, single version of the truth

**Answer:** C

**QUESTION:** 36

Which question should you ask a healthcare payer?

- A. Do you need paper-based employee information to be stored in multiple locations?
- B. How do you collect and analyze your batch record and testing data?
- C. Are your loan costs higher than industry benchmarks?
- D. Are new core system projects slow and costly to develop?

**Answer:** B

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