

IBM 000-M224

M224 IBM Initiate Master Data Service Sales Mastery

v1

Version: 4.0

QUESTION NO: 1

What is used to determine the price of an IBM Initiate solution?

- A. number of records managed
- B. number of user licenses
- C. number of CPUs
- D. number of employees in the organization

Answer: B

Explanation:

QUESTION NO: 2

What is NOT one of the reasons for the IBM acquisition of Initiate?

- A. consolidation
- B. growth
- C. investment
- D. integration

Answer: A

Reference:<http://www.lawson.com/Solutions/Software/Healthcare-Integration-and-Information-Exchange/Enterprise-Master-Person-Index-%28EPMI%29/>

QUESTION NO: 3

What is NOT a strategic value of an Enterprise Master Person Index (EMPI) solution?

- A. increase profitability
- B. maintain provider registry
- C. ensure regulatory compliance
- D. improve quality of patient care

Answer: A

Reference:<http://www-304.ibm.com/easyaccess/fileserve?contentid=217654>

QUESTION NO: 4

Which two Initiate pre-defined data hubs are geared towards customers in healthcare?

- A. Consumer and Organization
- B. Citizen and Member
- C. Patient and Provider
- D. Provider and Event

Answer: C

Explanation:

QUESTION NO: 5

Which company is a major competitor in both the financial services and government sectors?

- A. Oracle
- B. Intersystems
- C. ICW
- D. Quadramed

Answer: A

Reference:[http://www.zdnet.com/blog/btl/ibm-buys-initiate-bets-on-healthcare-it/30376\(second last paragraph\)](http://www.zdnet.com/blog/btl/ibm-buys-initiate-bets-on-healthcare-it/30376(second%20last%20paragraph))

QUESTION NO: 6

Which competitor of Initiate is a sales representative MOST likely to encounter when selling to a healthcare prospect?

- A. SAP
- B. DataFlux
- C. Quadramed
- D. Informatica

Answer: D

Explanation:

QUESTION NO: 7