

**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)

**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**