

IBM

Exam M2090-626

IBM Cognos Business Intelligence Sales Mastery Test v3

Version: 6.0

[Total Questions: 44]

Question No : 1

Which are steps to close in a negotiation with a potential customer?

- A.** Confirm user count with customer, receive Software Group approval for pricing on license configuration, present pricing to customer, confirm that customer agrees to purchase.
- B.** Present pricing to customer, confirm that customer agrees to purchase, customer requests funds from Procurement Department, Procurement Department delivers Purchase Order.
- C.** Receive Software Group approval for pricing on license configuration, present pricing to customer, confirm that customer agrees to purchase. discuss service contract with customer.
- D.** Discuss service contract with customer, present service contract to customer, collect Purchase Order for Service Contract, configure user count with customer.

Answer: B

Question No : 2

A chief marketing officer (CMO) is having difficulty quantifying the success of his marketing campaigns. The most effective response to the CMO is:

- A.** IBM has been a leader in the Gartner Magic Quadrant for the past 7 years.
- B.** IBM has invested over \$20 billion in Analytics over the past 5 years and just opened a new briefing center for Watson in New York.
- C.** IBM Cognos Business Intelligence and IBM SPSS can process over 5 million records per second, according to Lab tests.
- D.** Share an industry specific customer reference where IBM solved a similar issue.

Answer: D

Reference:

<https://www-935.ibm.com/services/in/igs/pdf/g510-3234-00-esr-managing-organizational-knowledge.pdf>

Question No : 3

From a high level, which three IBM Business Analytics brands had their functionality combined in order to create the Forward Looking Analytic Architect license?

- A. IBM Cognos Business Intelligence. IBM SPSS and IBM Kenexa
- B. IBM Cognos Business Intelligence, IBM SPSS and IBM Cognos Incentive Compensation Management
- C. IBM Cognos Business Intelligence. IBM Cognos Incentive Compensation Management and IBM Algorithmics
- D. IBM Cognos Business Intelligence. IBM SPSS and IBM TM1

Answer: B

Reference:

<http://www-03.ibm.com/software/products/en/cognos-incentive-compensation-management>

Question No : 4

A client has many data sources and a heavy reliance on internal spreadsheets. They are seeking a new business intelligence solution which will address their issues. Which response is correct about IBM Cognos Business Intelligence?

- A. It was designed to work with the business user, without a heavy reliance on IT.
- B. All data used by can be accessed via mobile devices via Windows. iOS and Android.
- C. It only addresses customer's visualization needs.
- D. It is limited when it tries to access information from multiple applications and pulls it together into a single platform.

Answer: D

Question No : 5

The VP of Operations for a manufacturer of blood testing equipment approached IBM to help him find a solution to predict when their machines need servicing and repairs. Which IBM Cognos product is most closely aligned to the client's needs?

- A. IBM Cognos TM1
- B. IBM Cognos Controller
- C. IBM Cognos Impromptu
- D. IBM Predictive Manufacturing and Quality

Answer: A

Reference:

<http://www-01.ibm.com/support/docview.wss?uid=swg24036996>

Question No : 6

When would you position IBM Cognos Cloud?

- A.** When a company does not have the internal resources needed to upgrade and provide patches and bundles.
- B.** When a company needs a quick visualization tool before they are ready for IBM Cognos Enterprise.
- C.** When a company is headquartered overseas and wants to perform reporting enterprise-wide.
- D.** When a company is midmarket; IBM Cognos Cloud does not scale to enterprise accounts.

Answer: D

Reference:

<http://www-03.ibm.com/software/products/en/cognostm1>

Question No : 7

A prospective customer puts heavy emphasis on finding a solution with easy dashboard creating capabilities. Which IBM Cognos interface would you demonstrate first?

- A.** IBM Cognos Workspace
- B.** IBM Cognos TM1
- C.** IBM Cognos Framework Manager
- D.** IBM Cognos Workspace Advanced

Answer: A

Reference: