

IBM

Exam M2020-626

IBM Cognos Business Intelligence Sales Mastery Test v3

Version: 6.0

[Total Questions: 44]

Question No : 1

Which is an example of a post-sale best practice when it comes to continued development of the customer relationship?

- A. Before beginning the implementation, ask the customer to introduce you to other business units that would be interested in the product.
- B. Provide the customer's contact information to other colleagues to allow them to prospect into the account.
- C. Offer quarterly or annual Business Intelligence Health Check.
- D. Begin focusing on other client opportunities and use this deal as a customer reference.

Answer: C

Question No : 2

A new client asks about the core differentiators between IBM Cognos Business Intelligence and the competition. Which topic favorably positions IBM Cognos Business Intelligence?

- A. It provides a unified workspace for all users.
- B. Its license cost.
- C. Its implementation.
- D. It provides write back capabilities.

Answer: D

Question No : 3

Which question could a sales representative ask to uncover an opportunity to pitch IBM Cognos Business Intelligence?

- A. Does your agriculture company have an information management data warehouse in place today?
- B. Are you looking to understand patterns, identify risk & new opportunities to shape future success?
- C. What are your biggest compensation management issues for your Sales department?
- D. How are you looking to improve operations within the Office of Finance department?

Answer: C

Question No : 4

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 : 5

Which capabilities and strengths of IBM Cognos Business Intelligence are unmatched by its competitors?

- A. Mobile, common architectural foundation, compatible with other analytic products.
- B. Modeler, visualizations, and a common architectural foundation.
- C. Right sized business intelligence provides a view into the past, present and future.
- D. Enterprise planning, canned reports and original equipment manufacturing (OEM) capabilities out of the box.

Answer: C

Reference:

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

Question No : 6

The COO of a midmarket financial services firm has a \$50,000 budget and would like to provide their financial advisors with reporting and dashboards. She feels that with IBM Cognos Express she can start small, and grow her footprint over time. Her plans are to implement 40 seats of IBM Cognos Express Business Intelligence, and then grow that user footprint to 150 by next year.

What should the seller tell the prospective customer?

- A. The IBM Cognos Express user count maximum is 100 and not a long term solution.
- B. We cannot discount the 40 seats of IBM Cognos Express to fit into her budget.
- C. Agree that her first 100 users should be Express; when she's ready for the next 50, they'll be Cognos Enterprise OR agree that her first 100 users should be Express; when the growth is over 100 users they can upgrade to Cognos Enterprise.
- D. Dashboarding is not included in IBM Cognos Express.

Answer: C

Question No : 7

A financial services organization has large amounts of data including data on their customers. They are currently using Microsoft Excel and running reports manually. They typically take anywhere from a few hours to two weeks to run. These reports are then reviewed by the executive team. Additionally, certain parts of some of the report are personalized for different division leads.

Why would this company be a candidate for IBM Cognos Business Intelligence?

- A. The organization is a financial services organization running individual reports.
- B. The CEO and CIO are reviewing these reports, which are personalized.
- C. A number of people outside of the executive team including Human Resources and Sales and Operations, use the standardized reports.
- D. The organization has large amounts of data, reports take a long time to run. used by executives and personalized for individuals.

Answer: C

Question No : 8

Which IBM Business Analytics product includes full IBM Business Intelligence to enable