

## M2090-626<sup>Q&As</sup>

IBM Cognos Business Intelligence Sales Mastery Test v3

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## QUESTION 1

The CIO of a manufacturer of electrical components owns 20 Consumer licenses of IBM Cognos Business Intelligence, and would like the ability to distribute reports so their executive management team can view them on their mobile devices. How does the seller follow up with the CIO?

- A. The Consumer license is a dead license. They need to purchase the Analytic User license.
- B. The mobile component is only available with IBM Cognos Analytic Explorer. They need to trade up.
- C. IBM Cognos mobile functionality is only available with Processor Value Unit (PVU) licenses.
- D. He can trade up to the Analytic User license for expanded functionality, including mobile.

Correct Answer: C

Reference:

<http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?infotype=anandsubtype=caandappname=gpateamandsupplier=897andletternum=ENUS214-422>

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## QUESTION 2

Which application can connect with IBM Cognos Business Intelligence?

- A. IBM Cognos can connect to any data source.
- B. IBM Cognos can only connect to its native connections, such as DB2
- C. IBM Cognos can connect to SAP.
- D. IBM Cognos can connect to Oracle.

Correct Answer: A

Reference:

[http://www01.ibm.com/support/knowledgecenter/SSRL5J\\_1.0.1/com.ibm.swg.ba.cognos.ug\\_cra.10.1.1.doc/c\\_datasources.html](http://www01.ibm.com/support/knowledgecenter/SSRL5J_1.0.1/com.ibm.swg.ba.cognos.ug_cra.10.1.1.doc/c_datasources.html)

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## QUESTION 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 and 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?

Correct Answer: C

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#### QUESTION 4

Identify the key stakeholder that you must have involved in selling an IBM Cognos Business Intelligence deal.

- A. Director of IT, Engineering Manager
- B. Line of Business lead, Director of IT
- C. CFO, Strategic Sourcing Manager
- D. CMO, Engineering Manager

Correct Answer: A

Reference: <http://www.redbooks.ibm.com/abstracts/tips0947.html>

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#### QUESTION 5

The Vice President of IT for a healthcare consulting firm is trying to trying to modernize the way they distribute operational and sales reports internally. They currently own 20 licenses of IBM Cognos Impromptu 7. He is interested in a trade up to IBM Cognos Business Intelligence. The entitlements on their IBM Cognos Impromptu licenses expired last year.

What does the sales representative tell the client?

- A. There is a trade up part number, which is discounted about 25% percent off the license price.
- B. They cannot trade up since they have do not have an active entitlement.
- C. It is an even swap, they just need to contact their business partner.
- D. There is a trade up part number, which is discounted about 55% off the list price.

Correct Answer: C

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