

M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

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>

QUESTION 2

An IBM Cognos Business Intelligence prospect is leaning towards Tableau because of its strong data visualization capabilities. Which IBM Cognos Business Intelligence capability directly competes with Tableau's data visualization?

- A. IBM Cognos RAVE charting
- B. IBM Cognos Report Studio
- C. IBM Cognos Workspace Advanced
- D. IBM Cognos Analysis For Microsoft Excel (CAFE)

Correct Answer: D

Reference:

<http://www-03.ibm.com/software/products/en/cognos-analysis-ms-excel>

QUESTION 3

An existing IBM Cognos Business Intelligence enterprise customer has expressed frustration with the time it takes for them to prepare, compile and update their quarterly financial reports for review at Board meetings. Which IBM product is most appropriate to try to up-sell to this customer?

- A. IBM InfoSphereDataStage
- B. IBM Cognos Disclosure Management
- C. IBM Cognos TM1
- D. IBM Cognos Insight

Correct Answer: C

Reference:

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

QUESTION 4

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.

Correct Answer: D

Reference:

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

QUESTION 5

Which IBM Business Analytics product may use IBM Cognos Business Intelligence as a data source?

- A. IBM Clarity
- B. IBM Cognos Finance
- C. IBM SPSS Modeler
- D. IBM SPSS Statistics

Correct Answer: D

Reference: <http://www.ibm.com/developerworks/analytics/products.html>

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