M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

Users would look at a business intelligence solution such as IBM Cognos when they want to:

A. Create manual reports using SAP Crystal Reports and Microsoft Excel spreadsheets.

B. Deploy a new enterprise resource planning (ERP) system that includes embedded solution for business intelligence.

C. Deploy an enterprise resource planning (ERP) system that does not include canned reports.

D. Analyze data for themselves to drive better, smarter business decisions.

Correct Answer: D

Reference:

http://www.virzrt.hu/en/pdfs/analysis_for_everyone.pdf

QUESTION 2

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

Correct Answer: A

Reference: http://www01.ibm.com/support/knowledgecenter/SSEP7J_10.2.2/com.ibm.swg.ba.cognos.wig_cr.10.2 .2.doc/ c_gtstd_bia.html

QUESTION 3

A prospective customer has expressed a desire for a business intelligence tool and is not interested in really changing how things are done in their Accounting and Finance department. Which product are you LEAST likely to include and demonstrate in the proposed IBM solution?

A. IBM Cognos TM1

B. IBM Cognos Workspace

C. IBM Cognos Report Studio

D. IBM Cognos Framework Manager

Correct Answer: B

Reference:

http://www01.ibm.com/support/knowledgecenter/SSEP7J_10.2.2/com.ibm.swg.ba.cognos.wig_cr.10.2 .2.doc/
c_gtstd_bia.html

QUESTION 4

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

QUESTION 5

During an initial discovery call with an existing customer, they mention they are standardized on SAP across their
organization. They are looking for a business intelligence reporting platform, and will likely default to Business Objects,
because it is already "built in". Which is the next right step for the sales professional to take in this scenario?

A. Mark the opportunity as closed; the chance of winning the business is very low in this type of situation.

B. Share a SAP/IBM Cognos case study and discuss the integration options between the two products.

C. Direct the conversation to focus on IBM\\'s predictive capabilities as this is a weakness of SAP.

D. Develop customer interest by introducing them to IBM\\'s partnerships with Twitter and Apple.

Correct Answer: D

Reference:

http://www-03.ibm.com/press/us/en/pressrelease/44370.wss

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