M2090-626 ^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

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.

Correct Answer: C

Reference:

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

QUESTION 2

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=ENUS 214-422

QUESTION 3

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.

Correct Answer: C

QUESTION 4

A prospect\\'s needs were determined in an initial discovery call, the seller was invited for an on-site visit, a product demonstration has been delivered and the purchase decision maker has been identified. What does this indicate?

A. The prospect needs to identify potential business users.

B. The prospect is seriously considering making a purchase.

C. The opportunity is ready to be entered into the CRM system.

D. The seller needs information about the prospect\\'s implementation.

Correct Answer: B

QUESTION 5

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

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