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Vendor: IBM

Exam Code: M2090-626

Exam Name: IBM Cognos Business Intelligence Sales
Mastery Test v3

Version: Demo

QUESTION 1

Which are steps to close in a negotiation with a potential customer?

- A. Confirm user count with customer, receive Software Group approval for pricing on license configuration, present pricing to customer, confirm that customer agrees to purchase.
- B. Present pricing to customer, confirm that customer agrees to purchase, customer requests funds from Procurement Department, Procurement Department delivers Purchase Order.
- C. Receive Software Group approval for pricing on license configuration, present pricing to customer, confirm that customer agrees to purchase. discuss service contract with customer.
- D. Discuss service contract with customer, present service contract to customer, collect Purchase Order for Service Contract, configure user count with customer.

Correct Answer: B

Explanation

QUESTION 2

A chief marketing officer (CMO) is having difficulty quantifying the success of his marketing campaigns. The most effective response to the CMO is:

- A. IBM has been a leader in the Gartner Magic Quadrant for the past 7 years.
- B. IBM has invested over \$20 billion in Analytics over the past 5 years and just opened a new briefing center for Watson in New York.
- C. IBM Cognos Business Intelligence and IBM SPSS can process over 5 million records per second, according to Lab tests.
- D. Share an industry specific customer reference where IBM solved a similar issue.

Correct Answer: D

Explanation

Explanation/Reference:

Reference:

<https://www-935.ibm.com/services/in/igs/pdf/g510-3234-00-esr-managing-organizational-knowledge.pdf>

QUESTION 3

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

Correct Answer: B

Explanation

Explanation/Reference:

Reference:

<http://www-03.ibm.com/software/products/en/cognos-incentive-compensation-management>

QUESTION 4

A client has many data sources and a heavy reliance on internal spreadsheets. They are seeking a new business intelligence solution which will address their issues. Which response is correct about IBM Cognos Business Intelligence?

- A. It was designed to work with the business user, without a heavy reliance on IT.
- B. All data used by can be accessed via mobile devices via Windows. iOS and Android.
- C. It only addresses customer's visualization needs.
- D. It is limited when it tries to access information from multiple applications and pulls it together into a single platform.

Correct Answer: D

Explanation

QUESTION 5

The VP of Operations for a manufacturer of blood testing equipment approached IBM to help him find a solution to predict when their machines need servicing and repairs. Which IBM Cognos product is most closely aligned to the client's needs?

- A. IBM Cognos TM1
- B. IBM Cognos Controller
- C. IBM Cognos Impromptu
- D. IBM Predictive Manufacturing and Quality

Correct Answer: A

Explanation

Explanation/Reference:

Reference:

<http://www-01.ibm.com/support/docview.wss?uid=swg24036996>

QUESTION 6

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

Explanation

Explanation/Reference:

Reference:

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

QUESTION 7

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

Explanation

Explanation/Reference:

Reference:

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