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Vendor: IBM

Exam Code: M2090-743

Exam Name: IBM Big Data and Analytics Sales Mastery
v2

Version: Demo

QUESTION 1

What is the problem BigInsights solves for our customer?

- A. Our customers want Hadoop to be able to analyze data in motion.
- B. Our customers want to manage new data sources in an efficient way. They want to acquire, grow & analyze data in order to stay competitive & grow their business.
- C. Our customers want to explore data, extract, load, and transform the data into trusted information then move into a PureData for Analytics environment for analysis.
- D. Our customers want to have a single view of the customer and maintain the 'golden' record of enterprise information that will be 'pushed' to every application that needs that information.

Correct Answer: A

QUESTION 2

If a prospect states that in general the Data Warehouse Era is over, what would be a good reply?

- A. Yes, most Data Warehouses are obsolete.
- B. Yes, but we have enterprise ready Hadoop.
- C. No, newer technologies are improving current Data Warehouses performance and functionality.
- D. No, Hadoop is not a proven technology and could easily fail to meet expectations.

Correct Answer: B

QUESTION 3

Why is IBM a strong player in Data Warehouse Modernization?

- A. IBM employs proven solutions that help clients
- B. IBM is the only vendor to bring cognitive capabilities into the data warehouse picture
- C. IBM has the deepest patent assets and investment of any vendor
- D. All of the above

Correct Answer: B

QUESTION 4

What are compelling reasons for a business to act on modernization?

- A. IT has significant staffing levels that attempt to manage data complexity
- B. Data Warehouse capabilities are not keeping up with business expectations
- C. Their competitors are leveraging big data
- D. B and C

Correct Answer: C

QUESTION 5

Which of the following is probably not a good candidate for Operations Analysis? Someone who is:

- A. Having difficulty dealing with large volumes of machine data
- B. Unable to perform complex real-time analysis
- C. Looking to extend the data warehouse
- D. Unable to perform root cause analysis

Correct Answer: C

QUESTION 6

Customer sentiment is typically discovered through analysis of this type of data:

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