

M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

A typical reason organizations look to IBM Cognos Business Intelligence is:

- A. The end user is using Business Objects to manually create reports.
- B. It is a small, organized company with no enterprise resource planning (ERP).
- C. One-to-many reports flow from the enterprise to business users.
- D. Their enterprise resource planning (ERP) system currently provides standardized reporting.

Correct Answer: D

QUESTION 2

What is required to set up a standard IBM Cognos Express environment?

- A. IBM Analytic Server
- B. IBM Cognos Express Consumer and IBM Cognos Express Connector
- C. IBM Cognos Express Administrator and IBM Cognos Express Connector
- D. IBM Cognos Forward Looking Analytics Architect

Correct Answer: D

Reference:

<http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?infotype=anandsubtype=caandapname=gpateamandsupplier=897andletternum=ENUS 214-422>

QUESTION 3

Which question could a sales representative ask to uncover an opportunity to pitch IBM Cognos Business Intelligence?

- A. Does your agriculture company have an information management data warehouse in place today?
- B. Are you looking to understand patterns, identify risk and new opportunities to shape future success?
- C. What are your biggest compensation management issues for your Sales department?
- D. How are you looking to improve operations within the Office of Finance department?

Correct Answer: C

QUESTION 4

Which IBM product includes IBM Cognos Business Intelligence for self-service reporting?

- A. IBM Cast Iron
- B. IBM Endpoint Manager
- C. IBM Rational ClearQuest
- D. IBM Sterling Order Management

Correct Answer: B

Reference:

http://www01.ibm.com/common/ssi/ShowDoc.wss?docURL=/common/ssi/rep_sm/4/649/ENUS5725-E24/index.html&lang=en&request_locale=en

QUESTION 5

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 6

Which business issue, mentioned by a C-level business manager, would IBM Cognos Business Intelligence be of value in solving?

- A. The data extract, transfer and load (ETL) processes now in place take excessive time and processing power to complete each night.
- B. New business intelligence solutions are difficult to integrate with existing systems.
- C. We do not have the relevant data to make decisions on recruitment.
- D. It is difficult to see into the overall performance of our company across the various departments.

Correct Answer: B

QUESTION 7

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 8

An IBM Cognos Business Intelligence seller wants to win a deal where Oracle and SAP are also competing. Which talking point highlights IBM Cognos Business Intelligence capabilities over the competition?

- A. IBM Cognos Business Intelligence can be implemented both seamlessly and faster than the competition.
- B. IBM Cognos software is the only IBM MobileFirst technology.
- C. IBM Cognos dashboards are the best of breed and have greater interactive capabilities.
- D. It provides actionable insight in real-time, mobile, and business processes that improve business outcomes.

Correct Answer: D

Reference:

<http://www.mresult.com/BusinessIntelligence/IBMCognos.aspx>

QUESTION 9

Which is an example of a post-sale best practice when it comes to continued development of the customer relationship?

- A. Before beginning the implementation, ask the customer to introduce you to other business units that would be interested in the product.
- B. Provide the customer's contact information to other colleagues to allow them to prospect into the account.
- C. Offer quarterly or annual Business Intelligence Health Check.
- D. Begin focusing on other client opportunities and use this deal as a customer reference.

Correct Answer: C

QUESTION 10

IBM Cognos Business Intelligence's capabilities can be seen and implemented through which need?

- A. The customer is looking for driving factors for sales performance.
- B. A college is looking for a way to find out how to predict student enrollment for sophomores.
- C. A college wants to employ a dashboard solution to better understand student enrollment numbers.
- D. A retail company is looking for a solution which will take current data and predict future sales.

Correct Answer: D

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