



M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

Which IBM Business Analytics product includes full IBM Business Intelligence to enable users with full self-service reporting and analysis?

- A. IBM Cognos Performance Management TM1
- B. IBM SPSS Statistics
- C. IBM Cognos Controller
- D. IBM Cognos Disclosure Management

Correct Answer: D

Reference:

<http://www-03.ibm.com/software/products/en/category/business-analytics>

QUESTION 2

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 3

Which prospective customer fits the profile of an ideal IBM Cognos Business Intelligence candidate?

- A. A start-up company with venture capital funding and 20 employees.
- B. An organization with 700 employees that has culture of decentralized data.
- C. A public company with 2300 employees, \$2.7 billion in revenue using Business Objects along with SAP enterprise resource planning (ERP).
- D. A company with 1100 employees looking to become analytically driven, constrained by traditional business intelligence including wide use of spreadsheets.



Correct Answer: C

QUESTION 4

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

QUESTION 5

Which IBM Business Analytics product may use IBM Cognos Business Intelligence as a data source?

- A. IBM Clarity
- B. IBM Cognos Finance
- C. IBM SPSS Modeler
- D. IBM SPSS Statistics

Correct Answer: D

Reference: <http://www.ibm.com/developerworks/analytics/products.html>

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