



# M2090-626<sup>Q&As</sup>

IBM Cognos Business Intelligence Sales Mastery Test v3

**Pass IBM M2090-626 Exam with 100% Guarantee**

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.passapply.com/m2090-626.html>

100% Passing Guarantee  
100% Money Back Assurance

Following Questions and Answers are all new published by IBM Official Exam Center

-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers





### QUESTION 1

A new client asks about the core differentiators between IBM Cognos Business Intelligence and the competition. Which topic favorably positions IBM Cognos Business Intelligence?

- A. It provides a unified workspace for all users.
- B. Its license cost.
- C. Its implementation.
- D. It provides write back capabilities.

Correct Answer: D

---

### QUESTION 2

A prospective customer is concerned that utilizing a business intelligence tool like IBM Cognos Business Intelligence is too advanced for their users' computer skills.

Which response describes the value of IBM Cognos Business Intelligence to this prospect?

- A. IBM Cognos Business Intelligence is built on a scalable services oriented architecture and requires almost no local client software installation.
- B. IBM Cognos Business Intelligence solutions are designed with the business user in mind, providing easy to use self-service report authoring and dashboard creation.
- C. The IBM Cognos Workforce Performance solution is tailored to the specific needs of Human Resources, without requiring IT to create these reports.
- D. IBM Cognos Business Intelligence was designed to federate information from multiple applications and pull it together into a single report.

Correct Answer: C

Reference:

<https://html2-f.scribdassets.com/20d6i0uyrk3ztzfa/images/7-8754263beb.jpg>

---

### QUESTION 3

While conducting prospecting activities, a sales representative is speaking to a chief customer officer at a software company about IBM Cognos Business Intelligence. Which question would be effective in uncovering business problems that IBM Cognos Business Intelligence could solve?

- A. How does Accounting currently run reports?
- B. Where is the data coming from and how do you report against it?
- C. What business decisions are made on "intuition" or "gut feel" instead of data-driven analytics?



D. Who on your team uses reports and what information is important to them?

Correct Answer: C

---

#### QUESTION 4

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 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>

---

[M2090-626 VCE Dumps](#)

[M2090-626 Study Guide](#)

[M2090-626 Braindumps](#)