



M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

The new Vice President of IT of a midmarket manufacturer of adhesives is evaluating business intelligence solutions to integrate with their Oracle system. He initially needs 10 user licenses, and plans to expand user count over time. He has a budget of \$20,000, feels that IBM Cognos is too expensive for what his company needs, and is considering another solution. What would be the proper follow up to the client?

- A. Minimum user count that IBM sells for IBM Cognos Express is 25 users.
- B. IBM Cognos Express is a restricted part number, and list price for ten seats is more than \$20,000 which is would be out of their price range.
- C. IBM Cognos Express is the perfect solution for his needs. It is priced and marketed specifically for the midmarket, and we can work with him on his tight budget.
- D. IBM Cognos Express is a perfect solution for his needs, but it does not integrate with Oracle.

Correct Answer: B

QUESTION 2

During an initial discovery call with an existing customer, they mention they are standardized on SAP across their organization. They are looking for a business intelligence reporting platform, and will likely default to Business Objects, because it is already "built in". Which is the next right step for the sales professional to take in this scenario?

- A. Mark the opportunity as closed; the chance of winning the business is very low in this type of situation.
- B. Share a SAP/IBM Cognos case study and discuss the integration options between the two products.
- C. Direct the conversation to focus on IBM's predictive capabilities as this is a weakness of SAP.
- D. Develop customer interest by introducing them to IBM's partnerships with Twitter and Apple.

Correct Answer: D

Reference:

<http://www-03.ibm.com/press/us/en/pressrelease/44370.wss>

QUESTION 3

Users would look at a business intelligence solution such as IBM Cognos when they want to:

- A. Create manual reports using SAP Crystal Reports and Microsoft Excel spreadsheets.
- B. Deploy a new enterprise resource planning (ERP) system that includes embedded solution for business intelligence.
- C. Deploy an enterprise resource planning (ERP) system that does not include canned reports.
- D. Analyze data for themselves to drive better, smarter business decisions.



Correct Answer: D

Reference:

http://www.virzrt.hu/en/pdfs/analysis_for_everyone.pdf

QUESTION 4

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=caandappname=gplateamandsupplier=897andletternum=ENUS 214-422>

QUESTION 5

The CIO of a manufacturer of electrical components owns 20 Consumer licenses of IBM Cognos Business Intelligence, and would like the ability to distribute reports so their executive management team can view them on their mobile devices. How does the seller follow up with the CIO?

- A. The Consumer license is a dead license. They need to purchase the Analytic User license.
- B. The mobile component is only available with IBM Cognos Analytic Explorer. They need to trade up.
- C. IBM Cognos mobile functionality is only available with Processor Value Unit (PVU) licenses.
- D. He can trade up to the Analytic User license for expanded functionality, including mobile.

Correct Answer: C

Reference:

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