



M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

Which scenario describes the MOST compelling buying event?

- A. The customer is acquiring another company and adding headcount.
- B. It is the beginning of the year and the customer has money to spend.
- C. The customer's main competition is now using business intelligence solutions.
- D. The customer has a renewal fast approaching and they'd like to wrap everything in and buy net new.

Correct Answer: C

QUESTION 2

In 2014 new user roles were added to IBM Cognos Business Intelligence. Identify the new roles.

- A. Professional Author, Advanced Business Author, Enhanced Consumer. Administrator. Remote Recipient
- B. Analytic Administrator, Analytic Author, Analytic User. Analytic Contributor. Forward Looking Analytics Architect
- C. Analytic Administrator. Information Distribution. Analytic Explorer, Analytic User. Forward Looking Analytics Architect
- D. Analytic Enterprise User, Analytic Performance Management User, Analytic Contributor, Forward Looking Analytics Architect. Analytic Enhanced Consumer

Correct Answer: A

Reference:

<http://www.cognossource.com/ibm-cognos-bi-licensing-simplified/>

QUESTION 3

Which application can connect with IBM Cognos Business Intelligence?

- A. IBM Cognos can connect to any data source.
- B. IBM Cognos can only connect to its native connections, such as DB2
- C. IBM Cognos can connect to SAP.
- D. IBM Cognos can connect to Oracle.

Correct Answer: A

Reference:

http://www01.ibm.com/support/knowledgecenter/SSRL5J_1.0.1/com.ibm.swg.ba.cognos.ug_cra.10.1.1.doc/c_datasources.html



QUESTION 4

An IBM Cognos Business Intelligence prospect is leaning towards Tableau because of its strong data visualization capabilities. Which IBM Cognos Business Intelligence capability directly competes with Tableau's data visualization?

- A. IBM Cognos RAVE charting
- B. IBM Cognos Report Studio
- C. IBM Cognos Workspace Advanced
- D. IBM Cognos Analysis For Microsoft Excel (CAFE)

Correct Answer: D

Reference:

<http://www-03.ibm.com/software/products/en/cognos-analysis-ms-excel>

QUESTION 5

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

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