



M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

A client has many data sources and a heavy reliance on internal spreadsheets. They are seeking a new business intelligence solution which will address their issues. Which response is correct about IBM Cognos Business Intelligence?

- A. It was designed to work with the business user, without a heavy reliance on IT.
- B. All data used by can be accessed via mobile devices via Windows. iOS and Android.
- C. It only addresses customer\'s visualization needs.
- D. It is limited when it tries to access information from multiple applications and pulls it together into a single platform.

Correct Answer: D

QUESTION 2

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 3

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=gpateamandsupplier=897andletternum=ENUS 214-422>



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

Which capabilities and strengths of IBM Cognos Business Intelligence are unmatched by its competitors?

- A. Mobile, common architectural foundation, compatible with other analytic products.
- B. Modeler, visualizations, and a common architectural foundation.
- C. Right sized business intelligence provides a view into the past, present and future.
- D. Enterprise planning, canned reports and original equipment manufacturing (OEM) capabilities out of the box.

Correct Answer: C

Reference:

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

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