



M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

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 2

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 3

From a high level, which three IBM Business Analytics brands had their functionality combined in order to create the Forward Looking Analytic Architect license?

- A. IBM Cognos Business Intelligence. IBM SPSS and IBM Kenexa
- B. IBM Cognos Business Intelligence, IBM SPSS and IBM Cognos Incentive Compensation Management
- C. IBM Cognos Business Intelligence. IBM Cognos Incentive Compensation Management and IBM Algorithmics
- D. IBM Cognos Business Intelligence. IBM SPSS and IBM TM1



Correct Answer: B

Reference:

<http://www-03.ibm.com/software/products/en/cognos-incentive-compensation-management>

QUESTION 4

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 5

Which indicates an IBM Cognos Business Intelligence opportunity is viable and likely to close successfully?

- A. The prospect issues a request for information (RFI) that will be short listed to a request for proposal (RFP).
- B. IT has given IBM the technical win.
- C. The prospect has announced budget allocated for the year to license and implement.
- D. A business sponsor has selected the IBM solution as the preferred vendor.

Correct Answer: D

Reference:

<http://www.ibm.com/cloud-computing/us/en/interconnect/expo/sponsor/>

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