



M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

Identify the key stakeholder that you must have involved in selling an IBM Cognos Business Intelligence deal.

- A. Director of IT, Engineering Manager
- B. Line of Business lead, Director of IT
- C. CFO, Strategic Sourcing Manager
- D. CMO, Engineering Manager

Correct Answer: A

Reference: <http://www.redbooks.ibm.com/abstracts/tips0947.html>

QUESTION 2

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 3

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=gpateamandsupplier=897andletternum=ENUS 214-422>

QUESTION 4

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 5

An existing IBM Cognos Business Intelligence enterprise customer has expressed frustration with the time it takes for them to prepare, compile and update their quarterly financial reports for review at Board meetings. Which IBM product is most appropriate to try to up-sell to this customer?

- A. IBM InfoSphereDataStage
- B. IBM Cognos Disclosure Management
- C. IBM Cognos TM1
- D. IBM Cognos Insight

Correct Answer: C

Reference:

<http://www-03.ibm.com/software/products/en/cognostm1>

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