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QUESTION 1

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/

QUESTION 2

A financial services organization has large amounts of data including data on their customers. They are currently using Microsoft Excel and running reports manually. They typically take anywhere from a few hours to two weeks to run. These reports are then reviewed by the executive team. Additionally, certain parts of some of the report are personalized for different division leads.

Why would this company be a candidate for IBM Cognos Business Intelligence?

A. The organization is a financial services organization running individual reports.

B. The CEO and CIO are reviewing these reports, which are personalized.

C. A number of people outside of the executive team including Human Resources and Sales and Operations, use the standardized reports.

D. The organization has large amounts of data, reports take a long time to run. used by executives and personalized for individuals.

Correct Answer: C

QUESTION 3

An IBM Cognos Business Intelligence seller wants to win a deal where Oracle and SAP are also competing. Which talking point highlights IBM Cognos Business Intelligence capabilities over the competition?

A. IBM Cognos Business Intelligence can be implemented both seamlessly and faster than the competition.

B. IBM Cognos software is the only IBM MobileFirst technology.

C. IBM Cognos dashboards are the best of breed and have greater interactive capabilities.

D. It provides actionable insight in real-time, mobile, and business processes that improve business outcomes.

Correct Answer: D

Reference:

http://www.mresult.com/BusinessIntelligence/IBMCognos.aspx

QUESTION 4

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 5

What are the characteristics of a qualified opportunity?

A. Budget, Authority, Need and Time Frame

B. Budget, Functionality. Need and Time Frame

C. Scalability. Scope, Size and Services

D. People, Process. Pricing, Palatability

Correct Answer: A

Reference: http://www.raintoday.com/library/articles/a-new-way-to-qualify-sales-leads-faint/

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