



M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

A chief marketing officer (CMO) is having difficulty quantifying the success of his marketing campaigns. The most effective response to the CMO is:

- A. IBM has been a leader in the Gartner Magic Quadrant for the past 7 years.
- B. IBM has invested over \$20 billion in Analytics over the past 5 years and just opened a new briefing center for Watson in New York.
- C. IBM Cognos Business Intelligence and IBM SPSS can process over 5 million records per second, according to Lab tests.
- D. Share an industry specific customer reference where IBM solved a similar issue.

Correct Answer: D

Reference:

<https://www-935.ibm.com/services/in/igs/pdf/g510-3234-00-esr-managing-organizational-knowledge.pdf>

QUESTION 2

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 3

Which IBM Business Analytics product includes full IBM Business Intelligence to enable users with full self-service reporting and analysis?

- A. IBM Cognos Performance Management TM1
- B. IBM SPSS Statistics
- C. IBM Cognos Controller



D. IBM Cognos Disclosure Management

Correct Answer: D

Reference:

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

QUESTION 4

What is the preferred price metric for IBM Cognos Business Intelligence?

- A. Processor Value Unit (PVU)
- B. Authorized User
- C. Resource Value Unit (RVU)
- D. End User License Agreement (EULA)

Correct Answer: C

Reference: http://www-01.ibm.com/common/ssi/rep_ca/8/897/ENUS210-428/ENUS210-428.PDF

QUESTION 5

Which IBM product includes IBM Cognos Business Intelligence for self-service reporting?

- A. IBM Cast Iron
- B. IBM Endpoint Manager
- C. IBM Rational ClearQuest
- D. IBM Sterling Order Management

Correct Answer: B

Reference:

http://www01.ibm.com/common/ssi/ShowDoc.wss?docURL=/common/ssi/rep_sm/4/649/ENUS5725-E24/index.html&lang=en&request_locale=en

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