



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

Users would look at a business intelligence solution such as IBM Cognos when they want to:

- A. Create manual reports using SAP Crystal Reports and Microsoft Excel spreadsheets.
- B. Deploy a new enterprise resource planning (ERP) system that includes embedded solution for business intelligence.
- C. Deploy an enterprise resource planning (ERP) system that does not include canned reports.
- D. Analyze data for themselves to drive better, smarter business decisions.

Correct Answer: D

Reference:

http://www.virzrt.hu/en/pdfs/analysis_for_everyone.pdf

QUESTION 3

When would you position IBM Cognos Cloud?

- A. When a company does not have the internal resources needed to upgrade and provide patches and bundles.
- B. When a company needs a quick visualization tool before they are ready for IBM Cognos Enterprise.
- C. When a company is headquartered overseas and wants to perform reporting enterprise-wide.
- D. When a company is midmarket; IBM Cognos Cloud does not scale to enterprise accounts.

Correct Answer: D

Reference:

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



QUESTION 4

A prospect's needs were determined in an initial discovery call, the seller was invited for an on-site visit, a product demonstration has been delivered and the purchase decision maker has been identified. What does this indicate?

- A. The prospect needs to identify potential business users.
- B. The prospect is seriously considering making a purchase.
- C. The opportunity is ready to be entered into the CRM system.
- D. The seller needs information about the prospect's implementation.

Correct Answer: B

QUESTION 5

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

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