



M2090-743^{Q&As}

IBM Big Data and Analytics Sales Mastery v2

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QUESTION 1

Why is IBM a strong player in Data Warehouse Modernization?

- A. IBM employs proven solutions that help clients
- B. IBM is the only vendor to bring cognitive capabilities into the data warehouse picture
- C. IBM has the deepest patent assets and investment of any vendor
- D. All of the above

Correct Answer: B

QUESTION 2

Customer sentiment is typically discovered through analysis of this type of data: A. Structure

- B. Unstructured
- C. Spatial
- D. Semi-structured

Correct Answer: D

QUESTION 3

What is InfoSphere Streams?

- A. In memory database for optimized queries and fast results
- B. Business Intelligence (BI) tool built on rules designed for speed
- C. In memory processing of all data for fast analytics
- D. Big data solution specifically for fast analysis of social data

Correct Answer: D

QUESTION 4

What is a good entry point for Data Warehouse Modernization?

- A. Exploit new technology to build staff resume skills.
- B. Rip-and-Replace the current Data Warehouse
- C. Add data sources to support new subject areas



D. Chance for Information Technology (IT) to lock down an inflexible ecosystem.

Correct Answer: C

QUESTION 5

When talking to an IT buyer who thinks that Operations Analysis sounds difficult, which response does NOT apply?

- A. Machine data is complicated, but we\\'ve made it easier to analyze
- B. It\\'s only complicated if you have machine data in-motion.
- C. IBM solutions will help you analyze machine data in addition to enterprise data.
- D. IBM solutions will help you combine machine and enterprise data.

Correct Answer: C

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