



M2090-744^{Q&As}

IBM DB2 BLU/Cloud Sales Mastery v1

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QUESTION 1

There is a customer currently running Cognos on top of SQL Server. Despite going to Cognos 10.2, the customer continues to experience performance challenges. Which is the best initial course of action?

- A. Look for another entry point. DB2 does not have SQL Server compatibility
- B. Propose BLU Acceleration as a Cognos accelerator to speed up existing reports using a BLU for Cloud
- C. Propose an enterprise wide SQL Server takeout with an aggressive IULA
- D. Propose PDOA since SQL Server can't run on Power

Correct Answer: B

<http://www-01.ibm.com/software/data/db2/linux-unix-windows/db2-blu-acceleration/>

QUESTION 2

DB2 BLU powers two different cloud offerings. These are:

- A. 1) BLU Acceleration for Cloud 2) AnImage offering including Cognos
- B. 1) BLU Insight 2) A Managed Service offering including Cognos
- C. 1) BLU Analytics Acceleration 2) A Managed Service offering that does not include Cognos
- D. 1) DB2 BLU Cloud Edition 2) AnImage offering that does not include Cognos

Correct Answer: D

QUESTION 3

Which best describes the Oracle environments that we should prioritize for Oracle takeout opportunities?

- A. All Oracle environments are equally simple to go after with our Oracle application compatibility layer
- B. The ideal environments are those where the Oracle Application Suite is being used by the client
- C. SAP, Cognos and environments with home grown applications will generally be the easiest to go after
- D. We only target take-out with SAP environments

Correct Answer: C

QUESTION 4

Which best describes the approach that should be used when working on a Cognos and BLU opportunity where Oracle or SQL Server exists today?



- A. Try and introduce BLU into the environment as a Cognos Workload Accelerator, leveraging BLU for Cloud or the 90-day free trial
- B. Use the Oracle application compatibility layer for Oracle and do not focus on SQLServer since we don't have the equivalent
- C. Work to displace the Oracle or SQLServer environment as this has the largest revenue opportunity
- D. We are not targeting these environments. We are only targeting existing Cognos and DB2 environments

Correct Answer: A

<http://www-01.ibm.com/software/data/db2/linux-unix-windows/db2-blu-acceleration/>

QUESTION 5

Which is the most accurate statement about why BLU is a better alternative solution to HANA?

- A. BLU is less expensive than HANA. but is the same technology
- B. BLU is the only solution in the industry which leverages both in-memory technology as well as deep hardware exploitation such as SIMD
- C. BLU provides a less expensive solution which works with all SAP applications regardless of whether there are analytics or reporting running in the system
- D. BLU provides a less expensive, mature and more flexible columnar implementation than HANA so that the client will not need to change their skills or hardware infrastructure

Correct Answer: B

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