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Vendor: IBM

Exam Code: 000-M249

Exam Name: IBM Cognos Financial Performance
Management Sales Mastery Test v1

Version: Demo

QUESTION NO: 1

Which agenda item is assigned the highest priority by Chief Information Officers (CIOs), according to studies by IBM and Gartner?

- A. compliance
- B. business analytics
- C. mobility solutions
- D. risk management

Answer: B

QUESTION NO: 2

Which financial reporting format, supported by IBM Clarity FSR, is quickly becoming the global standard for exchanging business information because of how efficiently data can be tagged and analyzed?

- A. GAAP
- B. XBRL
- C. IFRS
- D. EDGAR

Answer: B

QUESTION NO: 3

An organization is struggling to efficiently meet the financial reporting requirements in their country. Which offering is designed specifically to help this customer automate their entire compliance lifecycle?

- A. OpenPages UG
- B. OpenPages Audit
- C. OpenPages Operational Risk Management (ORM)
- D. OpenPages Financial Controls Management (FCM)

Answer: D

QUESTION NO: 4

Which product is best suited for a company looking to automate their electronic financial reporting processes to ensure regulatory compliance?

- A. Clarity FSR
- B. OpenPages ITG
- C. Cognos Controller
- D. Cognos TMI

Answer: C

QUESTION NO: 5

What is NOT one of the three ways the world is changing according to the IBM Smarter Planet message?

- A. intricate
- B. instrumented
- C. interconnected
- D. intelligent

Answer: B

QUESTION NO: 6

Which IBM Cognos solution is designed to replace spreadsheet-based high volume analytics while keeping the familiar interface?

- A. Cognos 8 Planning
- B. Cognos 8 Reporting
- C. Cognos Go' Dashboards
- D. Cognos TM1

Answer: D

QUESTION NO: 7

A prospect is interested in IBM Cognos TM1. But they are concerned that its built-in reporting

capabilities are too limited. Which IBM Cognos product can be combined with TM1 to support broader reporting needs?

- A. IBM Cognos 8 BI
- B. IBM Cognos 8 Planning
- C. IBM Cognos 8 Controller
- D. IBM Cognos 8 Business Viewpoint

Answer: A

QUESTION NO: 8

A customer wants to increase the frequency of their forecasts, but the effort it takes and errors that arise result in slow turnaround times which capability of IBM Cognos Financial Performance Management (FPM) solutions best meets the needs of this customer?

- A. dashboards
- B. what-if scenarios
- C. driver-based models
- D. familiar Excel interface

Answer: B

QUESTION NO: 9

What is the most comprehensive way that the office of finance can use business intelligence and performance management to make even their own department more efficient?

- A. to protect profitable customers and manage unprofitable ones
- B. to drive dynamic Financial Performance Management (FPM) practices through automation
- C. to improve sales forecasting
- D. to connect to multiple data sources

Answer: B

QUESTION NO: 10

Which familiar tool enables IBM Cognos TM1 users to author sophisticated applications'?

-
- A. Excel
 - B. Word
 - C. Visual Studio
 - D. Dreamweaver

Answer: C

QUESTION NO: 11

What is NOT one of the major difficulties today's companies are facing in the area of financial planning and analytics?

- A. too much effort spent maintaining budgets and forecasts
- B. inability to link strategic initiatives to execution
- C. critical data spread across multiple data sources
- D. incomplete functionality for complex global financial consolidation

Answer: D

QUESTION NO: 12

A sales representative has just secured a meeting with a manager in the CFO's office. What is NOT an effective tactic for this initial meeting?

- A. be credible
- B. be a strategic resource
- C. focus on the customer
- D. focus on the sale

Answer: D

QUESTION NO: 13

Which office often receives the greatest share of performance management budget and is increasingly a strategic sponsor on enterprise-wide performance management initiatives?

- A. finance
- B. operations

-
- C. sales
 - D. customer service

Answer: A

QUESTION NO: 14

A customer is concerned that their infrequent forecasts quickly become out of date, making it difficult to respond to current economic pressures. What is NOT one of the many capabilities of IBM Cognos FPM that can directly meet the needs of this customer?

- A. workflow monitoring
- B. what-if scenarios
- C. real-time calculation
- D. security and access management

Answer: D

QUESTION NO: 15

Which question will yield the best results when selling IBM Cognos FPM solutions to the CFO of an organization?

- A. Are you manually revising spreadsheets on a frequent basis?
- B. Do you believe your financial business model properly reflects your key business drivers?
- C. Are you able to review your forecasted financials early enough to make course corrections?
- D. Are you looking to leverage your existing infrastructure and reduce your team's workload?

Answer: C

QUESTION NO: 16

Which model properly represents how business analytics drives better performance'?

- A. hypothesis -> testing -> decision making -> performance
- B. data -> trusted information -> decision making -> performance
- C. data -> decision making -> analysis -> performance
- D. prediction -> analysis -> decision making -> performance

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