



M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

The CIO of a manufacturer of electrical components owns 20 Consumer licenses of IBM Cognos Business Intelligence, and would like the ability to distribute reports so their executive management team can view them on their mobile devices. How does the seller follow up with the CIO?

- A. The Consumer license is a dead license. They need to purchase the Analytic User license.
- B. The mobile component is only available with IBM Cognos Analytic Explorer. They need to trade up.
- C. IBM Cognos mobile functionality is only available with Processor Value Unit (PVU) licenses.
- D. He can trade up to the Analytic User license for expanded functionality, including mobile.

Correct Answer: C

Reference:

<http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?infotype=anandsubtype=caandapname=gpateamandsupplier=897andletternum=ENUS 214-422>

QUESTION 2

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 3

The Vice President of IT for a healthcare consulting firm is trying to trying to modernize the way they distribute operational and sales reports internally. They currently own 20 licenses of IBM Cognos Impromptu 7. He is interested in a trade up to IBM Cognos Business Intelligence. The entitlements on their IBM Cognos Impromptu licenses expired last year.

What does the sales representative tell the client?



- A. There is a trade up part number, which is discounted about 25% percent off the license price.
- B. They cannot trade up since they have do not have an active entitlement.
- C. It is an even swap, they just need to contact their business partner.
- D. There is a trade up part number, which is discounted about 55% off the list price.

Correct Answer: C

QUESTION 4

While conducting prospecting activities, a sales representative is speaking to a chief customer officer at a software company about IBM Cognos Business Intelligence. Which question would be effective in uncovering business problems that IBM Cognos Business Intelligence could solve?

- A. How does Accounting currently run reports?
- B. Where is the data coming from and how do you report against it?
- C. What business decisions are made on "intuition" or "gut feel" instead of data-driven analytics?
- D. Who on your team uses reports and what information is important to them?

Correct Answer: C

QUESTION 5

A prospective customer has expressed a desire for a business intelligence tool and is not interested in really changing how things are done in their Accounting and Finance department. Which product are you LEAST likely to include and demonstrate in the proposed IBM solution?

- A. IBM Cognos TM1
- B. IBM Cognos Workspace
- C. IBM Cognos Report Studio
- D. IBM Cognos Framework Manager

Correct Answer: B

Reference:

http://www01.ibm.com/support/knowledgecenter/SSEP7J_10.2.2/com.ibm.swg.ba.cognos.wig_cr.10.2_.2.doc/c_gtstd_bia.html

QUESTION 6

A prospective customer is concerned that utilizing a business intelligence tool like IBM Cognos Business Intelligence is too advanced for their users\' computer skills.



Which response describes the value of IBM Cognos Business Intelligence to this prospect?

- A. IBM Cognos Business Intelligence is built on a scalable services oriented architecture and requires almost no local client software installation.
- B. IBM Cognos Business Intelligence solutions are designed with the business user in mind, providing easy to use self-service report authoring and dashboard creation.
- C. The IBM Cognos Workforce Performance solution is tailored to the specific needs of Human Resources, without requiring IT to create these reports.
- D. IBM Cognos Business Intelligence was designed to federate information from multiple applications and pull it together into a single report.

Correct Answer: C

Reference:

<https://html2-f.scribdassets.com/20d6i0uyrk3ztzfa/images/7-8754263beb.jpg>

QUESTION 7

Which IBM Business Analytics product may use IBM Cognos Business Intelligence as a data source?

- A. IBM Clarity
- B. IBM Cognos Finance
- C. IBM SPSS Modeler
- D. IBM SPSS Statistics

Correct Answer: D

Reference: <http://www.ibm.com/developerworks/analytics/products.html>

QUESTION 8

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 9

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 10

To register an opportunity for IBM's Software Value Incentive "Identify" credit, a Business Partner must:

- A. Inform their IBM Partner Channel Manager that they have identified the qualified opportunity.
- B. Create a qualified opportunity in GPP - the IBM Business Partner Opportunity Portal.
- C. Obtain a confirming email from the customer that the customer wishes to work with the Business Partner on the opportunity.
- D. Request that their IBM Inside Sales Representative create a "Partner Led Opportunity" in Sales Connect, tagging the Business Partner as the Identifier.

Correct Answer: B

Reference:

https://www304.ibm.com/partnerworld/wps/servlet/ContentHandler/swg_av_res_quick_start_5

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