

M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

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 2

From a high level, which three IBM Business Analytics brands had their functionality combined in order to create the Forward Looking Analytic Architect license?

- A. IBM Cognos Business Intelligence. IBM SPSS and IBM Kenexa
- B. IBM Cognos Business Intelligence, IBM SPSS and IBM Cognos Incentive Compensation Management
- C. IBM Cognos Business Intelligence. IBM Cognos Incentive Compensation Management and IBM Algorithmics
- D. IBM Cognos Business Intelligence. IBM SPSS and IBM TM1

Correct Answer: B

Reference:

<http://www-03.ibm.com/software/products/en/cognos-incentive-compensation-management>

QUESTION 3

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

QUESTION 4

What is the preferred price metric for IBM Cognos Business Intelligence?

- A. Processor Value Unit (PVU)
- B. Authorized User
- C. Resource Value Unit (RVU)
- D. End User License Agreement (EULA)

Correct Answer: C

Reference: http://www-01.ibm.com/common/ssi/rep_ca/8/897/ENUS210-428/ENUS210-428.PDF

QUESTION 5

Which business issue, mentioned by a C-level business manager, would IBM Cognos Business Intelligence be of value in solving?

- A. The data extract, transfer and load (ETL) processes now in place take excessive time and processing power to complete each night.
- B. New business intelligence solutions are difficult to integrate with existing systems.
- C. We do not have the relevant data to make decisions on recruitment.
- D. It is difficult to see into the overall performance of our company across the various departments.

Correct Answer: B

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