M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

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

QUESTION 2

A client has many data sources and a heavy reliance on internal spreadsheets. They are seeking a new business intelligence solution which will address their issues. Which response is correct about IBM Cognos Business Intelligence?

A. It was designed to work with the business user, without a heavy reliance on IT.

B. All data used by can be accessed via mobile devices via Windows. iOS and Android.

C. It only addresses customer\\'s visualization needs.

D. It is limited when it tries to access information from multiple applications and pulls it together into a single platform.

Correct Answer: D

QUESTION 3

Which are steps to close in a negotiation with a potential customer?

A. Confirm user count with customer, receive Software Group approval for pricing on license configuration, present pricing to customer, confirm that customer agrees to purchase.

B. Present pricing to customer, confirm that customer agrees to purchase, customer requests funds from Procurement Department, Procurement Department delivers Purchase Order.

C. Receive Software Group approval for pricing on license configuration, present pricing to customer, confirm that customer agrees to purchase. discuss service contract with customer.

D. Discuss service contract with customer, present service contract to customer, collect Purchase Order for Service Contract, configure user count with customer.

Correct Answer: B

QUESTION 4

A typical reason organizations look to IBM Cognos Business Intelligence is:

A. The end user is using Business Objects to manually create reports.

B. It is a small, organized company with no enterprise resource planning (ERP).

C. One-to-many reports flow from the enterprise to business users.

D. Their enterprise resource planning (ERP) system currently provides standardized reporting.

Correct Answer: D

QUESTION 5

A prospect\\'s needs were determined in an initial discovery call, the seller was invited for an on-site visit, a product demonstration has been delivered and the purchase decision maker has been identified. What does this indicate?

A. The prospect needs to identify potential business users.

B. The prospect is seriously considering making a purchase.

C. The opportunity is ready to be entered into the CRM system.

D. The seller needs information about the prospect\\'s implementation.

Correct Answer: B

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