

## M2090-743<sup>Q&As</sup>

IBM Big Data and Analytics Sales Mastery v2

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## QUESTION 1

If a prospect states that in general the Data Warehouse Era is over, what would be a good reply?

- A. Yes, most Data Warehouses are obsolete.
- B. Yes, but we have enterprise ready Hadoop.
- C. No, newer technologies are improving current Data Warehouses performance and functionality.
- D. No, Hadoop is not a proven technology and could easily fail to meet expectations.

Correct Answer: B

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## QUESTION 2

What do you tell a customer who tells you, "Big Data equals Hadoop."

- A. Yes, it does.
- B. Hadoop is just one technology we will use to get actionable insight from all types of data.
- C. But Hadoop does not work with social data.
- D. All of the above.

Correct Answer: B

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## QUESTION 3

What is the problem BigInsights solves for our customer?

- A. Our customers want Hadoop to be able to analyze data in motion.
- B. Our customers want to manage new data sources in an efficient way. They want to acquire, grow and analyze data in order to stay competitive and grow their business.
- C. Our customers want to explore data, extract, load, and transform the data into trusted information then move into a PureData for Analytics environment for analysis.
- D. Our customers want to have a single view of the customer and maintain the '\golden\' record of enterprise information that will be '\pushed\' to every application that needs that information.

Correct Answer: A

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## QUESTION 4

The main buyer who holds the budget for an enhanced 360 view solution and an operational analysis solution is:

- A. IT
- B. LOB
- C. CEO
- D. None of the above

Correct Answer: D

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## QUESTION 5

In which industries is personalization of product bundles and service a relevant project for Enhanced 360?

- A. Banking
- B. Retail
- C. Telco
- D. All of the above

Correct Answer: A

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