

M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

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 2

Which application can connect with IBM Cognos Business Intelligence?

- A. IBM Cognos can connect to any data source.
- B. IBM Cognos can only connect to its native connections, such as DB2
- C. IBM Cognos can connect to SAP.
- D. IBM Cognos can connect to Oracle.

Correct Answer: A

Reference:

http://www01.ibm.com/support/knowledgecenter/SSRL5J_1.0.1/com.ibm.swg.ba.cognos.ug_cra.10.1.1.doc/c_datasources.html

QUESTION 3

Which capabilities and strengths of IBM Cognos Business Intelligence are unmatched by its competitors?

- A. Mobile, common architectural foundation, compatible with other analytic products.
- B. Modeler, visualizations, and a common architectural foundation.
- C. Right sized business intelligence provides a view into the past, present and future.
- D. Enterprise planning, canned reports and original equipment manufacturing (OEM) capabilities out of the box.

Correct Answer: C

Reference:

<http://www-03.ibm.com/software/products/en/business-intelligence>

QUESTION 4

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=caandappname=gpateamandsupplier=897andletternum=ENUS 214-422>

QUESTION 5

An IBM Cognos Business Intelligence seller wants to win a deal where Oracle and SAP are also competing. Which talking point highlights IBM Cognos Business Intelligence capabilities over the competition?

- A. IBM Cognos Business Intelligence can be implemented both seamlessly and faster than the competition.
- B. IBM Cognos software is the only IBM MobileFirst technology.
- C. IBM Cognos dashboards are the best of breed and have greater interactive capabilities.
- D. It provides actionable insight in real-time, mobile, and business processes that improve business outcomes.

Correct Answer: D

Reference:

<http://www.mresult.com/BusinessIntelligence/IBMCognos.aspx>

QUESTION 6

A prospective customer puts heavy emphasis on finding a solution with easy dashboard creating capabilities. Which IBM Cognos interface would you demonstrate first?

- A. IBM Cognos Workspace

- B. IBM Cognos TM1
- C. IBM Cognos Framework Manager
- D. IBM Cognos Workspace Advanced

Correct Answer: A

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 7

What is required to set up a standard IBM Cognos Express environment?

- A. IBM Analytic Server
- B. IBM Cognos Express Consumer and IBM Cognos Express Connector
- C. IBM Cognos Express Administrator and IBM Cognos Express Connector
- D. IBM Cognos Forward Looking Analytics Architect

Correct Answer: D

Reference:

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

QUESTION 8

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

QUESTION 9

Identify the key stakeholder that you must have involved in selling an IBM Cognos Business Intelligence deal.

- A. Director of IT, Engineering Manager

- B. Line of Business lead, Director of IT
- C. CFO, Strategic Sourcing Manager
- D. CMO, Engineering Manager

Correct Answer: A

Reference: <http://www.redbooks.ibm.com/abstracts/tips0947.html>

QUESTION 10

Which prospective customer fits the profile of an ideal IBM Cognos Business Intelligence candidate?

- A. A start-up company with venture capital funding and 20 employees.
- B. An organization with 700 employees that has culture of decentralized data.
- C. A public company with 2300 employees, \$2.7 billion in revenue using Business Objects along with SAP enterprise resource planning (ERP).
- D. A company with 1100 employees looking to become analytically driven, constrained by traditional business intelligence including wide use of spreadsheets.

Correct Answer: C

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