

# M2090-626<sup>Q&As</sup>

IBM Cognos Business Intelligence Sales Mastery Test v3

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### QUESTION 1

In 2014 new user roles were added to IBM Cognos Business Intelligence. Identify the new roles.

- A. Professional Author, Advanced Business Author, Enhanced Consumer. Administrator. Remote Recipient
- B. Analytic Administrator, Analytic Author, Analytic User. Analytic Contributor. Forward Looking Analytics Architect
- C. Analytic Administrator. Information Distribution. Analytic Explorer, Analytic User. Forward Looking Analytics Architect
- D. Analytic Enterprise User, Analytic Performance Management User, Analytic Contributor, Forward Looking Analytics Architect. Analytic Enhanced Consumer

Correct Answer: A

Reference:

<http://www.cognossource.com/ibm-cognos-bi-licensing-simplified/>

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### QUESTION 2

Which is an example of a post-sale best practice when it comes to continued development of the customer relationship?

- A. Before beginning the implementation, ask the customer to introduce you to other business units that would be interested in the product.
- B. Provide the customer's contact information to other colleagues to allow them to prospect into the account.
- C. Offer quarterly or annual Business Intelligence Health Check.
- D. Begin focusing on other client opportunities and use this deal as a customer reference.

Correct Answer: C

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### QUESTION 3

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

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Reference:

<https://www-935.ibm.com/services/in/igs/pdf/g510-3234-00-esr-managing-organizational-knowledge.pdf>

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#### QUESTION 4

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>

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#### QUESTION 5

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

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