

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

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

QUESTION 3

Which question could a sales representative ask to uncover an opportunity to pitch IBM Cognos Business Intelligence?

- A. Does your agriculture company have an information management data warehouse in place today?
- B. Are you looking to understand patterns, identify risk and new opportunities to shape future success?
- C. What are your biggest compensation management issues for your Sales department?
- D. How are you looking to improve operations within the Office of Finance department?

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

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

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