

M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

The VP of Operations for a manufacturer of blood testing equipment approached IBM to help him find a solution to predict when their machines need servicing and repairs. Which IBM Cognos product is most closely aligned to the client's needs?

- A. IBM Cognos TM1
- B. IBM Cognos Controller
- C. IBM Cognos Impromptu
- D. IBM Predictive Manufacturing and Quality

Correct Answer: A

Reference:

<http://www-01.ibm.com/support/docview.wss?uid=swg24036996>

QUESTION 2

Which IBM product includes IBM Cognos Business Intelligence for self-service reporting?

- A. IBM Cast Iron
- B. IBM Endpoint Manager
- C. IBM Rational ClearQuest
- D. IBM Sterling Order Management

Correct Answer: B

Reference:

http://www01.ibm.com/common/ssi/ShowDoc.wss?docURL=/common/ssi/rep_sm/4/649/ENUS5725-E24/index.html&lang=en&request_locale=en

QUESTION 3

A sales professional has closed an IBM Cognos Business Intelligence opportunity. Which will help develop the customer relationship now that the sale has closed?

- A. Invite the customer to attend IBM virtual seminars, local user groups, and annual conferences.
- B. Send the customer annual license renewal information in a timely fashion.
- C. Invite the customer to be an official IBM customer reference prior to implementation.
- D. Ask the customer to participate in a reference call for another prospective client.

Correct Answer: C

Reference:

<http://www.redbooks.ibm.com/redpapers/pdfs/redp4888.pdf>

QUESTION 4

The Vice President of IT for a healthcare consulting firm is trying to trying to modernize the way they distribute operational and sales reports internally. They currently own 20 licenses of IBM Cognos Impromptu 7. He is interested in a trade up to IBM Cognos Business Intelligence. The entitlements on their IBM Cognos Impromptu licenses expired last year.

What does the sales representative tell the client?

- A. There is a trade up part number, which is discounted about 25% percent off the license price.
- B. They cannot trade up since they have do not have an active entitlement.
- C. It is an even swap, they just need to contact their business partner.
- D. There is a trade up part number, which is discounted about 55% off the list price.

Correct Answer: C

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>

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