M2090-626Q&As

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

How does social media play a part in separating IBM Cognos Business Intelligence from its competitors?

A. Ability to "connect" with people real-time.

B. Faster and more real-time interaction influences and attracts customers.

C. Ability to post company headlines, news and changes at all times.

D. Ability to see the identities of other companies that your accounts are following.

Correct Answer: A

Reference:

http://www-03.ibm.com/software/businesscasestudies/us/en/cognos

QUESTION 2

While conducting prospecting activities, a sales representative is speaking to a chief customer officer at a software company about IBM Cognos Business Intelligence. Which question would be effective in uncovering business problems that IBM Cognos Business Intelligence could solve?

A. How does Accounting currently run reports?

B. Where is the data coming from and how do you report against it?

C. What business decisions are made on "intuition" or "gut feel" instead of data-driven analytics?

D. Who on your team uses reports and what information is important to them?

Correct Answer: C

QUESTION 3

An existing IBM Cognos Business Intelligence customer is complaining that their users are unhappy because their reports take too long to process. After further investigation, it is determined that some reports are in fact taking over 10 minutes to generate, while the same reports previously would run in under 30 seconds. What is the next best action with this customer?

A. Recommend they upgrade to the latest version of IBM Cognos Business Intelligence.

B. Suggest the customer call IBM Support.

C. Recommend conducting a Business Intelligence Health Check.

D. Suggest the customer schedule the reports be run in off peak hours.

Correct Answer: A

Reference: http://www-01.ibm.com/support/docview.wss?uid=swg27027080

QUESTION 4

A prospect\\'s needs were determined in an initial discovery call, the seller was invited for an on-site visit, a product demonstration has been delivered and the purchase decision maker has been identified. What does this indicate?

A. The prospect needs to identify potential business users.

B. The prospect is seriously considering making a purchase.

C. The opportunity is ready to be entered into the CRM system.

D. The seller needs information about the prospect\\'s implementation.

Correct Answer: B

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

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