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

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 3

The new Vice President of IT of a midmarket manufacturer of adhesives is evaluating business intelligence solutions to integrate with their Oracle system. He initially needs 10 user licenses, and plans to expand user count over time. He has a budget of $20,000, feels that IBM Cognos is too expensive for what his company needs, and is considering another solution. What would be the proper follow up to the client?

A. Minimum user count that IBM sells for IBM Cognos Express is 25 users.

B. IBM Cognos Express is a restricted part number, and list price for ten seats is more than $20,000 which is would be out of their price range.

C. IBM Cognos Express is the perfect solution for his needs. It is priced and marketed specifically for the midmarket, and we can work with him on his tight budget.

D. IBM Cognos Express is a perfect solution for his needs, but it does not integrate with Oracle.

Correct Answer: B

QUESTION 4

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 5

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

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