

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

IBM Cognos Business Intelligence Sales Mastery Test v3

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**QUESTION 1**

When would you position IBM Cognos Cloud?

- A. When a company does not have the internal resources needed to upgrade and provide patches and bundles.
- B. When a company needs a quick visualization tool before they are ready for IBM Cognos Enterprise.
- C. When a company is headquartered overseas and wants to perform reporting enterprise- wide.
- D. When a company is midmarket; IBM Cognos Cloud does not scale to enterprise accounts.

Correct Answer: D

Reference:

<http://www-03.ibm.com/software/products/en/cognostm1>

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**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

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**QUESTION 3**

Which business issue, mentioned by a C-level business manager, would IBM Cognos Business Intelligence be of value in solving?

- A. The data extract, transfer and load (ETL) processes now in place take excessive time and processing power to complete each night.
- B. New business intelligence solutions are difficult to integrate with existing systems.
- C. We do not have the relevant data to make decisions on recruitment.
- D. It is difficult to see into the overall performance of our company across the various departments.

Correct Answer: B

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**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>

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**QUESTION 5**

Which application can connect with IBM Cognos Business Intelligence?

- A. IBM Cognos can connect to any data source.
- B. IBM Cognos can only connect to its native connections, such as DB2
- C. IBM Cognos can connect to SAP.
- D. IBM Cognos can connect to Oracle.

Correct Answer: A

Reference:

[http://www01.ibm.com/support/knowledgecenter/SSRL5J\\_1.0.1/com.ibm.swg.ba.cognos.ug\\_cra.10.1.1.doc/c\\_datasources.html](http://www01.ibm.com/support/knowledgecenter/SSRL5J_1.0.1/com.ibm.swg.ba.cognos.ug_cra.10.1.1.doc/c_datasources.html)

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**QUESTION 6**

Which IBM Business Analytics product may use IBM Cognos Business Intelligence as a data source?

- A. IBM Clarity
- B. IBM Cognos Finance
- C. IBM SPSS Modeler
- D. IBM SPSS Statistics

Correct Answer: D

Reference: <http://www.ibm.com/developerworks/analytics/products.html>

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**QUESTION 7**

A typical reason organizations look to IBM Cognos Business Intelligence is:

- A. The end user is using Business Objects to manually create reports.
- B. It is a small, organized company with no enterprise resource planning (ERP).
- C. One-to-many reports flow from the enterprise to business users.
- D. Their enterprise resource planning (ERP) system currently provides standardized reporting.

Correct Answer: D

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**QUESTION 8**

A financial services organization has large amounts of data including data on their customers. They are currently using Microsoft Excel and running reports manually. They typically take anywhere from a few hours to two weeks to run. These reports are then reviewed by the executive team. Additionally, certain parts of some of the report are personalized for different division leads.

Why would this company be a candidate for IBM Cognos Business Intelligence?

- A. The organization is a financial services organization running individual reports.
- B. The CEO and CIO are reviewing these reports, which are personalized.
- C. A number of people outside of the executive team including Human Resources and Sales and Operations, use the standardized reports.
- D. The organization has large amounts of data, reports take a long time to run. used by executives and personalized for individuals.

Correct Answer: C

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**QUESTION 9**

During an initial discovery call with an existing customer, they mention they are standardized on SAP across their organization. They are looking for a business intelligence reporting platform, and will likely default to Business Objects, because it is already "built in". Which is the next right step for the sales professional to take in this scenario?

- A. Mark the opportunity as closed; the chance of winning the business is very low in this type of situation.
- B. Share a SAP/IBM Cognos case study and discuss the integration options between the two products.
- C. Direct the conversation to focus on IBM's predictive capabilities as this is a weakness of SAP.
- D. Develop customer interest by introducing them to IBM's partnerships with Twitter and Apple.

Correct Answer: D

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Reference:

<http://www-03.ibm.com/press/us/en/pressrelease/44370.wss>

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**QUESTION 10**

A new client asks about the core differentiators between IBM Cognos Business Intelligence and the competition. Which topic favorably positions IBM Cognos Business Intelligence?

- A. It provides a unified workspace for all users.
- B. Its license cost.
- C. Its implementation.
- D. It provides write back capabilities.

Correct Answer: D

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