M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

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

QUESTION 2

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 3

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 4

IBM Cognos Business Intelligence\\'s capabilities can be seen and implemented through which need?

A. The customer is looking for driving factors for sales performance.

B. A college is looking for a way to find out how to predict student enrollment for sophomores.

C. A college wants to employ a dashboard solution to better understand student enrollment numbers.

D. A retail company is looking for a solution which will take current data and predict future sales.

Correct Answer: D

QUESTION 5

Which scenario describes the MOST compelling buying event?

A. The customer is acquiring another company and adding headcount.

B. It is the beginning of the year and the customer has money to spend.

C. The customer\\'s main competition is now using business intelligence solutions.

D. The customer has a renewal fast approaching and they\\'d like to wrap everything in and buy net new.

Correct Answer: C

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