



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

IBM Cognos Business Intelligence Sales Mastery Test v3

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**QUESTION 1**

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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**QUESTION 2**

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 3**

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

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#### QUESTION 4

From a high level, which three IBM Business Analytics brands had their functionality combined in order to create the Forward Looking Analytic Architect license?

- A. IBM Cognos Business Intelligence. IBM SPSS and IBM Kenexa
- B. IBM Cognos Business Intelligence, IBM SPSS and IBM Cognos Incentive Compensation Management
- C. IBM Cognos Business Intelligence. IBM Cognos Incentive Compensation Management and IBM Algorithmics
- D. IBM Cognos Business Intelligence. IBM SPSS and IBM TM1

Correct Answer: B

Reference:

<http://www-03.ibm.com/software/products/en/cognos-incentive-compensation-management>

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#### QUESTION 5

In 2014 new user roles were added to IBM Cognos Business Intelligence. Identify the new roles.

- A. Professional Author, Advanced Business Author, Enhanced Consumer. Administrator. Remote Recipient
- B. Analytic Administrator, Analytic Author, Analytic User. Analytic Contributor. Forward Looking Analytics Architect
- C. Analytic Administrator. Information Distribution. Analytic Explorer, Analytic User. Forward Looking Analytics Architect
- D. Analytic Enterprise User, Analytic Performance Management User, Analytic Contributor, Forward Looking Analytics Architect. Analytic Enhanced Consumer

Correct Answer: A

Reference:

<http://www.cognossource.com/ibm-cognos-bi-licensing-simplified/>

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