



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

IBM Cognos Business Intelligence Sales Mastery Test v3

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**QUESTION 1**

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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**QUESTION 2**

What is the preferred price metric for IBM Cognos Business Intelligence?

- A. Processor Value Unit (PVU)
- B. Authorized User
- C. Resource Value Unit (RVU)
- D. End User License Agreement (EULA)

Correct Answer: C

Reference: [http://www-01.ibm.com/common/ssi/rep\\_ca/8/897/ENUS210-428/ENUS210-428.PDF](http://www-01.ibm.com/common/ssi/rep_ca/8/897/ENUS210-428/ENUS210-428.PDF)

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**QUESTION 3**

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 4

Identify the key stakeholder that you must have involved in selling an IBM Cognos Business Intelligence deal.

- A. Director of IT, Engineering Manager
- B. Line of Business lead, Director of IT
- C. CFO, Strategic Sourcing Manager
- D. CMO, Engineering Manager

Correct Answer: A

Reference: <http://www.redbooks.ibm.com/abstracts/tips0947.html>

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#### QUESTION 5

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>

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