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QUESTION 1

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

Reference:

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

QUESTION 2

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 3

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

QUESTION 4

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 5

An existing IBM Cognos Business Intelligence enterprise customer has expressed frustration with the time it takes for them to prepare, compile and update their quarterly financial reports for review at Board meetings. Which IBM product is most appropriate to try to up-sell to this customer?

A. IBM InfoSphereDataStage

B. IBM Cognos Disclosure Management

C. IBM Cognos TM1

D. IBM Cognos Insight

Correct Answer: C

Reference:

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

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