M2090-626 ^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

Which capabilities and strengths of IBM Cognos Business Intelligence are unmatched by its competitors?

A. Mobile, common architectural foundation, compatible with other analytic products.

B. Modeler, visualizations, and a common architectural foundation.

C. Right sized business intelligence provides a view into the past, present and future.

D. Enterprise planning, canned reports and original equipment manufacturing (OEM) capabilities out of the box.

Correct Answer: C

Reference:

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

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

QUESTION 3

A prospective customer is concerned that utilizing a business intelligence tool like IBM Cognos Business Intelligence is too advanced for their users\\' computer skills.

Which response describes the value of IBM Cognos Business Intelligence to this prospect?

A. IBM Cognos Business Intelligence is built on a scalable services oriented architecture and requires almost no local client software installation.

B. IBM Cognos Business Intelligence solutions are designed with the business user in mind, providing easy to use self-service report authoring and dashboard creation.

C. The IBM Cognos Workforce Performance solution is tailored to the specific needs of Human Resources, without requiring IT to create these reports.

D. IBM Cognos Business Intelligence was designed to federate information from multiple applications and pull it

together into a single report.

Correct Answer: C

Reference:

https://html2-f.scribdassets.com/20d6i0uyrk3ztzfa/images/7-8754263beb.jpg

QUESTION 4

An existing IBM Cognos Business Intelligence customer is complaining that their users are unhappy because their reports take too long to process. After further investigation, it is determined that some reports are in fact taking over 10 minutes to generate, while the same reports previously would run in under 30 seconds. What is the next best action with this customer?

A. Recommend they upgrade to the latest version of IBM Cognos Business Intelligence.

B. Suggest the customer call IBM Support.

C. Recommend conducting a Business Intelligence Health Check.

D. Suggest the customer schedule the reports be run in off peak hours.

Correct Answer: A

Reference: http://www-01.ibm.com/support/docview.wss?uid=swg27027080

QUESTION 5

Which prospective customer fits the profile of an ideal IBM Cognos Business Intelligence candidate?

A. A start-up company with venture capital funding and 20 employees.

B. An organization with 700 employees that has culture of decentralized data.

C. A public company with 2300 employees, $2.7 billion in revenue using Business Objects along with SAP enterprise resource planning (ERP).

D. A company with 1100 employees looking to become analytically driven, constrained by traditional business intelligence including wide use of spreadsheets.

Correct Answer: C

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