

# M2090-743<sup>Q&As</sup>

IBM Big Data and Analytics Sales Mastery v2

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#### **QUESTION 1**

In which industries is personalization of product bundles and service a relevant project for Enhanced 360?

- A. Banking
- B. Retail
- C. Telco
- D. All of the above

Correct Answer: A

#### **QUESTION 2**

The IBM Watson Foundations are made up of different data zones that match to different data analysis needs.

A. True

B. False

Correct Answer: A

#### **QUESTION 3**

What is a good entry point for Data Warehouse Modernization?

- A. Exploit new technology to build staff resume skills.
- B. Rip-and-Replace the current Data Warehouse
- C. Add data sources to support new subject areas
- D. Chance for Information Technology (IT) to lock down an inflexible ecosystem.

Correct Answer: C

#### **QUESTION 4**

When talking to an IT buyer who thinks that Operations Analysis sounds difficult, which response does NOT apply?

- A. Machine data is complicated, but we\\'ve made it easier to analyze
- B. It\\'s only complicated if you have machine data in-motion.
- C. IBM solutions will help you analyze machine data in addition to enterprise data.
- D. IBM solutions will help you combine machine and enterprise data.



Correct Answer: C

### **QUESTION 5**

What do you tell a customer who tells you, "Big Data equals Hadoop."

- A. Yes, it does.
- B. Hadoop is just one technology we will use to get actionable insight from all types of data.
- C. But Hadoop does not work with social data.
- D. All of the above.
- Correct Answer: B

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