



M2090-743^{Q&As}

IBM Big Data and Analytics Sales Mastery v2

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**QUESTION 1**

What do you tell a customer that tells you Data Warehousing is obsolete?

- A. IBM agrees. Our BigInsights product is based on open source Hadoop which we have transformed into an Enterprise ready platform. We have layered this with security, governance and analytics.
- B. All of the analysts are saying the same thing. New technology gives us the ability to finally analyze Big Data, something the Data Warehouse could not do.
- C. Our customers have made a lot of investment in data warehousing and this will continue to pay off. We will leverage this infrastructure within our Watson Foundations and will not rip and replace it with something that does not have the performance to analyze unstructured data.
- D. All of the above.

Correct Answer: A

QUESTION 2

What is the problem Watson Explorer solves for our customer?

- A. Organizations have multiple views of customer, product and enterprise. They wish a SINGLE view across each one of these domains. Watson Explorer can give them that.
- B. Organizations don't know what data they have. Watson Explorer can bring that data back into the Exploration, Archive and Landing Zone, discover the attributes then structure into trusted data.
- C. Organizations are drowning in a sea of data. They know it possesses great value but are unsure how to tap into it. Watson Explorer is a great way to get started with that.
- D. Organizations need actionable information at the right time. Watson Explorer can find the right data, analyze it in real time then queue up actionable insight for the use inside and outside of the firewall.

Correct Answer: A

QUESTION 3

A major differentiator for the Watson Foundations is:

- A. Ability to analyze structured data
- B. Analytics and Governance throughout
- C. Open source Hadoop
- D. All of the above

Correct Answer: C



QUESTION 4

Which of the following is probably not a good candidate for Operations Analysis? Someone who is:

- A. Having difficulty dealing with large volumes of machine data
- B. Unable to perform complex real-time analysis
- C. Looking to extend the data warehouse
- D. Unable to perform root cause analysis

Correct Answer: C

QUESTION 5

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

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