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Vendor: IBM

Exam Code: M2020-615

Exam Name: IBM Business Analytics Performance Management Sales Mastery Test v2

Version: Demo

Question No : 1

A prospect is interested in IBM Cognos Incentive Compensation Management, but has been told by a competitor that the built-in capabilities are too limited. Which differentiator would you highlight in order to demonstrate how ICM can easily meet different and changing needs?

A. Business User Friendly
B. Flexibility
C. Integrated Product
D. Performance & Scalability

Answer: D

Reference:http://www-03.ibm.com/software/products/en/cognos-incentive-compensation-management/

Question No : 2

Which role is riot responsible for system-based data governance?

A. Chief Information Officer
B. Chief Financial Officer
C. Controller
D. VP of Sales or Marketing

Answer: A

Question No : 3

Which characteristic of IBM Cognos TM1 provides near-instantaneous responsiveness when working with complex models?

A. Simple modeling language
B. Multi-dimensional database
C. In-memory analytics
D. Built-in data integration

Answer: C

Question No : 4

A sales representative has just secured a meeting with the CFO. What should the sales representative focus on in their opener in order to receive the most positive reaction?

A. The business value that IBM's Business Analytics FPM solutions can deliver to the company
B. A specific capability of IBM's Business Analytics FPM solutions
C. The benefit provided by a specific capability of IBM's Business Analytics FPM solutions
D. The turbulent economic climate

Answer: B

Question No : 5

A sales representative has just secured a meeting with a manager in the CFO's office. What tactic should they avoid for this initial meeting?

A. Be credible.
B. Be a strategic resource.
C. Focus on the customer.
D. Focus on the sale.

Answer: D

Question No : 6

Which office often receives the greatest share of performance management budget and is increasingly a strategic sponsor on enterprise-wide performance management initiatives?

A. Finance
B. Operations
C. Sales
D. Customer service

Answer: A

Question No : 7

What is one of the major difficulties today's companies are facing in the area of financial planning and analytics?

A. Too much effort spent maintaining budgets and forecasts
B. Lack of talent in finance departments
C. Access to financial data sources
D. Incomplete functionality for complex global financial consolidation

Answer: A

Question No : 8

Taking into account market conditions, which type of enterprise plan is most critical because it contains the most current balance estimates?

A. Budget
B. Forecast
C. Model
D. Strategy

Answer: A

Question No : 9

According to studies by IBM and Gartner, which agenda item is assigned the highest priority by Chief Information Officers (CIOs)?

A. Compliance
B. Business analytics
C. Mobility solutions
D. Risk management

Answer: B

Reference:http://www.gartner.com/newsroom/id/888412

Question No : 10

Which component of the IBM Cognos platform will appeal to executives who just want a quick glance at the key indicators of their company's success?

A. Planning
B. Analysis
C. Dashboard
D. Reporting

Answer: C

Question No : 11

A prospect is interested in IBM Cognos TM1, but they are concerned that its built-in reporting capabilities are too limited. Which IBM Cognos product can be combined with TM1 to support broader reporting needs?

A. IBM Cognos Enterprise
B. IBM Cognos Statistics
C. IBM Cognos Controller
D. IBM Cognos Business Viewpoint

Answer: C
Reference:http://www.inteligencija.com/index.php/en/component/phocadownload/category/12-ibm-cognos?download=84:ibm-cognos-brochure

Question No : 12

Which component of IBM Cognos TM1 is designed for power users to maintain dimensions, cubes, rules, integration, and security?

A. TM1 Executive Viewer
B. TM1 Web
C. TM1 Excel
D. TM1Server Explorer

Answer: D

Reference:ftp://ftp.boulder.ibm.com/software/data/sw-library/cognos/ch/de/de_CH_Martin_Moser_Infoseminar_TM1_C8.pdf(slide 6, see TM1 server explorer)

Question No : 13

Which of following statements is TRUE regarding the benefits of IBM's Business Analytics SPM solutions for management and sales executives?

A. Scenario modeling helps determine appropriate plan changes resulting in better decision making
B. Input forms and Presenter allow quick changes to data and reports.
C. Visibility into details viewed by direct reports helps resolve inquiries faster.
D. Process Lists keep common tasks organized and ensure nothing is missed.

Answer: A

Question No : 14

Which of the following is not a challenge that IBM's Enterprise Disclosure Management solutions are specifically designed to address?

A. Unable to bring together BI data and performance management reports and combine them with narrative analysis.
B. Easily query data and create ad-hoc reports
C. Time consuming manual processes, replacing them with intelligent process design and automation
D. Inability to effectively manage security, controls and governance

Answer: D

Question No : 15

Which of the following industries is most likely to face issues around high employee turnover, introducing and managing SPIF programs and store transfers?

A. Insurance
B. Retail
C. Banking
D. High-Tech

Answer: D

Question No : 16

Which of the following characteristics positions IBM's Enterprise Disclosure Management solution when electronic filing is a key requirement?

A. Timely, accurate delivery of performance reports and narrative analysis to internal and external stakeholders.
B. Standardize and automate manual processes
C. Speeds and simplifies creation of reports that require use of XBRL - i.e. extensible business reporting language
D. Reduces the risk of errors inherent in spreadsheet-based processes and activities

Answer: A
Reference:http://www.newcomp.com/EN/solutions/EnterpriseDisclosureManagement.cfm