

Vendor: IBM

Exam Code: M2090-234

Exam Name: IBM Netezza Sales Mastery Test v1

Version: Demo

QUESTION NO: 1

Which of these are NOT a good fit for IBM Netezza?

- A. Highly transactional workloads.
- B. Large amounts of data and expected rapid growth.
- C. The need to bring new analytic applications online.
- D. Complex ad hoc analytics.

Answer: C

Explanation:

QUESTION NO: 2

Which of the following results in IBM Netezza reducing the overall costs of comparable data warehousing systems?

- A. The simplicity of the IBM Netezza appliance approach reduces implementation costs.
- B. The lack of tuning and configuration required reduces the need for Database Administration (DBA) and System Administration resources.
- C. The combination of software, server and storage all within the single appliance reduces infrastructure costs.
- D. All of the above.

Answer: C

Explanation:

QUESTION NO: 3

Which of the following "S" words best capture the IBM Netezza customer value proposition?

- A. Speed
- B. Simplicity
- C. Scalability
- D. All of the above.

Answer: B

Reference: <http://www.information->

management.com/news/analytics_data_warehouse_big_data_IBM_Netezza-10020566-1.html(paragraph 4)

QUESTION NO: 4

Netezza is able to seamlessly integrate with third party data integration and business intelligence tools, because of which of the following?

- A. Proprietary interfaces that have been specifically developed for Netezza.
- B. Custom driversthat isavailable for most major third-party applications.
- C. Support of standard interfaces such as ODBC, JDBC and SQL.
- D. Upfront implementation services to customize Netezza to the customerenvironment.

Answer: C

Reference:<http://www.netezza-twinfin.com/pdfs/ibm-netezza-twinfin-data-sheet.pdf>(in “Netezza Twinfin highlights, point number 10)

QUESTION NO: 5

What percent of data warehouses experience performance constrained issues of various types according to Gartner?

- A. 70%
- B. 50%
- C. 30%
- D. 10%

Answer: A

Reference:http://www.ibm.com/developerworks/data/library/dmmag/DMMag_2011_Issue3/Warehose/index.html

QUESTION NO: 6

Which of the following business pains will IBM Netezza NOT address?

- A. I can't analyze ALL My data - I have to sample or summarize.
- B. I have a report that takes three days to run.
- C. I can't run complex queries against my datawarehouse.
- D. Thousands of users requiring simple reporting.

Answer: B

Explanation:

QUESTION NO: 7

Which of the following are typical benefits that customers experience due to the high performance of IBM Netezza?

- A. Data mining or exploration can cover years of historical data, not just days.
- B. Data sampling is no longer required.
- C. Faster time to value due to simplicity of implementation and administration.
- D. All of the above.

Answer: D

Explanation:

QUESTION NO: 8

When identifying a potential IBM Netezza opportunity, which of the following is a NOT an appropriate qualification question to ask your customer?

- A. Are you experiencing poor performance or pain in response time with your current data warehousing, data mart or BI solutions?
- B. Do you feel as though faster business intelligence would make you more competitive?
- C. Who evaluates BI technology for your company, and who budgets for it?
- D. Are you investigating new technology to reduce the latency in your transactional systems?

Answer: D

Explanation:

QUESTION NO: 9

Teradata has which of the following characteristics when compared against IBM Netezza?

- A. Predictable performance.
- B. High reliance of professional services to implement and maintain.
- C. Low total cost of ownership.
- D. Best architecture for data warehouse and advanced analytics.

Answer: A

Reference:http://www.informationweek.com/news/software/info_management/229215658

QUESTION NO: 10

Which existing IBM Netezza customer success story provided resulted in ad hoc analysis of energy price fluctuations that ran 47 times faster than before?

- A. Battelle's Pacific Northwest division
- B. Blue Cross Blue Shield of Massachusetts
- C. Time Warner Cable
- D. Ross Clothing

Answer: D

Reference:<http://www.netezza.com/customers/>

QUESTION NO: 11

Traditional data warehouses experience performance issues and are too complex because of which of the following?

- A. They are based on databases and infrastructure that are optimized for transaction processing.
- B. Reliance on DBAs for constant tuning.
- C. Data warehouses are not viewed as a strategic asset to the business.
- D. Data warehouses require more hardware and infrastructure resources that are typically allocated.

Answer: A

Reference:[https://www-950.ibm.com/events/wwe/ca/canada.nsf/vLookupPDFs/IIGF_CND3/\\$file/IIGF_CND3.pdf](https://www-950.ibm.com/events/wwe/ca/canada.nsf/vLookupPDFs/IIGF_CND3/$file/IIGF_CND3.pdf)