



# M2090-626<sup>Q&As</sup>

IBM Cognos Business Intelligence Sales Mastery Test v3

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**QUESTION 1**

Which are steps to close in a negotiation with a potential customer?

- A. Confirm user count with customer, receive Software Group approval for pricing on license configuration, present pricing to customer, confirm that customer agrees to purchase.
- B. Present pricing to customer, confirm that customer agrees to purchase, customer requests funds from Procurement Department, Procurement Department delivers Purchase Order.
- C. Receive Software Group approval for pricing on license configuration, present pricing to customer, confirm that customer agrees to purchase. discuss service contract with customer.
- D. Discuss service contract with customer, present service contract to customer, collect Purchase Order for Service Contract, configure user count with customer.

Correct Answer: B

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**QUESTION 2**

A client has many data sources and a heavy reliance on internal spreadsheets. They are seeking a new business intelligence solution which will address their issues. Which response is correct about IBM Cognos Business Intelligence?

- A. It was designed to work with the business user, without a heavy reliance on IT.
- B. All data used by can be accessed via mobile devices via Windows. iOS and Android.
- C. It only addresses customer's visualization needs.
- D. It is limited when it tries to access information from multiple applications and pulls it together into a single platform.

Correct Answer: D

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**QUESTION 3**

An IBM Cognos Business Intelligence seller wants to win a deal where Oracle and SAP are also competing. Which talking point highlights IBM Cognos Business Intelligence capabilities over the competition?

- A. IBM Cognos Business Intelligence can be implemented both seamlessly and faster than the competition.
- B. IBM Cognos software is the only IBM MobileFirst technology.
- C. IBM Cognos dashboards are the best of breed and have greater interactive capabilities.
- D. It provides actionable insight in real-time, mobile, and business processes that improve business outcomes.

Correct Answer: D

Reference:



<http://www.mresult.com/BusinessIntelligence/IBMCognos.aspx>

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#### QUESTION 4

To register an opportunity for IBM's Software Value Incentive "Identify" credit, a Business Partner must:

- A. Inform their IBM Partner Channel Manager that they have identified the qualified opportunity.
- B. Create a qualified opportunity in GPP - the IBM Business Partner Opportunity Portal.
- C. Obtain a confirming email from the customer that the customer wishes to work with the Business Partner on the opportunity.
- D. Request that their IBM Inside Sales Representative create a "Partner Led Opportunity" in Sales Connect, tagging the Business Partner as the Identifier.

Correct Answer: B

Reference:

[https://www304.ibm.com/partnerworld/wps/servlet/ContentHandler/swg\\_av\\_res\\_quick\\_start\\_5](https://www304.ibm.com/partnerworld/wps/servlet/ContentHandler/swg_av_res_quick_start_5)

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#### QUESTION 5

Which indicates an IBM Cognos Business Intelligence opportunity is viable and likely to close successfully?

- A. The prospect issues a request for information (RFI) that will be short listed to a request for proposal (RFP).
- B. IT has given IBM the technical win.
- C. The prospect has announced budget allocated for the year to license and implement.
- D. A business sponsor has selected the IBM solution as the preferred vendor.

Correct Answer: D

Reference:

<http://www.ibm.com/cloud-computing/us/en/interconnect/expo/sponsor/>

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#### QUESTION 6

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>

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#### QUESTION 7

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

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#### QUESTION 8

From a high level, which three IBM Business Analytics brands had their functionality combined in order to create the Forward Looking Analytic Architect license?

- A. IBM Cognos Business Intelligence. IBM SPSS and IBM Kenexa
- B. IBM Cognos Business Intelligence, IBM SPSS and IBM Cognos Incentive Compensation Management
- C. IBM Cognos Business Intelligence. IBM Cognos Incentive Compensation Management and IBM Algorithmics
- D. IBM Cognos Business Intelligence. IBM SPSS and IBM TM1

Correct Answer: B

Reference:

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

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#### QUESTION 9

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>

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#### QUESTION 10

A prospect's needs were determined in an initial discovery call, the seller was invited for an on-site visit, a product demonstration has been delivered and the purchase decision maker has been identified. What does this indicate?

- A. The prospect needs to identify potential business users.
- B. The prospect is seriously considering making a purchase.
- C. The opportunity is ready to be entered into the CRM system.
- D. The seller needs information about the prospect's implementation.

Correct Answer: B

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