



M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

What are the characteristics of a qualified opportunity?

- A. Budget, Authority, Need and Time Frame
- B. Budget, Functionality, Need and Time Frame
- C. Scalability, Scope, Size and Services
- D. People, Process, Pricing, Palatability

Correct Answer: A

Reference: <http://www.raintoday.com/library/articles/a-new-way-to-qualify-sales-leads-faint/>

QUESTION 2

During an initial discovery call with an existing customer, they mention they are standardized on SAP across their organization. They are looking for a business intelligence reporting platform, and will likely default to Business Objects, because it is already "built in". Which is the next right step for the sales professional to take in this scenario?

- A. Mark the opportunity as closed; the chance of winning the business is very low in this type of situation.
- B. Share a SAP/IBM Cognos case study and discuss the integration options between the two products.
- C. Direct the conversation to focus on IBM's predictive capabilities as this is a weakness of SAP.
- D. Develop customer interest by introducing them to IBM's partnerships with Twitter and Apple.

Correct Answer: D

Reference:

<http://www-03.ibm.com/press/us/en/pressrelease/44370.wss>

QUESTION 3

The COO of a midmarket financial services firm has a \$50,000 budget and would like to provide their financial advisors with reporting and dashboards. She feels that with IBM Cognos Express she can start small, and grow her footprint over time. Her plans are to implement 40 seats of IBM Cognos Express Business Intelligence, and then grow that user footprint to 150 by next year.

What should the seller tell the prospective customer?

- A. The IBM Cognos Express user count maximum is 100 and not a long term solution.
- B. We cannot discount the 40 seats of IBM Cognos Express to fit into her budget.
- C. Agree that her first 100 users should be Express; when she's ready for the next 50, they'll be Cognos Enterprise OR agree that her first 100 users should be Express; when the growth is over 100 users they can upgrade to Cognos



Enterprise.

D. Dashboarding is not included in IBM Cognos Express.

Correct Answer: C

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

QUESTION 5

A financial services organization has large amounts of data including data on their customers. They are currently using Microsoft Excel and running reports manually. They typically take anywhere from a few hours to two weeks to run. These reports are then reviewed by the executive team. Additionally, certain parts of some of the report are personalized for different division leads.

Why would this company be a candidate for IBM Cognos Business Intelligence?

A. The organization is a financial services organization running individual reports.

B. The CEO and CIO are reviewing these reports, which are personalized.

C. A number of people outside of the executive team including Human Resources and Sales and Operations, use the standardized reports.

D. The organization has large amounts of data, reports take a long time to run. used by executives and personalized for individuals.

Correct Answer: C

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