



M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

Identify the key stakeholder that you must have involved in selling an IBM Cognos Business Intelligence deal.

- A. Director of IT, Engineering Manager
- B. Line of Business lead, Director of IT
- C. CFO, Strategic Sourcing Manager
- D. CMO, Engineering Manager

Correct Answer: A

Reference: <http://www.redbooks.ibm.com/abstracts/tips0947.html>

QUESTION 2

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>

QUESTION 3

A typical reason organizations look to IBM Cognos Business Intelligence is:

- A. The end user is using Business Objects to manually create reports.
- B. It is a small, organized company with no enterprise resource planning (ERP).
- C. One-to-many reports flow from the enterprise to business users.
- D. Their enterprise resource planning (ERP) system currently provides standardized reporting.

Correct Answer: D

QUESTION 4



An existing IBM Cognos Business Intelligence enterprise customer has expressed frustration with the time it takes for them to prepare, compile and update their quarterly financial reports for review at Board meetings. Which IBM product is most appropriate to try to up-sell to this customer?

- A. IBM InfoSphereDataStage
- B. IBM Cognos Disclosure Management
- C. IBM Cognos TM1
- D. IBM Cognos Insight

Correct Answer: C

Reference:

<http://www-03.ibm.com/software/products/en/cognostm1>

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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