



M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

A prospective customer puts heavy emphasis on finding a solution with easy dashboard creating capabilities. Which IBM Cognos interface would you demonstrate first?

- A. IBM Cognos Workspace
- B. IBM Cognos TM1
- C. IBM Cognos Framework Manager
- D. IBM Cognos Workspace Advanced

Correct Answer: A

Reference: http://www01.ibm.com/support/knowledgecenter/SSEP7J_10.2.2/com.ibm.swg.ba.cognos.wig_cr.10.2.2.doc/c_gtstd_bia.html

QUESTION 2

Which IBM Business Analytics product includes full IBM Business Intelligence to enable users with full self-service reporting and analysis?

- A. IBM Cognos Performance Management TM1
- B. IBM SPSS Statistics
- C. IBM Cognos Controller
- D. IBM Cognos Disclosure Management

Correct Answer: D

Reference:

<http://www-03.ibm.com/software/products/en/category/business-analytics>

QUESTION 3

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 4

When would you position IBM Cognos Cloud?

- A. When a company does not have the internal resources needed to upgrade and provide patches and bundles.
- B. When a company needs a quick visualization tool before they are ready for IBM Cognos Enterprise.
- C. When a company is headquartered overseas and wants to perform reporting enterprise- wide.
- D. When a company is midmarket; IBM Cognos Cloud does not scale to enterprise accounts.

Correct Answer: D

Reference:

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

QUESTION 5

In 2014 new user roles were added to IBM Cognos Business Intelligence. Identify the new roles.

- A. Professional Author, Advanced Business Author, Enhanced Consumer. Administrator. Remote Recipient
- B. Analytic Administrator, Analytic Author, Analytic User. Analytic Contributor. Forward Looking Analytics Architect
- C. Analytic Administrator. Information Distribution. Analytic Explorer, Analytic User. Forward Looking Analytics Architect
- D. Analytic Enterprise User, Analytic Performance Management User, Analytic Contributor, Forward Looking Analytics Architect. Analytic Enhanced Consumer

Correct Answer: A

Reference:

<http://www.cognossource.com/ibm-cognos-bi-licensing-simplified/>

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