



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

IBM Cognos Business Intelligence Sales Mastery Test v3

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### QUESTION 1

Which prospective customer fits the profile of an ideal IBM Cognos Business Intelligence candidate?

- A. A start-up company with venture capital funding and 20 employees.
- B. An organization with 700 employees that has culture of decentralized data.
- C. A public company with 2300 employees, \$2.7 billion in revenue using Business Objects along with SAP enterprise resource planning (ERP).
- D. A company with 1100 employees looking to become analytically driven, constrained by traditional business intelligence including wide use of spreadsheets.

Correct Answer: C

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### QUESTION 2

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](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)

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### QUESTION 3

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>

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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

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>

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