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IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

Which is an example of a post-sale best practice when it comes to continued development of the customer relationship?

A. Before beginning the implementation, ask the customer to introduce you to other business units that would be interested in the product.

B. Provide the customer\\'s contact information to other colleagues to allow them to prospect into the account.

C. Offer quarterly or annual Business Intelligence Health Check.

D. Begin focusing on other client opportunities and use this deal as a customer reference.

Correct Answer: C

QUESTION 2

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 3

A prospective customer is concerned that utilizing a business intelligence tool like IBM Cognos Business Intelligence is too advanced for their users\\' computer skills.

Which response describes the value of IBM Cognos Business Intelligence to this prospect?

A. IBM Cognos Business Intelligence is built on a scalable services oriented architecture and requires almost no local client software installation.

B. IBM Cognos Business Intelligence solutions are designed with the business user in mind, providing easy to use self-service report authoring and dashboard creation.

C. The IBM Cognos Workforce Performance solution is tailored to the specific needs of Human Resources, without requiring IT to create these reports.

D. IBM Cognos Business Intelligence was designed to federate information from multiple applications and pull it

together into a single report.

Correct Answer: C

Reference:

https://html2-f.scribdassets.com/20d6i0uyrk3ztzfa/images/7-8754263beb.jpg

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QUESTION 4

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 5

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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