M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

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 2

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/

QUESTION 3

Which IBM Business Analytics product may use IBM Cognos Business Intelligence as a data source?

A. IBM Clarity

B. IBM Cognos Finance

C. IBM SPSS Modeler

D. IBM SPSS Statistics

Correct Answer: D

Reference: http://www.ibm.com/developerworks/analytics/products.html

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QUESTION 4

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 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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