



M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

The CIO of a manufacturer of electrical components owns 20 Consumer licenses of IBM Cognos Business Intelligence, and would like the ability to distribute reports so their executive management team can view them on their mobile devices. How does the seller follow up with the CIO?

- A. The Consumer license is a dead license. They need to purchase the Analytic User license.
- B. The mobile component is only available with IBM Cognos Analytic Explorer. They need to trade up.
- C. IBM Cognos mobile functionality is only available with Processor Value Unit (PVU) licenses.
- D. He can trade up to the Analytic User license for expanded functionality, including mobile.

Correct Answer: C

Reference:

<http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?infotype=anandsubtype=caandappname=gpateamandsupplier=897andletternum=ENUS214-422>

QUESTION 2

What is the preferred price metric for IBM Cognos Business Intelligence?

- A. Processor Value Unit (PVU)
- B. Authorized User
- C. Resource Value Unit (RVU)
- D. End User License Agreement (EULA)

Correct Answer: C

Reference: http://www-01.ibm.com/common/ssi/rep_ca/8/897/ENUS210-428/ENUS210-428.PDF

QUESTION 3

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 4

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 5

What is required to set up a standard IBM Cognos Express environment?

- A. IBM Analytic Server
- B. IBM Cognos Express Consumer and IBM Cognos Express Connector
- C. IBM Cognos Express Administrator and IBM Cognos Express Connector
- D. IBM Cognos Forward Looking Analytics Architect

Correct Answer: D

Reference:

<http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?infotype=anandsubtype=caandapname=gpateamandsupplier=897andletternum=ENUS 214-422>

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