M2090-626^Q&As

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

Which capabilities and strengths of IBM Cognos Business Intelligence are unmatched by its competitors?

A. Mobile, common architectural foundation, compatible with other analytic products.

B. Modeler, visualizations, and a common architectural foundation.

C. Right sized business intelligence provides a view into the past, present and future.

D. Enterprise planning, canned reports and original equipment manufacturing (OEM) capabilities out of the box.

Correct Answer: C

Reference:

http://www-03.ibm.com/software/products/en/business-intelligence

QUESTION 2

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

QUESTION 3

An IBM Cognos Business Intelligence prospect is leaning towards Tableau because of its strong data visualization capabilities. Which IBM Cognos Business Intelligence capability directly competes with Tableau\\'s data visualization?

A. IBM Cognos RAVE charting

B. IBM Cognos Report Studio

C. IBM Cognos Workspace Advanced

D. IBM Cognos Analysis For Microsoft Excel (CAFE)

Correct Answer: D

Reference:

http://www-03.ibm.com/software/products/en/cognos-analysis-ms-excel

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QUESTION 4

A prospective customer has expressed a desire for a business intelligence tool and is not interested in really changing how things are done in their Accounting and Finance department. Which product are you LEAST likely to include and demonstrate in the proposed IBM solution?

A. IBM Cognos TM1

B. IBM Cognos Workspace

C. IBM Cognos Report Studio

D. IBM Cognos Framework Manager

Correct Answer: B

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

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QUESTION 5

A typical reason organizations look to IBM Cognos Business Intelligence is:

A. The end user is using Business Objects to manually create reports.

B. It is a small, organized company with no enterprise resource planning (ERP).

C. One-to-many reports flow from the enterprise to business users.

D. Their enterprise resource planning (ERP) system currently provides standardized reporting.

Correct Answer: D

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