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QUESTION 1

A chief marketing officer (CMO) is having difficulty quantifying the success of his marketing campaigns. The most effective response to the CMO is:

A. IBM has been a leader in the Gartner Magic Quadrant for the past 7 years.

B. IBM has invested over $20 billion in Analytics over the past 5 years and just opened a new briefing center for Watson in New York.

C. IBM Cognos Business Intelligence and IBM SPSS can process over 5 million records per second, according to Lab tests.

D. Share an industry specific customer reference where IBM solved a similar issue.

Correct Answer: D

Reference:

https://www-935.ibm.com/services/in/igs/pdf/g510-3234-00-esr-managing-organizational- knowledge.pdf

QUESTION 2

Which business issue, mentioned by a C-level business manager, would IBM Cognos Business Intelligence be of value in solving?

A. The data extract, transfer and load (ETL) processes now in place take excessive time and processing power to complete each night.

B. New business intelligence solutions are difficult to integrate with existing systems.

C. We do not have the relevant data to make decisions on recruitment.

D. It is difficult to see into the overall performance of our company across the various departments.

Correct Answer: B

QUESTION 3

A new client asks about the core differentiators between IBM Cognos Business Intelligence and the competition. Which topic favorably positions IBM Cognos Business Intelligence?

A. It provides a unified workspace for all users.

B. Its license cost.

C. Its implementation.

D. It provides write back capabilities.

Correct Answer: D

QUESTION 4

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

QUESTION 5

The Vice President of IT for a healthcare consulting firm is trying to trying to modernize the way they distribute operational and sales reports internally. They currently own 20 licenses of IBM Cognos Impromptu 7. He is interested in a trade up to IBM Cognos Business Intelligence. The entitlements on their IBM Cognos Impromptu licenses expired last year.

What does the sales representative tell the client?

A. There is a trade up part number, which is discounted about 25% percent off the license price.

B. They cannot trade up since they have do not have an active entitlement.

C. It is an even swap, they just need to contact their business partner.

D. There is a trade up part number, which is discounted about 55% off the list price.

Correct Answer: C

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