



M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

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

QUESTION 2

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 3

While conducting prospecting activities, a sales representative is speaking to a chief customer officer at a software company about IBM Cognos Business Intelligence. Which question would be effective in uncovering business problems that IBM Cognos Business Intelligence could solve?

- A. How does Accounting currently run reports?
- B. Where is the data coming from and how do you report against it?
- C. What business decisions are made on "intuition" or "gut feel" instead of data-driven analytics?



D. Who on your team uses reports and what information is important to them?

Correct Answer: C

QUESTION 4

Which question could a sales representative ask to uncover an opportunity to pitch IBM Cognos Business Intelligence?

- A. Does your agriculture company have an information management data warehouse in place today?
- B. Are you looking to understand patterns, identify risk and new opportunities to shape future success?
- C. What are your biggest compensation management issues for your Sales department?
- D. How are you looking to improve operations within the Office of Finance department?

Correct Answer: C

QUESTION 5

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

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