



# M2090-743<sup>Q&As</sup>

IBM Big Data and Analytics Sales Mastery v2

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#### QUESTION 1

What is the problem BigInsights solves for our customer?

- A. Our customers want Hadoop to be able to analyze data in motion.
- B. Our customers want to manage new data sources in an efficient way. They want to acquire, grow and analyze data in order to stay competitive and grow their business.
- C. Our customers want to explore data, extract, load, and transform the data into trusted information then move into a PureData for Analytics environment for analysis.
- D. Our customers want to have a single view of the customer and maintain the '\golden\' record of enterprise information that will be '\pushed\' to every application that needs that information.

Correct Answer: A

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#### QUESTION 2

Typically social media is characterized as {structured or unstructured} data and is located {internal or external} to an organization. Choose the correct combination.

- A. Structured External
- B. Structured Internal
- C. Unstructured Internal
- D. Unstructured - External

Correct Answer: B

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#### QUESTION 3

The IBM Watson Foundations are made up of different data zones that match to different data analysis needs.

- A. True
- B. False

Correct Answer: A

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#### QUESTION 4

What is a good entry point for Data Warehouse Modernization?

- A. Exploit new technology to build staff resume skills.
- B. Rip-and-Replace the current Data Warehouse



- C. Add data sources to support new subject areas
- D. Chance for Information Technology (IT) to lock down an inflexible ecosystem.

Correct Answer: C

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#### QUESTION 5

What are compelling reasons for a business to act on modernization?

- A. IT has significant staffing levels that attempt to manage data complexity
- B. Data Warehouse capabilities are not keeping up with business expectations
- C. Their competitors are leveraging big data
- D. B and C

Correct Answer: C

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