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QUESTION 1

What do you tell a customer who tells you, "Big Data equals Hadoop."

- A. Yes, it does.
- B. Hadoop is just one technology we will use to get actionable insight from all types of data.
- C. But Hadoop does not work with social data.
- D. All of the above.

Correct Answer: B

QUESTION 2

If a prospect states that in general the Data Warehouse Era is over, what would be a good reply?

- A. Yes, most Data Warehouses are obsolete.
- B. Yes, but we have enterprise ready Hadoop.
- C. No, newer technologies are improving current Data Warehouses performance and functionality.
- D. No, Hadoop is not a proven technology and could easily fail to meet expectations.

Correct Answer: B

QUESTION 3

A major differentiator for the Watson Foundations is:

- A. Ability to analyze structured data
- B. Analytics and Governance throughout
- C. Open source Hadoop
- D. All of the above

Correct Answer: C

QUESTION 4

When talking to an IT buyer who thinks that Operations Analysis sounds difficult, which response does NOT apply?

- A. Machine data is complicated, but we've made it easier to analyze
- B. It's only complicated if you have machine data in-motion.



- C. IBM solutions will help you analyze machine data in addition to enterprise data.
- D. IBM solutions will help you combine machine and enterprise data.

Correct Answer: C

QUESTION 5

Customer sentiment is typically discovered through analysis of this type of data: A. Structure

- B. Unstructured
- C. Spatial
- D. Semi-structured

Correct Answer: D

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