



M2090-743^{Q&As}

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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

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 3

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

QUESTION 4

What do you tell a customer that tells you Data Warehousing is obsolete?



A. IBM agrees. Our BigInsights product is based on open source Hadoop which we have transformed into an Enterprise ready platform. We have layered this with security, governance and analytics.

B. All of the analysts are saying the same thing. New technology gives us the ability to finally analyze Big Data, something the Data Warehouse could not do.

C. Our customers have made a lot of investment in data warehousing and this will continue to pay off. We will leverage this infrastructure within our Watson Foundations and will not rip and replace it with something that does not have the performance to analyze unstructured data.

D. All of the above.

Correct Answer: A

QUESTION 5

IBM Data Warehouse solutions include Cloud and Software but not Appliance.

A. True

B. False

Correct Answer: B

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