



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

IBM Big Data and Analytics Sales Mastery v2

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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

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#### QUESTION 2

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

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#### QUESTION 3

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

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#### QUESTION 4

Who are key stakeholders in the Data Warehouse Modernization conversation?

- A. Data Scientists and Data professionals
- B. IT Managers



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C. C-level Executives

D. All of the above

Correct Answer: D

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#### QUESTION 5

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

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