Vendor: IBM

Exam Code: M2020-645

Exam Name: IBM Cognos Business Intelligence Sales Mastery Test v2

Version: Demo

Question No : 1

According to studies by IBM and Gartner, what do CIOs list as their number oneconcern?

A. Compliance
B. Business analytics
C. Mobility solutions
D. Risk management

Answer: B

Reference:http://www.information-
management.com/news/analytics_BI_cloud_mobile_IBM-10020395-1.html

Question No : 2

Which major differentiator did version 10 introduce to the IBM Cognos BI interface?

A. Separate workspaces for distinct roles.
B. Unified workspace for all users.
C. Mobile supportfor all functionality.
D. Ad hoc reporting capabilities.

Answer: B

Reference:http://www.redbooks.ibm.com/redpapers/pdfs/redp4693.pdf(page 2, first
paragraph)

Question No : 3

What is NOT a major advantage that IBM Cognos BI products have over the competition?

A. Promotion of self-service.
B. Ability to consume information in a variety of formats, languages, and devices.
C. Consistency and accessibility from a wide range of data sources across the entire
organization.
D. Ability to build and automate business processes.

Answer: D

Explanation: IBM Cognos BI Overview slide 11

The**self-service**collaborative capabilities of report creation and the**flexible choice of how to access and interact with the information through web portal, mobile devices**, et cetera, is a key**competitive differentiator**for IBM Cognos.

Question No : 4

What is a high-yield question when positioning IBM Cognos BI to the CIO of an organization?

A. Do your users trust the data that they have access to?
B. How do you identify outliers in your business?
C. How do you handle information requests from the business?
D. What happens when management is not able to get information they need quickly?

Answer: D

Reference:Prospecting Business Intelligence

Slide 27 lists question in answer D as the first one:

However, in the Appendix, after the section titled "High-Yield Questions", slide 42 starts with the question "How do you currently handle…"

Question No : 5

An existing Cognos BI customer has applications that depend on a previous version of Cognos (Series 7). They wish to migrate to IBM Cognos BI.

Which product most resembles their previous version and is likely to provide them with the easiest migration?

A. Controller
B. PowerPlay

C. Business Insight Classic Mode
D. TM1

Answer: B

Reference:http://www-01.ibm.com/support/docview.wss?uid=swg27013959#plan(second bulleted point)

Which type of report in IBM Cognos BI is most likely authored by a financial analyst?

A. Managed report
B. Transactional report
C. Statement style report
D. Portfolio report

Answer: C

Explanation:

The second style of report is atransactional andoperational report style. Transactional and operational reportsprovide the capability to report off of an operational database, to provide a critical point in time picture of performance or KPI or performance indicators based on that operational database. Typically, the users or the consumers of this type of report are operational and line managers who need to have an up to the minute view on that operational database. The other consumers of this report would be senior managers. The author of this reportwould be a professional author, again someone likely sitting within the IT department.

Where as slde 18 is talking about Statement type of reports and financial analysts as typical authors of these reports:

The third style of report is astatement style report. A statement style report is a financial report. The reason that we call it a statement style report is becausethis particular report from a Cognos perspective doesn't necessarily have any financial intelligence. So it doesn't necessarily understandwhat a debit or a credit is.But from every other aspect, it is very much a financial report. It details financial data, expenses, assets, liabilities. It's all generated using powerful cross tab capabilities and really gives business managers and seniormanagers visibility into the financial health across their business, their business unit or their particular product line.Typically the author of this is somebody who sits within the line of business. Some of the titles for example are business or financial analysts

Question No : 7

The analysis capability of IBM Cognos BI is geared toward helping organizations answer which key question?

A. How are we doing?
B. What should we be doing?
C. What are our competitors doing?
D. Why is our business on or off track?

Answer: D

Reference:https://publications.theseus.fi/bitstream/handle/10024/6755/Bjorn%20Hautamaki_finalthesis.pdf?sequence=1(page 13, second paragraph)

Question No : 8

What is the easiest place to look for business intelligence sales opportunities?

A. Existing accounts
B. New accounts
C. Competitor accounts
D. Small companies

Answer: A

Explanation:

Prospecting Business Intelligenceslide 15:

Where to Hunt?

- **Existing Accounts**
  - New initiatives
  - New departments
  - Expand capabilities of existing users
  - New application initiatives
- **New Accounts**
- **Competitor accounts**

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Question No : 9

Which type of user of IBM Cognos BI is mostly likely to explore and analyze data from multiple sources?

A. Customer
B. Executive
C. Business manager
D. Business analyst

Answer: D

Explanation:

IBM Cognos Analysis Foundational Knowledge slide 15:
With Analysis Studio you can reach an additional large user community who have outgrown or will outgrow the analytical reporting. You can sell business analysts or other richer licenses and our analysiscan run against any OLAP or multi-dimensional data set, including dimensionally modeled relational data.

Question No : 10

According to Gartner's 2011 Magic Quadrant, which competitor of IBM Cognos is NOT in the leaders quadrant?

A. LogiXML
B. QlikTek
C. MicroStrategy
D. Oracle

Answer: A

Reference:http://www.board.com/download/press/EN/Gartner_BI_MagicQuadrant_2011.pdf(page 2, figure 1)

Question No : 11

A prospect in HR is interested in the reporting capabilities of IBM Cognos BI, but in the past they have had trouble getting IT to pay attention to their needs.

What is the best way for the sales representative to respond to this concern?

A. Cognos was designed to take information from multiple applications and pull it together into a single platform.
B. Cognos solutions are designed with the business user in mind, freeing up IT resources and promoting self-service.
C. The Cognos Workforce Performance solution is tailored to the specific needs ofHR, without requiring IT to create these reports.
D. Cognos allows organizations to select the appropriate roles that match their user behaviors.

Answer: C

Explanation:

Prospecting Business Intelligence slide 34:

Objection Handling

Objections	Response
We don't have any budget or the authority to make this decision	At times like this, we want to invest in your relationship to reduce your risk and to creating lasting value. We would be delighted to explore the challenges you articulated and determine at intervals whether it is worth proceeding based upon the type of ROI that can make it worth your while to create sponsorship for funding. Nevertheless, we remain committed to our investment in your education if you will make the time.
We have many reporting systems and tools already	We find that most of our customers use information that comes from multiple data sources. IBM Cognos was designed to take information from multiple applications (right down to spreadsheets), pull together in a single data platform providing the breadth of intelligence for a 360 degree customer view. Is there any reason you can't share some insight into your current solution – as education for me and to potentially identify gaps that my team can use to deliver value in the future.
Why buy a single product vs. a best-of-breed?	IBM Cognos is the best of both worlds. We allow organizations to select the appropriate role(s) that matches their user behaviors ensuring they can expand these capabilities as needed on a fully integrated platform.
My people are not very technical; they need a usable solution to deliver information fast	IBM Cognos solution is designed with the business user in mind. The user interface and drill-down capabilities are designed to give business users the information they need; report detailed data, analysis (without the intervention from IT) freeing up technical resources and empowers business users with the knowledge to make the right decisions.
IT doesn't pay attention to my needs for reporting	The IBM Cognos industry and functional packages are tailored to the specific needs of business users, requiring little or no IT intervention. The self-service capabilities ensure that your inquiries are handled within the package without relying on IT.

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Question No : 12

Which feature of IBM Cognos BIis designed to meet the specific demands of business analysts?

A. Data exploration for multiple dimensions and hierarchies
B. Simplified ad hoc reporting
C. Portal integration
D. Active Report

Answer: A

Explanation:

IBM Cognos Analysis Foundational Knowledgeslide 14:

14/15. Mark:Now let's see where analytical reporting might not be enough for some people. Now you have to think about the type of role that person plays for their organization.

If they are in more of an analysis type of role, they're likely tofind analytic reporting too constraining for them. They're probably calleda business analyst or they might be a

business user or managerwho performs that role for their group. They're typically comfortable with navigating through data and need more freedom to explore the information in the way that they want without preset paths or prompts during them... They typically want to see performance across time periods, and want to find out why performance is improving or declining acrossmultiple dimensions, like product geography, et cetera.

Also Prospecting Business Intelligence Slide 35:

Question No : 13

Which type of analysis in IBM Cognos BI is sufficient for most users and should be introduced into every deal to sell more seats?

A. Slice-and-dice and trending
B. Analytical reporting and drilling
C. Scenario modeling
D. Statistics and predictive analytics

Answer: B

Question No : 14

What is a high-yield question when positioning IBM Cognos BI to the Sales VP of an organization?

A. When managing customers, are you able to determine which is likely to be the most profitable?
B. What happens when your BI projects are over budget or off schedule?
C. Can you currently combine information from multiple data sources to produce business reports?
D. How much time are youspending producing reports for the organization with your current method?

Answer: A

Explanation: Source: Prospecting Business Intelligence

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