

**100%** Money Back  
**Guarantee**

**Vendor:**IBM

**Exam Code:**M2090-626

**Exam Name:**IBM Cognos Business Intelligence Sales  
Mastery Test v3

**Version:**Demo

### QUESTION 1

Which indicates an IBM Cognos Business Intelligence opportunity is viable and likely to close successfully?

- A. The prospect issues a request for information (RFI) that will be short listed to a request for proposal (RFP).
- B. IT has given IBM the technical win.
- C. The prospect has announced budget allocated for the year to license and implement.
- D. A business sponsor has selected the IBM solution as the preferred vendor.

Correct Answer: D

Reference:

<http://www.ibm.com/cloud-computing/us/en/interconnect/expo/sponsor/>

---

### QUESTION 2

A prospect's needs were determined in an initial discovery call, the seller was invited for an on-site visit, a product demonstration has been delivered and the purchase decision maker has been identified. What does this indicate?

- A. The prospect needs to identify potential business users.
- B. The prospect is seriously considering making a purchase.
- C. The opportunity is ready to be entered into the CRM system.
- D. The seller needs information about the prospect's implementation.

Correct Answer: B

---

### QUESTION 3

In 2014 new user roles were added to IBM Cognos Business Intelligence. Identify the new roles.

- A. Professional Author, Advanced Business Author, Enhanced Consumer. Administrator. Remote Recipient
- B. Analytic Administrator, Analytic Author, Analytic User. Analytic Contributor. Forward Looking Analytics Architect
- C. Analytic Administrator. Information Distribution. Analytic Explorer, Analytic User. Forward Looking Analytics Architect
- D. Analytic Enterprise User, Analytic Performance Management User, Analytic Contributor, Forward Looking Analytics Architect. Analytic Enhanced Consumer

Correct Answer: A

Reference:

<http://www.cognossource.com/ibm-cognos-bi-licensing-simplified/>

---

#### QUESTION 4

During an initial discovery call with an existing customer, they mention they are standardized on SAP across their organization. They are looking for a business intelligence reporting platform, and will likely default to Business Objects, because it is already "built in". Which is the next right step for the sales professional to take in this scenario?

- A. Mark the opportunity as closed; the chance of winning the business is very low in this type of situation.
- B. Share a SAP/IBM Cognos case study and discuss the integration options between the two products.
- C. Direct the conversation to focus on IBM's predictive capabilities as this is a weakness of SAP.
- D. Develop customer interest by introducing them to IBM's partnerships with Twitter and Apple.

Correct Answer: D

Reference:

<http://www-03.ibm.com/press/us/en/pressrelease/44370.wss>

---

#### QUESTION 5

How does social media play a part in separating IBM Cognos Business Intelligence from its competitors?

- A. Ability to "connect" with people real-time.
- B. Faster and more real-time interaction influences and attracts customers.
- C. Ability to post company headlines, news and changes at all times.
- D. Ability to see the identities of other companies that your accounts are following.

Correct Answer: A

Reference:

<http://www-03.ibm.com/software/businesscasestudies/us/en/cognos>

---

#### QUESTION 6

Which IBM Business Analytics product includes full IBM Business Intelligence to enable users with full self-service reporting and analysis?

- A. IBM Cognos Performance Management TM1
- B. IBM SPSS Statistics
- C. IBM Cognos Controller
- D. IBM Cognos Disclosure Management

Correct Answer: D

Reference:

<http://www-03.ibm.com/software/products/en/category/business-analytics>

---

#### **QUESTION 7**

When would you position IBM Cognos Cloud?

- A. When a company does not have the internal resources needed to upgrade and provide patches and bundles.
- B. When a company needs a quick visualization tool before they are ready for IBM Cognos Enterprise.
- C. When a company is headquartered overseas and wants to perform reporting enterprise- wide.
- D. When a company is midmarket; IBM Cognos Cloud does not scale to enterprise accounts.

Correct Answer: D

Reference:

<http://www-03.ibm.com/software/products/en/cognostm1>

---

#### **QUESTION 8**

Which is an example of a post-sale best practice when it comes to continued development of the customer relationship?

- A. Before beginning the implementation, ask the customer to introduce you to other business units that would be interested in the product.
- B. Provide the customer's contact information to other colleagues to allow them to prospect into the account.
- C. Offer quarterly or annual Business Intelligence Health Check.
- D. Begin focusing on other client opportunities and use this deal as a customer reference.

Correct Answer: C

---

#### **QUESTION 9**

From a high level, which three IBM Business Analytics brands had their functionality combined in order to create the Forward Looking Analytic Architect license?

- A. IBM Cognos Business Intelligence. IBM SPSS and IBM Kenexa
- B. IBM Cognos Business Intelligence, IBM SPSS and IBM Cognos Incentive Compensation Management
- C. IBM Cognos Business Intelligence. IBM Cognos Incentive Compensation Management and IBM Algorithmics

D. IBM Cognos Business Intelligence. IBM SPSS and IBM TM1

Correct Answer: B

Reference:

<http://www-03.ibm.com/software/products/en/cognos-incentive-compensation-management>

---

#### **QUESTION 10**

Identify the key stakeholder that you must have involved in selling an IBM Cognos Business Intelligence deal.

A. Director of IT, Engineering Manager

B. Line of Business lead, Director of IT

C. CFO, Strategic Sourcing Manager

D. CMO, Engineering Manager

Correct Answer: A

Reference: <http://www.redbooks.ibm.com/abstracts/tips0947.html>

---

#### **QUESTION 11**

The VP of Operations for a manufacturer of blood testing equipment approached IBM to help him find a solution to predict when their machines need servicing and repairs. Which IBM Cognos product is most closely aligned to the client's needs?

A. IBM Cognos TM1

B. IBM Cognos Controller

C. IBM Cognos Impromptu

D. IBM Predictive Manufacturing and Quality

Correct Answer: A

Reference:

<http://www-01.ibm.com/support/docview.wss?uid=swg24036996>

---

#### **QUESTION 12**

Which IBM product includes IBM Cognos Business Intelligence for self-service reporting?

A. IBM Cast Iron

B. IBM Endpoint Manager

C. IBM Rational ClearQuest

D. IBM Sterling Order Management

Correct Answer: B

Reference:

[http://www01.ibm.com/common/ssi/ShowDoc.wss?docURL=/common/ssi/rep\\_sm/4/649/ENUS5725-E24/index.html&lang=en&request\\_locale=en](http://www01.ibm.com/common/ssi/ShowDoc.wss?docURL=/common/ssi/rep_sm/4/649/ENUS5725-E24/index.html&lang=en&request_locale=en)