IBM

00M-226

IBM Smart Analytics Sales Mastery Test v1

Answer: B

Reference:
ftp://service.boulder.ibm.com/software/it/pdf/03_IBM_Systems_l_infrastruttura_ideale_p er_l_ambiente_analitico.pdf(slide 10)

QUESTION: 30
Which question will yield the best results when selling IBM Smart Analytics System to a line of business customer in healthcare?

A. How do you make integration modules reusable today?
B. Can you consistently identify members across multiple product lines and touch points?
C. Can you detect customers defecting to the competition?
D. Does your current lead generation process produce poor leads?

Answer: B

QUESTION: 31
What is NOT one of the major reasons IT customers in healthcare are frustrated with their current analytics solutions?

A. Lackof skills to operate the solution
B. Difficultto develop evidence-based standardized care plans
C. Lackof the right technology to provide real insight
D. Difficultto compile an enterprise view of data

Answer: A

QUESTION: 32
What is NOT one of the many advantages of purchasing IBM Smart Analytics System over a custom solution?

A. AdditionalCognos features
B. Bettervalue
C. Includedone call support
D. Coordinatedstack certification

Answer: C

QUESTION: 33
Which pain point is unique to line of business decision makers in retail?

A. gaining an enterprise view of dispersed client data
B. optimizing a customer's life-long care
C. knowing the right time and communications channel for the right promotion
D. identifying research subjects

Answer: C

QUESTION: 34
Which customer will be most interested in the lower cost of IBM Smart Analytics System due to it requiring less storage, server, and floor space?

A. line of business customer in retail
B. line of business customer in financial services
C. line of business customer in healthcare
D. IT customer in retail

Answer: C

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