



IBM

00M-226

IBM Smart Analytics Sales Mastery Test v1

Answer: B

Reference:

ftp://service.boulder.ibm.com/software/it/pdf/03_IBM_Systems_1_infrastruttura_ideale_per_1_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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