



IBM

00M-645

*IBM Cognos Business Intelligence Sales Mastery Test
v2*

D. Expand the agenda to include capabilities not provided by the competitor.

Answer: B

Explanation:

Adding a reference Cognos 8 Reference, Competitive Differentiators

QUESTION: 41

Which statement should a sales representative listen for when positioning IBM Cognos BI to an IT project manager?

- A. We are forced to be reactive, not proactive, to critical business situations.
- B. New BI solutions are difficult to integrate with existing systems.
- C. We do not have the relevant data to make decisions on recruitment.
- D. It is difficult to see into the overall performance of the supply chain.

Answer: B

QUESTION: 42

An organization is interested in developing their business intelligence strategies, but they are concerned that their managers are not computer-savvy enough to really take advantage. What is the best way for the sales representative to respond?

- A. Cognos allows organizations to select the appropriate roles that match their user behaviors.
- 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 of HR, without requiring IT to create these reports.
- D. Cognos was designed to take information from multiple applications and pull it together into a single platform.

Answer: B

QUESTION: 43

A company is looking to improve their team decision-making through collaboration and collective intelligence. Which feature of IBM Cognos BI best meets this requirement?

- A. IBM Connections included
- B. IBM OpenPages integration
- C. IBM SPSS integration

D. Active Report authoring

Answer: A

Reference:

<http://www.redbooks.ibm.com/redbooks/pdfs/sg247912.pdf>(page 6, para.2)

QUESTION: 44

What is the main purpose of ad hoc reports in IBM Cognos BI?

- A. To provide a point in time picture of performance based on an operational database.
- B. To provide an easy and simple way to create a report and interact with it.
- C. To provide a detailed view of the financial health across the business.
- D. To deliver stakeholders a personalized experience based on a single report authored by IT.

Answer: B

Reference:

http://publib.boulder.ibm.com/infocenter/c8bi/v8r4m0/index.jsp?topic=/com.ibm.swg.im.cognos.ug_cr_rptstd.8.4.0.doc/ug_cr_rptstd_id26Introduction.html(para.3)

QUESTION: 45

A company has issues with the query performance of their company's current BI system. Which feature of IBM Cognos BI best addresses this pain point?

- A. Simply Systems Management
- B. Accelerated Model Design
- C. In-memory Processing
- D. Real-time Monitoring

Answer: C

Reference:

<http://www.redbooks.ibm.com/redpapers/pdfs/redp4693.pdf>(page 15, check the title, Optimized performance with in-memory processing. Page 16, first topic)

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