



**IBM**

**M2020-618**

*IBM Business Analytics Midmarket Foundational Sales  
Mastery Test v2*

**QUESTION: 36**

You are in a meeting with the VP of Finance. Which would be a high yield question to ask?

- A. Can you tell me how you track the daily volume of your call centers by region and service center?
- B. How do you communicate plans and forecasts to other groups in the company such as operations, research and development and sales?
- C. Do you have visibility into how your suppliers are impacting your production line efficiency?
- D. Are business users able to create reports and analyze information or are they reliant on IT for this information?

**Answer: D**

**QUESTION: 37**

An existing IBM Midmarket customer wants to create reports consisting of existing data along with supporting text that adds context to the data. What capability would help them?

- A. IBM Cognos Express
- B. IBM Cognos Disclosure Management Express
- C. IBM Cognos Controller Express
- D. IBM SPSS Modeler Premium

**Answer: D**

**QUESTION: 38**

Which one of the following is a key pain point that an IT Manager in the Midmarket is most likely to mention?

- A. I need to better identify opportunities, allocate marketing budget and track marketing campaigns.
- B. My team struggles to analyze financial data from profit and loss accounts, cash flow information and balance sheets.
- C. I only have a small team and have difficulty servicing all the requests for ERP reports from the business users.

D. I have trouble managing my company's compliance, risk, disclosure and regulatory reporting requirements

**Answer:** C

**QUESTION:** 39

At a minimum, what IBM Cognos Express software entitlement(s) does each customer require?

- A. IBM Cognos Express Administrator
- B. IBM Cognos Express Administrator and an IBM Cognos Express Connector
- C. IBM Cognos Express Administrator. IBM Cognos Express Connector and IBM Cognos Express Consumer
- D. IBM Cognos Express Connector and one of the user roles

**Answer:** B

**QUESTION:** 40

Which is an accurate description of the buyers in the Business Analytics Mid market?

- A. Buyers in the Midmarket are shifting toward Finance.
- B. Buyers in the Midmarket are shifting toward the Line of Business.
- C. Buyers in the Midmarket are shifting toward Operations.
- D. Buyers in the Midmarket are shifting toward Information Technology.

**Answer:** B

**Reference:**

[https://www-304.ibm.com/partnerworld/wps/servlet/download/DownloadServlet?id=SehFbTUIzJPiPCA\\$cnt&attachmentName=mm\\_big\\_data+\\_analytics\\_basic+training.pdf&toKen=MTQxNTAzNjI0 OTEzMg==&locale=en\\_ALL\\_ZZ\(slide 6\)](https://www-304.ibm.com/partnerworld/wps/servlet/download/DownloadServlet?id=SehFbTUIzJPiPCA$cnt&attachmentName=mm_big_data+_analytics_basic+training.pdf&toKen=MTQxNTAzNjI0 OTEzMg==&locale=en_ALL_ZZ(slide 6))

**QUESTION:** 41

Your prospect said. "We don't have the resources or expertise in IT to implement this solution". How would you overcome the objection?

- A. Show value/cost of doing nothing. Start small, show immediate value, then grow. Use trial to demonstrate ease and value.
- B. Limited IT skills are required to install and maintain IBM Cognos Express. In addition. Partners can help with building trusted data and initial applications, the system can be owned and operated by a technical business user. Offer partner demos or a partner led try and buy.
- C. Look at total cost of ownership (entitlements, IT installation, configuration and programming)
- D. If the prospect has only a few OLAP cubes, there is a reasonable case to be made to migrate to ICAS (IBM Cognos TM1) as it is a highly rated OLAP server. If they have many heterogeneous OLAP sources, this may be a better fit for the enterprise solution.

**Answer:** B

**Reference:**

[https://www-304.ibm.com/partnerworld/wps/servlet/download/DownloadServlet?id=SehFbTUIzJPiPCA\\$cnt&attachmentName=mm\\_big\\_data+\\_analytics\\_basic+training.pdf&toKen=MTQxNTAzNjI0OTEzMg==&locale=en\\_ALL\\_ZZ](https://www-304.ibm.com/partnerworld/wps/servlet/download/DownloadServlet?id=SehFbTUIzJPiPCA$cnt&attachmentName=mm_big_data+_analytics_basic+training.pdf&toKen=MTQxNTAzNjI0OTEzMg==&locale=en_ALL_ZZ)(slide 30)

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