IBM

M2020-626

IBM Cognos Business Intelligence Sales Mastery Test v3

QUESTION: 40
Which business issue, mentioned by a C-level business manager, would IBM Cognos Business Intelligence be of value in solving?

A. The data extract, transfer and load (ETL) processes now in place take excessive time and processing power to complete each night.
B. New business intelligence 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 our company across the various departments.

Answer: B

QUESTION: 41
What is required to set up a standard IBM Cognos Express environment?

A. IBM Analytic Server
B. IBM Cognos Express Consumer and IBM Cognos Express Connector
C. IBM Cognos Express Administrator and IBM Cognos Express Connector
D. IBM Cognos Forward Looking Analytics Architect

Answer: D

Reference:
http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?infotype=an&subtype=ca&appname=gpateam&supplier=897&letternum=ENUS214-422

QUESTION: 42
An existing IBM Cognos Business Intelligence customer is complaining that their users are unhappy because their reports take too long to process. After further investigation, it is determined that some reports are in fact taking over 10 minutes to generate, while the same reports previously would run in under 30 seconds. What is the next best action with this customer?

A. Recommend they upgrade to the latest version of IBM Cognos Business Intelligence.
B. Suggest the customer call IBM Support.
C. Recommend conducting a Business Intelligence Health Check.
D. Suggest the customer schedule the reports be run in off peak hours.

Answer: A

Reference:
http://www-01.ibm.com/support/docview.wss?uid=swg27027080

QUESTION: 43
A sales professional has closed an IBM Cognos Business Intelligence opportunity. Which will help develop the customer relationship now that the sale has closed?

A. Invite the customer to attend IBM virtual seminars, local user groups, and annual conferences.
B. Send the customer annual license renewal information in a timely fashion.
C. Invite the customer to be an official IBM customer reference prior to implementation.
D. Ask the customer to participate in a reference call for another prospective client.

Answer: C

Reference:
http://www.redbooks.ibm.com/redpapers/pdfs/redp4888.pdf

QUESTION: 44
A prospective customer is concerned that utilizing a business intelligence tool like IBM Cognos Business Intelligence is too advanced for their users' computer skills. Which response describes the value of IBM Cognos Business Intelligence to this prospect?

A. IBM Cognos Business Intelligence is built on a scalable services oriented architecture and requires almost no local client software installation.
B. IBM Cognos Business Intelligence solutions are designed with the business user in mind, providing easy to use self-service report authoring and dashboard creation.
C. The IBM Cognos Workforce Performance solution is tailored to the specific needs of Human Resources, without requiring IT to create these reports.
D. IBM Cognos Business Intelligence was designed to federate information from multiple applications and pull it together into a single report.

Answer: C

Reference:
https://html2-f.scribdassets.com/20d6i0uyrk3ztzfa/images/7-8754263beb.jpg

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