IBM

M2020-645

IBM Cognos Business Intelligence Sales Mastery Test v2

According to the IBM's presentation "Reporting Foundational Knowledge" slide 14:
Managed reporting: This is a classical reporting style that Cognos excels in. The characteristics of this report are the following: IT develops a report, i.e. a professional author develops a report and distributes that report on a scheduled basis to a number of stakeholders across an organization.
Those stakeholders receive the reports and then through the world of prompting and filtering are able to customize that report so that they get their perspective on the data.

QUESTION: 40
What is the best strategy when positioning IBM Cognos BI against a niche competitor such as QlikView and MicroStrategy?

A. Describe how IBM Cognos is the lowest cost solution on the market and provides the lowest total cost of ownership of all vendors.
B. Explain that unlike these other vendors, all functionalities of Cognos are available out of the box without having to code.
C. Warn the customer of hidden charges attached to features perceived as free.
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)

Pass your exam at First Attempt....Guaranteed!