IBM

M2090-615

IBM Business Analytics Performance Management Sales Mastery Test v2

Reference:
http://www-03.ibm.com/ibm/history/ibm100/us/en/icons/smarterplanet/ (3rd para)

QUESTION: 42
Which of the following buyer roles is typically not seen in the SPM sales cycle?

A. Finance
B. IT
C. Marketing
D. HR

Answer: D

QUESTION: 43
A sales representative has just secured a meeting with the CFO. What should the sales representative focus on in their opener in order to receive the most positive reaction?

A. The business value that IBM's Business Analytics FPM solutions can deliver to the company
B. A specific capability of IBM's Business Analytics FPM solutions
C. The benefit provided by a specific capability of IBM's Business Analytics FPM solutions
D. The turbulent economic climate

Answer: B

QUESTION: 44
Which statement is TRUE about integration between IBM Business Analytics Performance Management solutions and ERP platforms?

A. Vendor consolidation leads to better integration.
B. BI and PM solutions offered by ERP vendors support all ERP environments equally.
C. IBM Cognos PM products work well with any ERP environment
D. Using the same vendor for PM and ERP process results in a lower total cost of ownership.

Answer: A

QUESTION: 45
Which of the following are not a direct datasource for Cognos Disclosure Management?

A. Oracle Hyperion Essbase
B. IBM Cognos Controller
C. Sybase Adaptive Server
D. Microsoft SQL Server
E. IBM Cognos TM1

Answer: B, C

QUESTION: 46
A prospect is interested in IBM's Business Analytics FPM solutions, but they prefer the all-in-one approach of a competing product. They do not require consolidation features. Which IBM Business Analytics product can be presented as an all-in-one solution to this customer?

A. IBM Cognos Enterprise
B. IBM Cognos Express
C. IBM Cognos TM1
D. IBM Cognos Business Viewpoint

Answer: C

Reference:
http://www.bma.com.au/ibm-cognos-tm1 (product overview and features)

QUESTION: 47
A customer is concerned that their infrequent forecasts quickly become out of date, making it difficult to respond to current economic pressures Which capabilities of IBM's Business Analytics FPM solutions can directly meet the needs of this customer?

A. Workflow monitoring, real-time calculations, security and access management
B. What-if scenarios, real-time calculations, security and access management
C. Workflow monitoring, what-if scenarios, real-time calculations
D. What-if scenarios, workflow modeling, security and access management

Answer: D

Reference:
ftp://ftp.software.ibm.com/software/uk/pdf/Finance_Track.pdf

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