



IBM

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*IBM Cognos Business Intelligence Sales Mastery Test
v3*

Impromptu licenses expired last year. What does the sales representative tell the client?

- A. There is a trade up part number, which is discounted about 25% percent off the license price.
- B. They cannot trade up since they have do not have an active entitlement.
- C. It is an even swap, they just need to contact their business partner.
- D. There is a trade up part number, which is discounted about 55% off the list price.

Answer: C

QUESTION: 38

A typical reason organizations look to IBM Cognos Business Intelligence is:

- A. The end user is using Business Objects to manually create reports.
- B. It is a small, organized company with no enterprise resource planning (ERP).
- C. One-to-many reports flow from the enterprise to business users.
- D. Their enterprise resource planning (ERP) system currently provides standardized reporting.

Answer: D

QUESTION: 39

While conducting prospecting activities, a sales representative is speaking to a chief customer officer at a software company about IBM Cognos Business Intelligence. Which question would be effective in uncovering business problems that IBM Cognos Business Intelligence could solve?

- A. How does Accounting currently run reports?
- B. Where is the data coming from and how do you report against it?
- C. What business decisions are made on "intuition" or "gut feel" instead of data-driven analytics?
- D. Who on your team uses reports and what information is important to them?

Answer: C

QUESTION: 40

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=gplateam&supplier=897&letternum=ENUS 214-422>

QUESTION: 41

Which IBM Business Analytics product includes full IBM Business Intelligence to enable users with full self-service reporting and analysis?

- A. IBM Cognos Performance Management TM1
- B. IBM SPSS Statistics
- C. IBM Cognos Controller
- D. IBM Cognos Disclosure Management

Answer: D

Reference:

<http://www-03.ibm.com/software/products/en/category/business-analytics>

QUESTION: 42

To register an opportunity for IBM's Software Value Incentive "Identify" credit, a Business Partner must:

- A. Inform their IBM Partner Channel Manager that they have identified the qualified opportunity.
- B. Create a qualified opportunity in GPP - the IBM Business Partner Opportunity Portal.
- C. Obtain a confirming email from the customer that the customer wishes to work with the Business Partner on the opportunity.
- D. Request that their IBM Inside Sales Representative create a "Partner Led Opportunity" in Sales Connect, tagging the Business Partner as the Identifier.

Answer: B

Reference:

[https://www-](https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/swg_av_res_quick_start_5)

[304.ibm.com/partnerworld/wps/servlet/ContentHandler/swg_av_res_quick_start_5](https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/swg_av_res_quick_start_5)

QUESTION: 43

Which is an example of a post-sale best practice when it comes to continued development of the customer relationship?

- A. Before beginning the implementation, ask the customer to introduce you to other business units that would be interested in the product.
- B. Provide the customer's contact information to other colleagues to allow them to prospect into the account.
- C. Offer quarterly or annual Business Intelligence Health Check.
- D. Begin focusing on other client opportunities and use this deal as a customer reference.

Answer: C

QUESTION: 44

The new Vice President of IT of a midmarket manufacturer of adhesives is evaluating business intelligence solutions to integrate with their Oracle system. He initially needs 10 user licenses, and plans to expand user count over time. He has a budget of \$20,000, feels that IBM Cognos is too expensive for what his company needs, and is considering another solution. What would be the proper follow up to the client?

- A. Minimum user count that IBM sells for IBM Cognos Express is 25 users.
- B. IBM Cognos Express is a restricted part number, and list price for ten seats is more than \$20,000 which is would be out of their price range.
- C. IBM Cognos Express is the perfect solution for his needs. It is priced and marketed specifically for the midmarket, and we can work with him on his tight budget.
- D. IBM Cognos Express is a perfect solution for his needs, but it does not integrate with Oracle.

Answer: B

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