



Information Management Solution  
Sales Mastery Test v4  
Exam: M2090-643

**Demo Edition**

**QUESTION: 1**

Which product does NOT provide business analytics capabilities?

- A. IBM InfoSphere Streams
- B. IBM InfoSphere Guardium
- C. IBM InfoSphere Warehouse
- D. IBM InfoSphere BigInsights

**Answer: B**

**QUESTION: 2**

What is NOT a key capability of IBM InfoSphere Warehouse?

- A. dashboarding
- B. in-database mining
- C. in-memory cubing
- D. deep compression

**Answer: A**

**QUESTION: 3**

What is the main purpose of master data management?

- A. to perform business analytics on unstructured data across disparate systems
- B. to extract data from heterogeneous sources and load it into the data warehouse
- C. to create a single version of truth from multiple versions and data sources across the enterprise
- D. to protect valuable data through encryption, masking, and real-time monitoring

**Answer: C**

**Reference:**

<ftp://public.dhe.ibm.com/common/ssi/ecm/en/sww14008usen/SWW14008USEN.PDF>  
(page 2, third paragraph on the left)

**QUESTION: 4**

What differentiates IBM Netezza from competing offerings?

- A. External storage options
- B. Robust tuning options for customer optimization
- C. Simplicity, speed, scalability, and analytics approach
- D. Integrated application server

**Answer: C**

**Reference:**

[http://www-05.ibm.com/il/software/netezza/pdfs/IBM\\_Netezza\\_Analytics\\_USEN.pdf](http://www-05.ibm.com/il/software/netezza/pdfs/IBM_Netezza_Analytics_USEN.pdf)  
(page 2, second paragraph on the right after the bulleted points)

**QUESTION: 5**

Which IBM analytics product should the sales specialist recommend to a customer that wants business intelligence in the form of dashboards, scorecards, reports, and mobile access?

- A. IBM Cognos
- B. IBM SPSS
- C. IBM OpenPages
- D. IBM Clarity

**Answer: A**

**Reference:**

<http://www-142.ibm.com/software/products/us/en/category/SWQ20>