IBM

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IBM Big Data and Analytics Sales Mastery v2

C. Our customers want to explore data, extract, load, and transform the data into trusted information then move into a PureData for Analytics environment for analysis.
D. Our customers want to have a single view of the customer and maintain the 'golden' record of enterprise information that will be 'pushed' to every application that needs that information.

Answer: C

QUESTION: 18
Which of the following describes machine data?

A. It comes in large volumes
B. It may be time-sensitive
C. It can be combined with enterprise data
D. All of the above

Answer: C

QUESTION: 19
Why is IBM a strong player in Data Warehouse Modernization?

A. IBM employs proven solutions that help clients
B. IBM is the only vendor to bring cognitive capabilities into the data warehouse picture
C. IBM has the deepest patent assets and investment of any vendor
D. All of the above

Answer: D

Reference:
http://www-01.ibm.com/software/marketing-solutions/experienceone/downloads/IBM- customer-engagement.pdf

QUESTION: 20
What are compelling reasons for a business to act on modernization?

A. IT has significant staffing levels that attempt to manage data complexity
B. Data Warehouse capabilities are not keeping up with business expectations
C. Their competitors are leveraging big data

D. B and C

Answer: C

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