

IBM M2090-626 Exam

Volume: 44 Questions

Question No : 1

An existing IBM Cognos Business Intelligence customer is complaining that their users are unhappy because their reports take too long to process. After further investigation, it is determined that some reports are in fact taking over 10 minutes to generate, while the same reports previously would run in under 30 seconds. What is the next best action with this customer?

- A. Recommend they upgrade to the latest version of IBM Cognos Business Intelligence.
- B. Suggest the customer call IBM Support.
- C. Recommend conducting a Business Intelligence Health Check.
- D. Suggest the customer schedule the reports be run in off peak hours.

Answer: A

Question No : 2

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

Question No : 3

How does social media play a part in separating IBM Cognos Business Intelligence from its competitors?

- A. Ability to "connect" with people real-time.
- B. Faster and more real-time interaction influences and attracts customers.
- C. Ability to post company headlines, news and changes at all times.

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D. Ability to see the identities of other companies that your accounts are following.

Answer: A

Question No : 4

A client has many data sources and a heavy reliance on internal spreadsheets. They are seeking a new business intelligence solution which will address their issues. Which response is correct about IBM Cognos Business Intelligence?

A. It was designed to work with the business user, without a heavy reliance on IT.

B. All data used by can be accessed via mobile devices via Windows. iOS and Android.

C. It only addresses customer's visualization needs.

D. It is limited when it tries to access information from multiple applications and pulls it together into a single platform.

Answer: D

Question No : 5

A financial services organization has large amounts of data including data on their customers. They are currently using Microsoft Excel and running reports manually. They typically take anywhere from a few hours to two weeks to run. These reports are then reviewed by the executive team. Additionally, certain parts of some of the report are personalized for different division leads.

Why would this company be a candidate for IBM Cognos Business Intelligence?

A. The organization is a financial services organization running individual reports.

B. The CEO and CIO are reviewing these reports, which are personalized.

C. A number of people outside of the executive team including Human Resources and Sales and Operations, use the standardized reports.

D. The organization has large amounts of data, reports take a long time to run. used by executives and personalized for individuals.

Answer: C

Question No : 6

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A new client asks about the core differentiators between IBM Cognos Business Intelligence and the competition. Which topic favorably positions IBM Cognos Business Intelligence?

- A. It provides a unified workspace for all users.
- B. Its license cost.
- C. Its implementation.
- D. It provides write back capabilities.

Answer: D

Question No : 7

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 No : 8

A sales professional has closed an IBM Cognos Business Intelligence opportunity. Which will help develop the customer relationship now that the sale has closed?

- A. Invite the customer to attend IBM virtual seminars, local user groups, and annual conferences.
- B. Send the customer annual license renewal information in a timely fashion.
- C. Invite the customer to be an official IBM customer reference prior to implementation.
- D. Ask the customer to participate in a reference call for another prospective client.

Answer: C

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Question No : 9

Users would look at a business intelligence solution such as IBM Cognos when they want to:

- A. Create manual reports using SAP Crystal Reports and Microsoft Excel spreadsheets.
- B. Deploy a new enterprise resource planning (ERP) system that includes embedded solution for business intelligence.
- C. Deploy an enterprise resource planning (ERP) system that does not include canned reports.
- D. Analyze data for themselves to drive better, smarter business decisions.

Answer: D

Question No : 10

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

Question No : 11

A prospect's needs were determined in an initial discovery call, the seller was invited for an on-site visit, a product demonstration has been delivered and the purchase decision maker has been identified. What does this indicate?

- A. The prospect needs to identify potential business users.
- B. The prospect is seriously considering making a purchase.
- C. The opportunity is ready to be entered into the CRM system.
- D. The seller needs information about the prospect's implementation.

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Answer: B

Question No : 12

An existing IBM Cognos Business Intelligence enterprise customer has expressed frustration with the time it takes for them to prepare, compile and update their quarterly financial reports for review at Board meetings. Which IBM product is most appropriate to try to up-sell to this customer?

- A. IBM InfoSphere DataStage
- B. IBM Cognos Disclosure Management
- C. IBM Cognos TM1
- D. IBM Cognos Insight

Answer: C

Question No : 13

Which indicates an IBM Cognos Business Intelligence opportunity is viable and likely to close successfully?

- A. The prospect issues a request for information (RFI) that will be short listed to a request for proposal (RFP).
- B. IT has given IBM the technical win.
- C. The prospect has announced budget allocated for the year to license and implement.
- D. A business sponsor has selected the IBM solution as the preferred vendor.

Answer: D

Question No : 14

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?