



Vendor: IBM

Exam Code: M2020-645

Exam Name: IBM Cognos Business Intelligence Sales
Mastery Test v2

Version: DEMO

QUESTION 1

What is NOT a major advantage that IBM Cognos BI products have over the competition?

- A. Promotion of self-service.
- B. Ability to consume information in a variety of formats, languages, and devices.
- C. Consistency and accessibility from a wide range of data sources across the entire organization.
- D. Ability to build and automate business processes.

Answer: D

Explanation:

IBM Cognos BI Overview slide 11

The self-service collaborative capabilities of report creation and the flexible choice of how to access and interact with the information through web portal, mobile devices, et cetera, is a key competitive differentiator for IBM Cognos.

QUESTION 2

What is a high-yield question when positioning IBM Cognos BI to the CIO of an organization?

- A. Do your users trust the data that they have access to?
- B. How do you identify outliers in your business?
- C. How do you handle information requests from the business?
- D. What happens when management is not able to get information they need quickly?

Answer: D

Explanation:

Reference:

Prospecting Business Intelligence

Slide 27 lists question in answer D as the first one:

However, in the Appendix, after the section titled "High-Yield Questions", slide 42 starts with the question "How do you currently handle..."

QUESTION 3

According to studies by IBM and Gartner, what do CIOs list as their number one concern?

- A. Compliance
- B. Business analytics
- C. Mobility solutions
- D. Risk management

Answer: B

Explanation:

http://www.information-management.com/news/analytics_BI_cloud_mobile_IBM-10020395-1.html

QUESTION 4

Which major differentiator did version 10 introduce to the IBM Cognos BI interface?

- A. Separate workspaces for distinct roles.
- B. Unified workspace for all users.

- C. Mobile support for all functionality.
- D. Ad hoc reporting capabilities.

Answer: B

Explanation:

<http://www.redbooks.ibm.com/redpapers/pdfs/redp4693.pdf> (page 2, first paragraph)

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