



**Vendor:** IBM

**Exam Code:** M2020-618

**Exam Name:** IBM Business Analytics Midmarket  
Foundational Sales Mastery Test v2

**Version:** DEMO

#### QUESTION 1

Which pain point can IBM Midmarket solutions help overcome?

- A. The customer is struggling with complex territory to account alignment processes
- B. The customer needs to implement and manage group HR policy across multiple companies
- C. The customer has difficulty managing patient records and archiving historical data
- D. The customer needs an analytic solution that communicates information across the enterprise

**Answer: D**

#### QUESTION 2

During a conversation with the Sales Director, you try to uncover areas where your solution could add value in his department. Which question would you ask?

- A. Are you able to identify which promotional periods or campaigns were the most productive in converting leads?
- B. How do you communicate financial plans and forecasts to other groups in the company such as operations or research and development?
- C. How much time do you spend manually aggregating and managing budgets rather than working on strategic initiatives?
- D. What happens when you need to combine information from multiple data sources to produce business reports?

**Answer: C**

#### QUESTION 3

Where can you find specific Business Analytics Midmarket customer success stories?

- A. AnalyticsZone.com website
- B. Customer Reference Database
- C. DeveloperWorks
- D. IBM.com Website

**Answer: D**

#### QUESTION 4

An existing IBM Cognos Express Performance Management customer needs self service reporting, visualization capabilities in the form of reports and dashboards to drive decision making. Which solution would provide those capabilities?

- A. IBM Cognos Express Business Intelligence
- B. IBM Cognos Insight
- C. IBM Cognos Disclosure Management Express
- D. IBM SPSS Modeler

**Answer: A**

**Explanation:**

<https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0CC0QFjAA&url=http%3A%2F%2Fwww.csiltld.co.uk%2Flibrary%2Fdownload%2Fdata-sheet-cognos->

express%2F&ei=n3ZXVNvvMeiHsQT6o4CYCg&usg=AFQjCNGuzRg62g7L9OPIfH9z4aErr  
NF2yA&sig2=3clECokn5rZdqMDytsFKsQ&bvm=bv.78677474,d.cWc

**QUESTION 5**

How many IBM sales stages are there?

- A. There are 6 (six) stages but in GPP they are considered to be 3 (three) stages
- B. There are 11 (eleven) stages but in GPP they are considered to be 6 (six) stages
- C. There are 9 (nine) stages but in GPP they are considered to be 4 (four) stages
- D. There are 11 (eleven) stages but in GPP they are considered to be 5 (five) stages

**Answer: A**

**Explanation:**

[http://www-05.ibm.com/pt/clientcenter/gpp\\_presentation\\_V15.pdf](http://www-05.ibm.com/pt/clientcenter/gpp_presentation_V15.pdf)

**QUESTION 6**

What are the 3 (three) key messages for IBM Cognos Express in the Business Analytics Midmarket?

- A. Easy to Buy. Easy to install. Easy to Deploy
- B. Easy to Use. Easy to Deploy. Easy to Buy
- C. Easy to Install. Easy to Use. Easy to Buy
- D. Easy to Deploy. Easy to Start. Easy to Use

**Answer: C**

**Explanation:**

<http://www.consist.com.ar/ar/web/uploads/productos/bi/ibm-cognos-express.pdf>(page 1, first para, last sentence)

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