M2020-645

IBM Cognos Business Intelligence Sales Mastery Test v2 Exam

DEMO

https://www.islever.com/m2020-645.html
https://www.islever.com/ibm.html

QUESTION NO: 1

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

QUESTION NO: 2

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

QUESTION NO: 3

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

ke**competitive differentiator**for IBM Cognos.

QUESTION NO: 4

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
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 NO: 5

An existing Cognos BI customer has applications that depend on a previous version of Cognos (Series 7). They wish to migrate to IBM Cognos BI.

Which product most resembles their previous version and is likely to provide them with the easiest migration?

A. Controller
B. PowerPlay
C. Business Insight Classic Mode
D. TM1

Answer: B
Reference:http://www-01.ibm.com/support/docview.wss?uid=swg27013959#plan(second bulleted point)

QUESTION NO: 6

Which type of report in IBM Cognos BI is most likely authored by a financial analyst?

A. Managed report
B. Transactional report
C. Statement style report
D. Portfolio report

Answer: C
Explanation:

The second style of report is atransactional and operational report style. Transactional and operational reportsprovide the capability to report off of an operational database, to provide a critical point in time picture of performance or KPI or performance indicators based on that operational database. Typically, the users or the consumers of this type of report are operational and line managers who need to have an up to the minute view on that operational database. The other consumers of this report would be senior managers. The author of this report would be a professional author, again someone likely sitting within the IT department.
Where as slde 18 is talking about Statement type of reports and financial analysts as typical authors of these reports:
The third style of report is astatement style report. A statement style report is a financial report. The reason that we call it a statement style report is becausethis particular report from a Cognos perspective doesn't necessarily have any financial intelligence. So it doesn't necessarily understand what a debit or a credit is.But from every other aspect, it is very much a financial report. It details financial data, expenses, assets, liabilities. It's all generated using powerful cross tab capabilities and really gives business managers and senior managers visibility into the financial health across their business, their business unit or their particular product line.Typically the author of this is somebody who sits within the line of business. Some of the titles for example are business or financial analysts

QUESTION NO: 7

The analysis capability of IBM Cognos BI is geared toward helping organizations answer which key question?

A. How are we doing?
B. What should we be doing?
C. What are our competitors doing?