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M2090-743

IBM Big Data and Analytics Sales Mastery v2

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QUESTION NO: 1

What is the problem BigInsights solves for our customer?

- A. Our customers want Hadoop to be able to analyze data in motion.
- B. Our customers want to manage new data sources in an efficient way. They want to acquire, grow & analyze data in order to stay competitive & grow their business.
- 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: A

Explanation:

QUESTION NO: 2

If a prospect states that in general the Data Warehouse Era is over, what would be a good reply?

- A. Yes, most Data Warehouses are obsolete.
- B. Yes, but we have enterprise ready Hadoop.
- C. No, newer technologies are improving current Data Warehouses performance and functionality.
- D. No, Hadoop is not a proven technology and could easily fail to meet expectations.

Answer: B

Explanation:

QUESTION NO: 3

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: B

Reference:

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

QUESTION NO: 4

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

Explanation:

QUESTION NO: 5

Which of the following is probably not a good candidate for Operations Analysis? Someone who is:

- A. Having difficulty dealing with large volumes of machine data
- B. Unable to perform complex real-time analysis
- C. Looking to extend the data warehouse
- D. Unable to perform root cause analysis

Answer: C

Explanation:

QUESTION NO: 6

Customer sentiment is typically discovered through analysis of this type of data:

- A. Structure
- B. Unstructured
- C. Spatial
- D. Semi-structured

Answer: D

Explanation:

QUESTION NO: 7

What is the problem Watson Explorer solves for our customer?

- A.** Organizations have multiple views of customer, product and enterprise. They wish a SINGLE view across each one of these domains. Watson Explorer can give them that.
- B.** Organizations don't know what data they have. Watson Explorer can bring that data back into the Exploration, Archive and Landing Zone, discover the attributes then structure into trusted data.
- C.** Organizations are drowning in a sea of data. They know it possesses great value but are unsure how to tap into it. Watson Explorer is a great way to get started with that.
- D.** Organizations need actionable information at the right time. Watson Explorer can find the right data, analyze it in real time then queue up actionable insight for the use inside and outside of the firewall.

Answer: A

Explanation:

QUESTION NO: 8

The IBM Watson Foundations are made up of different data zones that match to different data analysis needs.

- A.** True
- B.** False

Answer: A

Reference:

<http://www-01.ibm.com/software/data/bigdata/>

QUESTION NO: 9

Who are key stakeholders in the Data Warehouse Modernization conversation?

- A.** Data Scientists and Data professionals
- B.** IT Managers
- C.** C-level Executives
- D.** All of the above

Answer: D