

IBM 000-M247

IBM Cognos Business Intelligence Sales Mastery Test

v1

Version: 4.1

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://intendance.hubpages.com/hub/Top-Concerns-for-CIOs-in-2010>

QUESTION NO: 2

Which part of driving performance is NOT handled by IBM Cognos 8 BI?

- A. reporting
- B. planning
- C. analysis
- D. scorecarding

Answer: B

Explanation: Planning is handled by IBM Cognos Planning.

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 and share findings through collaboration

Answer: D

Explanation:

QUESTION NO: 4

What is NOT one of the three basic questions-or three rings-that business analytics answers to help organizations optimize business strategies?

- A. What is happening?
- B. Why is it happening?
- C. Where is it happening?
- D. What is likely to happen?

Answer: D

Explanation:

QUESTION NO: 5

A professional report author in the IT department has difficulty scaling reports to meet the needs of various user types across the business. Which feature of IBM Cognos BI would be most helpful to this author?

- A. common business model across data sources
- B. flexible one-to-many prompted reports or ability to create ad-hoc reports
- C. modern SOA architecture
- D. environment-neutral platform

Answer: B

Explanation:

QUESTION NO: 6

What is the easiest place to look for business intelligence sales opportunities?

- A. existing accounts
- B. new accounts
- C. competitor accounts
- D. small companies

Answer: A

Explanation:

QUESTION NO: 7