

IBM

Exam M2020-618

**IBM Business Analytics Midmarket Foundational Sales Mastery
Test v2**

Version: 7.0

[Total Questions: 41]

Question No : 1

A Midmarket customer has a requirement for reporting and budgeting. What connector would you offer?

- A. IBM Cognos Express Business Intelligence Connector and IBM Cognos Express Performance Management Connector
- B. IBM Cognos Express Performance Management Connector
- C. IBM Cognos Express Business Intelligence Connector
- D. IBM Cognos Express Connector

Answer: A

Question No : 2

The market is shifting to an increased focus on Line of Business buyers. Which shift is NOT happening right now?

- A. Marketing will own and influence 50 to 60% of the IT budget
- B. Finance will own and influence a high percentage of IT budgets
- C. HR will own and influence over 50% of the of IT budgets
- D. IT has a seat at the table to facilitate innovation

Answer: D

Question No : 3

An existing IBM Midmarket customer would like to grow beyond 100 IBM Cognos Express users. What do they need to buy?

- A. Entitlements for additional IBM Cognos Express users
- B. A trade up to entitlements of IBM Cognos TM1 and or IBM Cognos Business Intelligence
- C. Entitlements for IBM Cognos Disclosure Management Express
- D. Entitlements for IBM Cognos Insight

Answer: D

Question No : 4

What is the first and most important validation step that should be taken with any new opportunity?

- A. Determine products
- B. Determine competition
- C. Determine decision makers
- D. Determine BANT

Answer: A

Question No : 5

Which one of the following is a key pain point that an IT Manager in the Midmarket is most likely to mention?

- A. I need to better identify opportunities, allocate marketing budget and track marketing campaigns.
- B. My team struggles to analyze financial data from profit and loss accounts, cash flow information and balance sheets.
- C. I only have a small team and have difficulty servicing all the requests for ERP reports from the business users.
- D. I have trouble managing my company's compliance, risk, disclosure and regulatory reporting requirements

Answer: C

Question No : 6

What are the top 2 (two) functional objectives identified by organizations with active big data pilots or implementations?

- A. Customer Centric Outcomes and Operational Optimization
- B. Operational Outcomes and Risk/Financial Management
- C. Employee Collaboration and Customer Centric Outcomes
- D. Risk/Financial Management and New Business Model

Answer: A

Reference:<https://www.stevens.edu/howe/sites/default/files/Stevens%20Big%20Data.pdf>(slide 7, see the image)