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

Correct Answer: D
Explanation

Explanation/Reference:

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?

Correct Answer: C
Explanation

Explanation/Reference:

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

Correct Answer: D
Explanation

Explanation/Reference:

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

Correct Answer: A
Explanation

Explanation/Reference:
Reference: 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.csiltd.co.uk%2Flibrary%2Fdownload%2Fdata-sheet-cognos-express %
2F&ei=n3ZXVNvvMeiHsQT6o4CYCg&usg=AFQjCNGuzRg62g7L9OPlfH9z4aErrNF2yA&
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

Correct Answer: A
Explanation

Explanation/Reference:
Reference: 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

Correct Answer: C
Explanation

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

QUESTION 7
Within IBM we use BANT to qualify an opportunity. What does BANT stand for?

A. Budget, Access. Need, Timeline
B. Budget. Authority, Need. Timeline
C. Budget. Affordability, Need. Thought Leadership
D. Budget. Acceptance. Necessity. Tactics

Correct Answer: B
Explanation

Explanation/Reference:
Reference: http://www.acronymfinder.com/Budget-Authority-Need-Timeline-(IBM-software- sales-lead-
qualification)-(BANT).html

QUESTION 8
Identify the scenario where IBM Cognos Express will NOT be the correct choice:

A. Reporting on inventory levels
B. Budget planning in the Office of Finance

C. Creating dashboards for Marketing
D. Bursting statements to thousands of customers

Correct Answer: C
Explanation

Explanation/Reference:

QUESTION 9
What would be a good next step to develop the relationship with the customer after the sale?

A. Recommend entitlement expansion immediately after closing
B. Offer a blanket discount on future purchases
C. Create a case study based on their successful implementation
D. Create a case study directly after the sale closes

Correct Answer: C
Explanation

Explanation/Reference:

QUESTION 10
What is a common pain point for a Finance Department?

A. How do I improve performance, profitability and grow my business?
B. Do I fully understand my company's cash flow, ROI, compliance, risk, disclosure and regulatory reporting requirements?
C. Am I attaining savings and maintaining infrastructure (computers, databases, networks) required to support growth of our business?
D. How do I maximize retention, optimize staffing mix and attain best practice benchmark benefits?

Correct Answer: B
Explanation

Explanation/Reference:

QUESTION 11
Identify the deployment option that is NOT available to buyers in the IBM Midmarket portfolio.

A. On-premises
B. Cloud
C. Mobile
D. Appliance

Correct Answer: C
Explanation

Explanation/Reference:
Reference: http://books.google.com.pk/books?
id=3wsWAgAAQBAJ&pg=PA58&lpg=PA58&dq=IBM+midmarket+on+premise&source=bl&ot
s=jHYrzlFpSL&sig=AT9U2SEsQQ7kKCR0odcyRoLG8TU&hl=en&sa=X&ei=wItXVPTQHM
LisASUgoHYBw&redir_esc=y#v=onepage&q=IBM%20midmarket%20on%20premise&f=false

QUESTION 12
A Midmarket customer has a requirement for reporting and budgeting. What connector would you offer?

Trying our product !

★ **100%** Guaranteed Success

★ **100%** Money Back Guarantee

★ **365 Days** Free Update

★ **Instant Download** After Purchase

★ **24x7** Customer Support

★ Average **99.9%** Success Rate

★ More than **69,000** Satisfied Customers Worldwide

★ Multi-Platform capabilities - **Windows, Mac, Android, iPhone, iPod, iPad, Kindle**

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Please provide as much detail as possible so we can best assist you.
To update a previously submitted ticket:

One Year Free Update
Free update is available within One Year after your purchase. After One Year, you will get 50% discounts for updating. And we are proud to boast a 24/7 efficient Customer Support system via Email.

Money Back Guarantee
To ensure that you are spending on quality products, we provide 100% money back guarantee for 30 days from the date of purchase.

Security & Privacy
We respect customer privacy. We use McAfee's security service to provide you with utmost security for your personal information & peace of mind.

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