

Vendor: IBM

Exam Code: M2090-226

Exam Name: IBM Smart Analytics Sales Mastery Test v1

Version: Demo

QUESTION NO: 1

What is NOT one of the main ingredients of IBM Smart Analytics System?

- A. Master data management software
- B. Analytics software
- C. RDBMS or database software
- D. Hardware

Answer: C

Reference: <http://www-01.ibm.com/software/data/infosphere/smart-analytics-system/>

QUESTION NO: 2

Which capability of IBM Smart Analytics System will be of the most interest to an IT customer in financial services?

- A. Increased performance on analytics software
- B. improved customer service and retention
- C. increased share of wallet
- D. increased campaign effectiveness

Answer: C

Reference: ftp://ftp.software.ibm.com/software//data/sw-library/infosphere/briefs/IBM_Smart_Analytics_System_Banking_Finance.pdf (page 2, first paragraph)

QUESTION NO: 3

Which offering from Oracle competes most directly with IBM Smart Analytics System?

- A. 11g Enterprise Edition
- B. Optimized Warehouses
- C. Exadata
- D. Real Application Clusters

Answer: C

Reference: <ftp://public.dhe.ibm.com/common/ssi/ecm/en/oil03026usen/OIL03026USEN.PDF> (page 2)

QUESTION NO: 4

An IT manager is interested in IBM Smart Analytics System, but they are also looking at similar solutions from Teradata.

What is the best way for the sales representative to respond?

- A. "We have a similar proven architecture; however, we can often execute and implement a solution at a more competitive cost."
- B. "We have architectural differences that allow us to scale and perform better. We are more focused on BI versus on applications."
- C. "An appliance is an interesting approach. We can provide the same benefits and we execute better, stand behind it, and provide a clear upgrade path."
- D. "They are just an RDBMS. There is more to analytics than accelerating one or two queries."

Answer: A

Explanation:

QUESTION NO: 5

Which operating system runs on the 9600?

- A. z/OS
- B. Windows Server
- C. Linux
- D. AIX

Answer: A

Reference: <http://www.redbooks.ibm.com/redbooks/pdfs/sg247902.pdf> (page 2, first bulleted point)

QUESTION NO: 6

IBM is positioned as a leader in which of Gartner's Magic Quadrants related to business analytics?

- A. Business Intelligence only
- B. Business Intelligence and Data Warehouse only
- C. Business Intelligence, Data Warehouse, and Data Integration only

D. Business Intelligence, Data Warehouse, Data Integration, and Data Quality

Answer: B

Explanation:

QUESTION NO: 7

What should a sales representative focus on when probing for Smart Analytics opportunities with a member of the IT department?

- A. Their regulatory requirements
- B. Their current hardware
- C. Their IT budget
- D. Extracting intelligence from a wide range of data

Answer: B

Explanation:

QUESTION NO: 8

Which question will yield the best results when selling IBM Smart Analytics System to an IT customer in financial services?

- A. What are the anticipated data volumes and what is your window to load that data?
- B. Do you know which customers are leaving and why?
- C. Can you detect profitable customers defecting to the competition?
- D. Can you categorize your customers by their demographics and attributes?

Answer: A

Explanation:

QUESTION NO: 9

What is NOT one of the major challenges being faced by the banking industry today?

- A. Competitive pressures as a result of consolidation and new business models
- B. New mix of revenue streams from converged technologies
- C. Unstable and unpredictable economic climate

D. Increased need for transparency and improved risk management

Answer: B

Explanation:

QUESTION NO: 10

Which pain point is unique to line of business decision makers in financial services?

- A. Gaining an enterprise view of client data across disparate product offerings
- B. Optimizing a customer's life long care
- C. Knowing the right time for the right promotion
- D. Identifying research subjects

Answer: A

Explanation:

QUESTION NO: 11

Which capability of IBM Smart Analytics System is best to lead with during an initial conversation with an executive?

- A. Industry-specific compliance
- B. Supply chain management
- C. Faster time to value between order and installation
- D. Market basket analysis

Answer: D

Explanation:

QUESTION NO: 12

Which operating system runs on the 5600?

- A. z/OS
- B. Windows Server
- C. Linux
- D. AIX

Answer: C

Reference: <http://www-01.ibm.com/software/data/infosphere/smart-analytics-system/5600/> (8th bulleted point on the page)

QUESTION NO: 13

Which statement is true about the technical support offered for IBM Smart Analytics System?

- A. The standard support offering covers build and deployment only.
- B. There is a single point of support for the entire system.
- C. There are two points of support: hardware and software.
- D. There are three points of support: analytics software, data warehouse, and hardware.

Answer: B

Reference: <http://www-01.ibm.com/software/data/infosphere/smart-analytics-system/launch.html> (see the box with the title, "What is it?" 4th paragraph)

QUESTION NO: 14

Which person is the target IT customer in financial services?

- A. Vice President Bank Marketing
- B. Vice President of Card Marketing
- C. Enterprise Architect
- D. Chief Financial Officer

Answer: C

Explanation: