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**Vendor:**IBM

**Exam Code:**M2090-743

**Exam Name:**IBM Big Data and Analytics Sales  
Mastery v2

**Version:**Demo

### QUESTION 1

What is InfoSphere Streams?

- A. In memory database for optimized queries and fast results
- B. Business Intelligence (BI) tool built on rules designed for speed
- C. In memory processing of all data for fast analytics
- D. Big data solution specifically for fast analysis of social data

Correct Answer: D

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### QUESTION 2

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 and analyze data in order to stay competitive and 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.

Correct Answer: A

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### QUESTION 3

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

Correct Answer: D

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### QUESTION 4

What do you tell a customer that tells you Data Warehousing is obsolete?

A. IBM agrees. Our BigInsights product is based on open source Hadoop which we have transformed into an Enterprise ready platform. We have layered this with security, governance and analytics.

B. All of the analysts are saying the same thing. New technology gives us the ability to finally analyze Big Data, something the Data Warehouse could not do.

C. Our customers have made a lot of investment in data warehousing and this will continue to pay off. We will leverage this infrastructure within our Watson Foundations and will not rip and replace it with something that does not have the performance to analyze unstructured data.

D. All of the above.

Correct Answer: A

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#### QUESTION 5

Typically social media is characterized as {structured or unstructured} data and is located {internal or external} to an organization. Choose the correct combination.

A. Structured External

B. Structured Internal

C. Unstructured Internal

D. Unstructured - External

Correct Answer: B

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#### QUESTION 6

Which of the following describes machine data?

A. It comes in large volumes

B. It may be time-sensitive

C. It can be combined with enterprise data

D. All of the above

Correct Answer: A

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#### QUESTION 7

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

Correct Answer: C

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#### **QUESTION 8**

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.

Correct Answer: B

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#### **QUESTION 9**

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

Correct Answer: C

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#### **QUESTION 10**

When talking to an IT buyer who thinks that Operations Analysis sounds difficult, which response does NOT apply?

- A. Machine data is complicated, but we've made it easier to analyze
- B. It's only complicated if you have machine data in-motion.
- C. IBM solutions will help you analyze machine data in addition to enterprise data.
- D. IBM solutions will help you combine machine and enterprise data.

Correct Answer: C

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#### **QUESTION 11**

What do you tell a customer who tells you, "Big Data equals Hadoop."

- A. Yes, it does.
- B. Hadoop is just one technology we will use to get actionable insight from all types of data.
- C. But Hadoop does not work with social data.
- D. All of the above.

Correct Answer: B

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#### **QUESTION 12**

In which industries is personalization of product bundles and service a relevant project for Enhanced 360?

- A. Banking
- B. Retail
- C. Telco
- D. All of the above

Correct Answer: A