

Version: 7.0

Question: 1

A prospective customer is concerned that utilizing a business intelligence tool like IBM Cognos Business Intelligence is too advanced for their users' computer skills.

Which response describes the value of IBM Cognos Business Intelligence to this prospect?

- A. IBM Cognos Business Intelligence is built on a scalable services oriented architecture and requires almost no local client software installation.
- B. IBM Cognos Business Intelligence solutions are designed with the business user in mind, providing easy to use self-service report authoring and dashboard creation.
- C. The IBM Cognos Workforce Performance solution is tailored to the specific needs of Human Resources, without requiring IT to create these reports.
- D. IBM Cognos Business Intelligence was designed to federate information from multiple applications and pull it together into a single report.

Answer: C

Explanation:

Reference:

Information Management

Objection Handling

Objections	Response
We don't have any budget or the authority to make this decision	At times like this, we want to invest in your relationship to reduce your risk and to creating lasting value. We would be delighted to explore the challenges you articulated and determine at intervals whether it is worth proceeding based upon the type of ROI that can make it worth your while to create sponsorship for funding. Nevertheless, we remain committed to our investment in your education if you will make the time.
We have many reporting systems and tools already	We find that most of our customers use information that comes from multiple data sources. IBM Cognos was designed to take information from multiple applications (right down to spreadsheets), pull together in a single data platform providing the breadth of intelligence for a 360 degree customer view. Is there any reason you can't share some insight into your current solution – as education for me and to potentially identify gaps that my team can use to deliver value in the future.
Why buy a single product vs. a best-of-breed?	IBM Cognos is the best of both worlds. We allow organizations to select the appropriate role(s) that matches their user behaviors ensuring they can expand these capabilities as needed on a fully integrated platform.
My people are not very technical, they need a usable solution to deliver information fast	IBM Cognos solution is designed with the business user in mind. The user interface and drill-down capabilities are designed to give business users the information they need; report detailed data, analysis (without the intervention from IT) freeing up technical resources and empowers business users with the knowledge to make the right decisions.
IT doesn't pay attention to my needs for reporting	The IBM Cognos industry and functional packages are tailored to the specific needs of business users, requiring little or no IT intervention. The self-service capabilities ensure that your inquiries are handled within the package without relying on IT.

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Question: 2

An IBM Cognos Business Intelligence prospect is leaning towards Tableau because of its strong data visualization capabilities. Which IBM Cognos Business Intelligence capability directly competes with Tableau's data visualization?

- A. IBM Cognos RAVE charting
- B. IBM Cognos Report Studio
- C. IBM Cognos Workspace Advanced
- D. IBM Cognos Analysis For Microsoft Excel (CAFE)

Answer: D

Explanation:

Reference:

<http://www-03.ibm.com/software/products/en/cognos-analysis-ms-excel>

Question: 3

Which application can connect with IBM Cognos Business Intelligence?

- A. IBM Cognos can connect to any data source.
- B. IBM Cognos can only connect to its native connections, such as DB2
- C. IBM Cognos can connect to SAP.
- D. IBM Cognos can connect to Oracle.

Answer: A

Explanation:

Reference:

[http://www-](http://www-01.ibm.com/support/knowledgecenter/SSRL5J_1.0.1/com.ibm.swg.ba.cognos.ug_cra.10.1.1.doc/c_data)

[01.ibm.com/support/knowledgecenter/SSRL5J_1.0.1/com.ibm.swg.ba.cognos.ug_cra.10.1.1.doc/c_data](http://www-01.ibm.com/support/knowledgecenter/SSRL5J_1.0.1/com.ibm.swg.ba.cognos.ug_cra.10.1.1.doc/c_data)
sources.html

Question: 4

Which capabilities and strengths of IBM Cognos Business Intelligence are unmatched by its competitors?

- A. Mobile, common architectural foundation, compatible with other analytic products.
- B. Modeler, visualizations, and a common architectural foundation.
- C. Right sized business intelligence provides a view into the past, present and future.
- D. Enterprise planning, canned reports and original equipment manufacturing (OEM) capabilities out of the box.

Answer: C

Explanation:

Reference:

<http://www-03.ibm.com/software/products/en/business-intelligence>

Question: 5

While conducting prospecting activities, a sales representative is speaking to a chief customer officer at a software company about IBM Cognos Business Intelligence. Which question would be effective in uncovering business problems that IBM Cognos Business Intelligence could solve?

- A. How does Accounting currently run reports?
- B. Where is the data coming from and how do you report against it?
- C. What business decisions are made on "intuition" or "gut feel" instead of data-driven analytics?
- D. Who on your team uses reports and what information is important to them?

Answer: C

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