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QUESTION & ANSWER

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Exam : **00M-645**

Title : IBM Cognos Business Intelligence Sales Mastery Test v2

Version : DEMO

1.According to studies by IBM and Gartner, what do CIOs list as their number one concern?
A. Compliance
B. Business analytics
C. Mobility solutions
D. Risk management
Answer: B

2.Which major differentiator did version 10 introduce to the IBM Cognos BI interface.?
A. Separate workspaces for distinct roles.
B. Unified workspace for all users.
C. Mobile support for all functionality.
D. Ad hoc reporting capabilities.
Answer: B

3.What is NOT a major advantage that IBM Cognos BI products have over the competition?
A. Promotion of self-service.
B. Ability to consume information in a variety of formats, languages, and devices.
C. Consistency and accessibility from a wide range of data sources across the entire organization.
D. Ability to build and automate business processes.
Answer: D

4.What is a high-yield question when positioning IBM Cognos BI to the CIO of an organization?
A. Do your users trust the data that they have access to?
B. How do you identify outliers in your business?
C. How do you handle information requests from the business?
D. What happens when management is not able to get information they need quickly?
Answer: D

5.An existing Cognos BI customer has applications that depend on a previous version of Cognos (Series 7). They wish to migrate to IBM Cognos BI.
Which product most resembles their previous version and is likely to provide them with the easiest migration?
A. Controller
B. PowerPlay
C. Business Insight Classic Mode
D. TM1
Answer: B