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Exam : **00M-248**

Title : IBM Cognos Midmarket Foundational Sales Mastery Test v1

Version : V8.02

1.Which statement is true about restrictions on IBM Cognos Express?
A. A customer may only purchase one IBM Cognos Express environment.
B. The maximum number of users is 50 per module, but no more than 100 in the environment.
C. IBM Cognos Express must be installed on a single Windows host.
D. A server hosting IBM Cognos Express may have a maximum of 64 cores.
Answer: B

2.What is a core capability of IBM Cognos Express?
A. data mining
B. planning
C. search
D. mobile
Answer: B

3.Which question will yield the best results when selling IBM Cognos Express to a director of sales or marketing?
A. What happens when you do not identify the early warning signs of bottlenecks orproblems?
B. What happens when management is not able to get information they need in a timely manner for decision making or do not have the visibility they need across the multitude of business systems?
C. When looking at your customers, are you able to determine which of them is likely to be the most profitable, costly, or most satisfied so you can to be proactive in managing them?
D. How many people do you have creating and maintaining reports, and what is the annual cost for supporting your reporting applications?
Answer: B

4.Which IBM Cognos Express module provides a Web-based tool for analysis?
A. Reporter
B. Manager
C. Advisor
D. Xcelerator
Answer: C

5.What is the maximum number of users per module in IBM Cognos Express?
A. 50
B. 100
C. 150
D. 200
Answer: A

6.What is the main purpose of IBM Cognos Express Xcelerator?
A. To enhance an organizations planning, budgeting, and forecasting processes
B. To speed up the process of deriving meaningful analysis from operational data
C. To offer more efficient reports than the canned options included with applications
D. To allow decision makers to spot emerging trends quickly

Answer: B

7.What is NOT a characteristic of the target audience for IBM Cognos Express?
A. 100-999 employees
B. Primarily uses Microsoft Excel or Crystal Reports
C. Lack of company-wide business intelligence strategy
D. Are looking to report from SAP Bnusiness Warehouse (BW)
Answer: C

8.What is the lead IBM Cognos product for midmarket companies?
A. IBM Cognos 8
B. IBM Cognos TM1
C. IBM Cognos Express
D. IBM Cognos Express Xcelerator
Answer: C

9.Which question will yield the best results when selling IBM Cognos Express to a director in operations or manufacturing?
A. What happens when you do not identify the early warning signs of bottlenecks or problems?
B. What happens when managementnot able to get information they need in a timely manner fordecision-makingor do not have the visibility they need across the multitude of business systems?
C. When looking at your customers, are you able to determine which of them is likely to be the most profitable, costly, or most satisfied so you can to be proactive in managing them?
D. How many people do you have creating and maintaining reports, and what is the annual cost for supporting your reporting applications?
Answer: A

10.Which buying agenda is about turning data into accessible information and delivering the right level to different users?
A. analysis
B. reporting
C. planning
D. intelligence
Answer: A

11.Which statement is true about the ideal prospect for IBM Cognos Express?
A. They are less mature in their business intelligence processes.
B. They are a small company (<100 employees).
C. They are an existing Cognos customer
D. They require more than just the essential reporting, analysis, and planning capabilities.
Answer: A

12.What is the number one concern for Chief Information Officers (ClOs), according to studies by IBM and Gartner?

A. business analytics
B. customer collaboration
C. mobility solutions
D. risk management
Answer: A

13.Which segment represents the strongest growth for business intelligence and performance management?
A. small
B. enterprise
C. midmarket
D. global enterprise
Answer: C

14.Which characteristic of midmarket companies makes them ideal prospects for IBM Cognos Express?
A. They operate similarly to large enterprise companies.
B. They have very sophisticated IT departments.
C. They have mature business intelligence strategies.
D. They have no data warehouses in place.
Answer: D

15.Which statement is true about midmarket companies?
A. They are less price sensitive
B. They have fewer IT constraints
C. They rely less on Microsoft Excel for their business intelligence strategies
D. They have closer alignment between their IT and business departments
Answer: B

16.What are the 3 key pillars to the IBM Cognos Express value proposition?
A. Cognos Express is easy to install, easy to sell, and easy to buy.
B. Cognos Express is easy to purchase, easy to maintain, and easy to navigate.
C. Cognos Express is easy to install, easy to use, and easy to buy.
D. Cognos Express is easy to use, easy to understand, and easy to manage.
Answer: C

17.What is NOT one of the three greatest challenges faced by midmarket organizations at the business level?
A. identifying areas to improve efficiency
B. strengthening customer relationships and acquiring new customers
C. predicting and responding to trends
D. adjusting to rapid changes in cash flow
Answer: D

18.According to Gartner's Magic Quadrant, which company is NOT among the "leaders" offering

performance management platforms?
A. IBM
B. SAP
C. Oracle
D. Microsoft
Answer: D

19.Which license is NOT available with IBM Cognos Express?
A. Administrator
B. Professional Author
C. User
D. Connector
Answer: A

20.Which IBM Cognos Express module should an organization purchase to gain the most insight into emerging trends?
A. Reporter
B. Advisor
C. Xcelerator
D. Manager
Answer: B

21.What is a key feature of IBM Cognos Express Reporter?
A. easy drill-down of information
B. intuitive drag-and-drop report authoring
C. what-if business scenario modeling
D. powerful in-memory analytics
Answer: B

22.A customer has outgrown their IBM Cognos Express environment. They wish to trade up their Reporter User licenses. Which license is most appropriate for this trade-up?
A. IBM Cognos Complete User
B. IBM Cognos EP TM1 Contributor
C. IBM Cognos Executive Viewer
D. IBM Cognos Business Author
Answer: A

23.What is the lead IBM Cognos Express solution for a customer with an analysis buying agenda?
A. Advisor
B. Reporter
C. Xplorer D. Xcelerator
Answer: A

24.What is NOT one of the many ways in which information can be published and shared in IBM Cognos

Express?
A. Web portal
B. Email message
C. Mobile device
D. PowerPoint presentation
Answer: C

25.What is the typical sales cycle for IBM Cognos Express?
A. 1 week
B. 2-4 months
C. 4-6 months
D. 6-12 months
Answer: B

26.Which statement should a sales representative listen for when selling IBM Cognos Express to an IT manager?
A. We lack visibility into the overall performance of the supply chain.
B. We have trouble analyzing large volumes of financial data.
C. We are forced to be reactive and not proactive to critical business situations.
D. We are having a hard time keeping up with information requests from the business.
Answer: D

27.A customer wants an IBM Cognos Express solution with Reporter, Advisor, and Xcelerator modules. How many Admin User licenses must they purchase?
A. 1
B. 2
C. 3
D. 4
Answer: C

28.Experience with IBM Cognos TM1 maps directly to which module of IBM Cognos Express?
A. Xcelerator
B. Advisor
C. Manager
D. Reporter
Answer: C

29.Given following model for optimizing performance:
Data Trusted information _____ Performance
Which step is missing?
A. Virtualization
B. Decision making
C. Testing
D. Distribution

Answer: B

30.Executives in a retail company are looking for a quick glance at how various products are performing against targets. Which feature of IBM Cognos Express best meets this requirement?
A. dashboard
B. what-if modeling
C. in-memory analytics
D. Excel analysis
Answer: C

31.What makes IBM Cognos Express the best solution for midmarket companies?
A. It is the least expensive solution for business intelligence strategies.
B. It is the only solution that provides integrated reporting, analysis, and planning.
C. It is the only solution that integrates with the familiar Microsoft Excel front-end.
D. It is the only solution that is entirely Web-based for a convenient portal of information.
Answer: A

32.A prospect is intrigued by IBM Cognos Express, but they have a limited initial budget. How should the sales representative respond?
A. You can start small; see immediate value, then grow.
B. Can you afford not to make better, more informed decisions?
C. With Express Xcelerator you can leverage your existing Excel investment.
D. Minimum IT skills and resources are required.
Answer: A

33.What is the main limitation of using Microsoft Excel as a business analytics solution?
A. security and control risks
B. data entry error
C. no capability for what-if modeling
D. lack of technical support
Answer: A

34.Which feature of IBM Cognos Express provides at-a-glance summaries of critical information, all in one place?
A. Analysis
B. Reporting
C. Dashboards
D. What-if models
Answer: C

35.What is a key question to ask when selling IBM Cognos Express to a line of business (LOB) manager?
A. Are you able to get the information you need in time to make important decisions?
B. How does your business currently get access to corporate data?
C. How frequent are the requests for access to corporate data?

D. Would you like to free up your time through easy self-service reporting, analysis, and planning capabilities?
Answer: D

36.An organization currently uses silos of Microsoft Excel spreadsheets for their business analytics processes. They want to enhance the way they use this information to make plans and budgets. Which IBM Cognos Express module best meets their needs?
A. Reporter
B. Manager
C. Advisor
D. Xcelerator
Answer: D

37.According to Gartner's Magic Quadrant, which company is NOT among the {"leaders" offering business intelligence platforms?
A. IBM
B. SAP
C. QlikTech
D. Microsoft
Answer: C

38.Which statement is true about the modules of IBM Cognos Express?
A. Reporter is the base module.
B. Advisor is the base module.
C. Xcelerator is the base module.
D. Modules can be purchased in any combination.
Answer: D

39.A prospect is intrigued by IBM Cognos Express, but they are concerned that they do not have the IT resources or expertise to implement it. Which message should the sales representative stress?
A. Easy to migrate
B. Easy to use
C. Easy to buy
D. Easy to install
Answer: D

40.Which manager would it be most effective to ask, "Do you have a difficult time meeting the needs around information requests?" when proposing IBM Cognos Express?
A. accounting manager
B. sales manager
C. IT manager
D. customer service manager
Answer: C

41.A prospect is intrigued by IBM Cognos Express, but they feel they must first establish a data warehouse before they commit to a business intelligence strategy. Which feature of IBM Cognos Express should the sales representative stress?
A. In-memory analytic server
B. Dashboards and scorecards
C. What-if scenario modeling
D. Built-in data repository
Answer: A

42.What is NOT a major factor differentiating IBM Cognos Express from competing business analytics methods?
A. Promotion of self-service
B. Microsoft Excel integration and extension
C. Consistency and accessibility across the entire organization
D. Segmented views and processes tailored to specific departments
Answer: C

43.Which existing IBM Cognos product is NOT eligible for a trade-up to an IBM Cognos Express license?
A. IBM Cognos 8 Enterprise
B. IBM Cognos Midmarket Reporting
C. IBM Cognos TM1 Midmarket Starter Edition
D. IBM Cognos TM1 Executive Viewer Midmarket
Answer: A

44.Which IBM Cognos Express module delivers freeform analysis and high-impact visualizations to decision makers?
A. Planner
B. Xcelerator
C. Reporter
D. Advisor
Answer: D

45.Which company fits the IBM definition of a midmarket organization?
A. A company with 12 employees
B. A company with 75 employees
C. A company with 650 employees
D. A company with 1200 employees
Answer: C