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Exam : **M2090-615**

Title : IBM Business Analytics
Performance Management
Sales Mastery Test v2

Vendor : IBM

Version : DEMO

NO.1 Which aspect of IBM's Business Analytics FPM solutions is most likely to appeal to a CIO or IT director?

- A. Leverage existing ERP investments with proven solutions
- B. Keep the look and feel of Excel, but in an automated driver-based model
- C. Avert surprises from financial and operational performance
- D. Gain early insights to enable redirection relative to corporate goals

Answer: B

NO.2 A customer is concerned that the organization expends a lot of effort preparing narrative reports which leaves little-to-no time to perform analysis and improve performance of the organization.

What aspects of IBM's Enterprise Disclosure Management solutions will primarily meet the needs of this customer?

- A. Structure & automate low value, manual and error prone processes
- B. Scale to large user communities and data sets
- C. Integrate disparate data sources
- D. Applies security and access controls

Answer: A

Reference:<ftp://ftp.software.ibm.com/software//lost+found/3754151>

NO.3 Which of the following buyer roles is typically not seen in the SPM sales cycle?

- A. Finance
- B. IT
- C. Marketing
- D. HR

Answer: D

NO.4 In addition to Incentive Compensation Management and Territory Management, which activities can be accomplished with IBM's Business Analytics SPM Solutions?

- A. A Channel Management and Quota Planning
- B. Customer Relationship Management and Channel Management
- C. Sales Forecasting and Quota Planning
- D. Customer Relationship Management and Sales Forecasting

Answer: A

Reference:http://public.dhe.ibm.com/partnerworld/pub/swg/Varicent_Post_Close_Reference_Summary_July_2012.pdf

NO.5 Which of the following characteristics positions IBM's Enterprise Disclosure Management solution when electronic filing is a key requirement?

- A. Timely, accurate delivery of performance reports and narrative analysis to internal and external stakeholders.
- B. Standardize and automate manual processes
- C. Speeds and simplifies creation of reports that require use of XBRL - i.e. extensible business reporting language

D. Reduces the risk of errors inherent in spreadsheet-based processes and activities

Answer: A

Reference:<http://www.newcomp.com/EN/solutions/EnterpriseDisclosureManagement.cfm>

NO.6 A sales representative has just secured a meeting with a manager in the CFO's office. What tactic should they avoid for this initial meeting?

- A. Be credible.
- B. Be a strategic resource.
- C. Focus on the customer.
- D. Focus on the sale.

Answer: D

NO.7 Which of following statements is TRUE regarding the benefits of IBM's Business Analytics SPM solutions for management and sales executives?

- A. Scenario modeling helps determine appropriate plan changes resulting in better decision making
- B. Input forms and Presenter allow quick changes to data and reports.
- C. Visibility into details viewed by direct reports helps resolve inquiries faster.
- D. Process Lists keep common tasks organized and ensure nothing is missed.

Answer: A

NO.8 Which statement is TRUE about integration between IBM Business Analytics Performance Management solutions and ERP platforms?

- A. Vendor consolidation leads to better integration.
- B. BI and PM solutions offered by ERP vendors support all ERP environments equally.
- C. IBM Cognos PM products work well with any ERP environment
- D. Using the same vendor for PM and ERP process results in a lower total cost of ownership.

Answer: A