Information Management Solution Sales Mastery Test v4
Exam: M2090-643

Demo Edition

QUESTION: 1
Which product does NOT provide business analytics capabilities?

A. IBM InfoSphere Streams
B. IBM InfoSphere Guardium
C. IBM InfoSphere Warehouse
D. IBM InfoSphere BigInsights

Answer: B

QUESTION: 2
What is NOT a key capability of IBM InfoSphere Warehouse?

A. dashboarding
B. in-database mining
C. in-memory cubing
D. deep compression

Answer: A

QUESTION: 3
What is the main purpose of master data management?

A. to perform business analytics on unstructured data across disparate systems
B. to extract data from heterogeneous sources and load it into the data warehouse
C. to create a single version of truth from multiple versions and data sources across the enterprise
D. to protect valuable data through encryption, masking, and real-time monitoring

Answer: C

Reference:
ftp://public.dhe.ibm.com/common/ssi/ecm/en/sww14008usen/SWW14008USEN.PDF
(page 2, third paragraph on the left)

QUESTION: 4

What differentiates IBM Netezza from competing offerings?

A. External storage options
B. Robust tuning options for customer optimization
C. Simplicity, speed, scalability, and analytics approach
D. Integrated application server

Answer: C

Reference:
http://www-05.ibm.com/il/software/netezza/pdfs/IBM_Netezza_Analytics_USEN.pdf
(page 2, second paragraph on the right after the bulleted points)

QUESTION: 5

Which IBM analytics product should the sales specialist recommend to a customer that wants business intelligence in the form of dashboards, scorecards, reports, and mobile access?

A. IBM Cognos
B. IBM SPSS
C. IBM OpenPages
D. IBM Clarity

Answer: A

Reference:
http://www-142.ibm.com/software/products/us/en/category/SWQ20