

Exam Number/Code:C2040-985

Exam Name:IBM Business Analytics
Performance Management Sales Mastery
Test v2

Version: Demo

<http://cert24.com/>

QUESTION NO: 1

A prospect is interested in IBM Cognos Incentive Compensation Management, but has been told by a competitor that the built-in capabilities are too limited. Which differentiator would you highlight in order to demonstrate how ICM can easily meet different and changing needs?

- A. Business User Friendly
- B. Flexibility
- C. Integrated Product
- D. Performance & Scalability

Answer: D

Reference:

<http://www-03.ibm.com/software/products/en/cognos-incentive-compensationmanagement/>

QUESTION NO: 2

Which role is most responsible for system-based data governance?

- A. Chief Information Officer
- B. Chief Financial Officer
- C. Controller
- D. VP of Sales or Marketing

Answer: A

QUESTION NO: 3

Which characteristic of IBM Cognos TM1 provides near-instantaneous responsiveness when working with complex models?

- A. Simple modeling language
- B. Multi-dimensional database
- C. In-memory analytics
- D. Built-in data integration

Answer: C

QUESTION NO: 4

A sales representative has just secured a meeting with the CFO. What should the sales representative focus on in their opener in order to receive the most positive reaction?

- A. The business value that IBM's Business Analytics FPM solutions can deliver to the company
- B. A specific capability of IBM's Business Analytics FPM solutions
- C. The benefit provided by a specific capability of IBM's Business Analytics FPM solutions
- D. The turbulent economic climate

Answer: B

QUESTION NO: 5

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

QUESTION NO: 6

Which office often receives the greatest share of performance management budget and is increasingly a strategic sponsor on enterprise-wide performance management initiatives?

- A. Finance
- B. Operations
- C. Sales
- D. Customer service

Answer: A

QUESTION NO: 7

What is one of the major difficulties today's companies are facing in the area of financial planning and analytics?

- A. Too much effort spent maintaining budgets and forecasts
- B. Lack of talent in finance departments
- C. Access to financial data sources
- D. Incomplete functionality for complex global financial consolidation

Answer: A

QUESTION NO: 8

Taking into account market conditions, which type of enterprise plan is most critical because it contains the most current balance estimates?

- A. Budget
- B. Forecast
- C. Model
- D. Strategy

Answer: A

QUESTION NO: 9

According to studies by IBM and Gartner, which agenda item is assigned the highest priority by Chief Information Officers (CIOs)?

- A. Compliance
- B. Business analytics
- C. Mobility solutions
- D. Risk management

Answer: B