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## **Q&A**

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**Exam : M2090-805**

**Title : IBM Analytics Commercial  
Sales Mastery Test v1**

**Version : DEMO**

1.Business Partners can earn more margin when they implement certain Plays.

For example, when IBM Business Partners sell the combination of IBM Cognos and IBM Case Manager OR IBM Optim/Guardium and IBM StoredIQ, this would be called:

- A. an Extended Play
- B. a Land and Expand Play
- C. a Synergy Play
- D. a Road to Success Play

**Answer: C**

2.When selling into an organization, what does the Seller need to know from each individual on the customer team involved with the project?

- A. What products do they prefer?
- B. What is their role and individual agenda?
- C. What is their role in the project?
- D. How does the project impact their job?

**Answer: B**

3.Which is NOT an IBM SaaS incentive program?

- A. SaaS Referral
- B. Software Value Incentive
- C. SVP SaaS New & Reactivated Incentive
- D. Certify Business Value Incentive

**Answer: D**

4.IBM Watson is cognitive technology that processes information more like a human than a computer. Cognitive computing is described by which of the following attributes?

- A. Analyze unstructured data, store it in a repository, and synthesize it for decision making.
- B. Combine structured data in new ways to generate new analytic questions to explore.
- C. Describe current data, prescribe actions to take, and predict outcomes.
- D. Understand natural language, generate hypotheses, and learn as you go.

**Answer: D**

5.Does a Business Partner Seller find out which customers are up for renewal?

- A. Their VAD would contact IBM to obtain information on which S&S orders will renew within the next year.
- B. They would contact the IBM field team with the customer relationship to get a current list.
- C. They would contact their BPR, who is informed each month of customers that are renewing their S&S contracts.
- D. They would contact their VAD for the report that IBM sends them of all S&S orders about to renew within the next 180 days

**Answer: D**