



Vendor: IBM

Exam Code: M2090-743

Exam Name: IBM Big Data and Analytics Sales Mastery v2

Version: DEMO

QUESTION 1

A major differentiator for the Watson Foundations is:

- A. Ability to analyze structured data
- B. Analytics and Governance throughout
- C. Open source Hadoop
- D. All of the above

Answer: C

Explanation:

<http://www.ibmbigdatahub.com/blog/beyond-ratings-applications-hadoop-media-and-entertainment>

QUESTION 2

When talking to an IT buyer who thinks that Operations Analysis sounds difficult, which response does NOT apply?

- A. Machine data is complicated, but we've made it easier to analyze
- B. It's only complicated if you have machine data in-motion.
- C. IBM solutions will help you analyze machine data in addition to enterprise data.
- D. IBM solutions will help you combine machine and enterprise data.

Answer: C

QUESTION 3

The main buyer who holds the budget for an enhanced 360 view solution and an operational analysis solution is:

- A. IT
- B. LOB
- C. CEO
- D. None of the above

Answer: D

QUESTION 4

Who are key stakeholders in the Data Warehouse Modernization conversation?

- A. Data Scientists and Data professionals
- B. IT Managers
- C. C-level Executives
- D. All of the above

Answer: D

QUESTION 5

What is a good entry point for Data Warehouse Modernization?

- A. Exploit new technology to build staff resume skills.

- B. Rip-and-Replace the current Data Warehouse
- C. Add data sources to support new subject areas
- D. Chance for Information Technology (IT) to lock down an inflexible ecosystem.

Answer: C

QUESTION 6

What do you tell a customer who tells you, "Big Data equals Hadoop."

- A. Yes, it does.
- B. Hadoop is just one technology we will use to get actionable insight from all types of data.
- C. But Hadoop does not work with social data.
- D. All of the above.

Answer: B

QUESTION 7

Why is IBM a strong player in Data Warehouse Modernization?

- A. IBM employs proven solutions that help clients
- B. IBM is the only vendor to bring cognitive capabilities into the data warehouse picture
- C. IBM has the deepest patent assets and investment of any vendor
- D. All of the above

Answer: B

Explanation:

<http://www-01.ibm.com/software/marketing-solutions/experienceone/downloads/IBM-customer-engagement.pdf>

QUESTION 8

Customer sentiment is typically discovered through analysis of this type of data:

- A. Structure
- B. Unstructured
- C. Spatial
- D. Semi-structured

Answer: D

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