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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