

000-M226

IBM

IBM Smart Analytics Sales Mastery Test v1

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QUESTION: 1

What is NOT one of the main ingredients of IBM Smart Analytics System?

- A. Master data management software
- B. Analytics software
- C. RDBMS or database software
- D. Hardware

Answer: A

QUESTION: 2

Which capability of IBM Smart Analytics System will be of the most interest to an IT customer in financial services?

- A. Increased performance on analytics software
- B. improved customer service and retention
- C. increased share of wallet
- D. increased campaign effectiveness

Answer: C

Reference:

ftp://ftp.software.ibm.com/software//data/sw-library/infosphere/briefs/IBM_Smart_Analytics_System_Banking_Finance.pdf
(page 2, first paragraph)

QUESTION: 3

Which offering from Oracle competes most directly with IBM Smart Analytics System?

- A. 11g Enterprise Edition
- B. Optimized Warehouses
- C. Exadata
- D. Real Application Clusters

Answer: C

Reference:

<ftp://public.dhe.ibm.com/common/ssi/ecm/en/oil03026usen/OIL03026USEN.PDF>
(page 2)

QUESTION: 4

An IT manager is interested in IBM Smart Analytics System, but they are also looking at similar solutions from Teradata. What is the best way for the sales representative to respond?

- A. “We have a similar proven architecture; however, we can often execute and implement a solution at a more competitive cost.”
- B. “We have architectural differences that allow us to scale and perform better. We are more focused on BI versus on applications.”
- C. “An appliance is an interesting approach. We can provide the same benefits and we execute better, stand behind it, and provide a clear upgrade path.”
- D. “They are just an RDBMS. There is more to analytics than accelerating one or two queries.”

Answer: B

QUESTION: 5

Which operating system runs on the 9600?

- A. z/OS
- B. Windows Server
- C. Linux
- D. AIX

Answer: A

Reference:

<http://www.redbooks.ibm.com/redbooks/pdfs/sg247902.pdf>
(page 2, first bulleted point)

QUESTION: 6

IBM is positioned as a leader in which of Gartner’s Magic Quadrants related to business analytics?

- A. Business Intelligence only
- B. Business Intelligence and Data Warehouse only
- C. Business Intelligence, Data Warehouse, and Data Integration only
- D. Business Intelligence, Data Warehouse, Data Integration, and Data Quality



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