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1年間無料アップデート

Exam : **M2090-743**

Title : IBM Big Data and Analytics Sales Mastery v2

Version : V8.02

1.What is the problem BigInsights solves for our customer?
A. Our customers want Hadoop to be able to analyze data in motion.
B. Our customers want to manage new data sources in an efficient way. They want to acquire, grow & analyze data in order to stay competitive & grow their business.
C. Our customers want to explore data, extract, load, and transform the data into trusted information then move into a PureData for Analytics environment for analysis.
D. Our customers want to have a single view of the customer and maintain the 'golden' record of enterprise information that will be 'pushed' to every application that needs that information.
Answer: A

2.If a prospect states that in general the Data Warehouse Era is over, what would be a good reply?
A. Yes, most Data Warehouses are obsolete.
B. Yes, but we have enterprise ready Hadoop.
C. No, newer technologies are improving current Data Warehouses performance and functionality.
D. No, Hadoop is not a proven technology and could easily fail to meet expectations.
Answer: B

3.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-customerengagement.pdf