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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>