Braindumps.M2090-743.20q

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BrainDumps

M2090-743

IBM Big Data and Analytics Sales Mastery v2

➤ Used this dump exclusively, about 70% of these answers were on the exam. The results sheet I was given is a different style than previous exams, perhaps explaining why everyone is   seeing different questions.

➤ I took this exam today and scored a 86% by making educated guesses on the questions found in this dump.

➤ It is appreciable that this dump has made the entire process very easy for taking exam.

➤ It's 100% valid and reliable.

➤ I get the best practice material from this source which is compatible with exam and certification that you seek.

➤ It contains related questions that do not appear in previous dump versions.

Exam A

QUESTION 1
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

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
answer is Best.

QUESTION 2
What do you tell a customer that tells you Data Warehousing is obsolete?

A. IBM agrees. Our BigInsights product is based on open source Hadoop which we have transformed into an Enterprise ready platform. We have layered this with security, governance and analytics.
B. All of the analysts are saying the same thing. New technology gives us the ability to finally analyze Big Data, something the Data Warehouse could not do.
C. Our customers have made a lot of investment in data warehousing and this will continue to pay off.
We will leverage this infrastructure within our Watson Foundations and will not rip and replace it with something that does not have the performance to analyze unstructured data.
D. All of the above.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
answer is to the point.

QUESTION 3
IBM Data Warehouse solutions include Cloud and Software but not Appliance.

A. True
B. False

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 4
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.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
answer is correct.

QUESTION 5
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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
answer is fit.

QUESTION 6
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

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
appropriate answer.

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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
well written answer.

QUESTION 8
What are compelling reasons for a business to act on modernization?

A. IT has significant staffing levels that attempt to manage data complexity
B. Data Warehouse capabilities are not keeping up with business expectations
C. Their competitors are leveraging big data
D. B and C

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

ALL right.

QUESTION 9
Which of the following is probably not a good candidate for Operations Analysis? Someone who is:

A. Having difficulty dealing with large volumes of machine data
B. Unable to perform complex real-time analysis
C. Looking to extend the data warehouse
D. Unable to perform root cause analysis

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
most accurate answer.

QUESTION 10
Customer sentiment is typically discovered through analysis of this type of data:

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

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
answer is suitable.

QUESTION 11
What is the problem Watson Explorer solves for our customer?

A. Organizations have multiple views of customer, product and enterprise. They wish a SINGLE view across each one of these domains. Watson Explorer can give them that.
B. Organizations don't know what data they have. Watson Explorer can bring that data back into the Exploration, Archive and Landing Zone, discover the attributes then structure into trusted data.
C. Organizations are drowning in a sea of data. They know it possesses great value but are unsure how to tap into it. Watson Explorer is a great way to

get started with that.

D. Organizations need actionable information at the right time. Watson Explorer can find the right data, analyze it in real time then queue up actionable insight for the use inside and outside of the firewall.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
options are clearly explained.

QUESTION 12
The IBM Watson Foundations are made up of different data zones that match to different data analysis needs.

A. True

B. False

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
answer is great.

QUESTION 13
In which industries is personalization of product bundles and service a relevant project for Enhanced 360?

A. Banking

B. Retail

C. Telco

D. All of the above

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
answer is up to dated.

QUESTION 14
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.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
actual answer.

QUESTION 15
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.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
true answer.

QUESTION 16
What is InfoSphere Streams?

A. In memory database for optimized queries and fast results
B. Business Intelligence (BI) tool built on rules designed for speed
C. In memory processing of all data for fast analytics
D. Big data solution specifically for fast analysis of social data

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
definite answer.

QUESTION 17
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.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
authenticated.

QUESTION 18
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.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
valid answer.

QUESTION 19
Typically social media is characterized as {structured or unstructured} data and is located {internal or external} to an organization. Choose the correct combination.

A. Structured External

B. Structured Internal

C. Unstructured Internal

D. Unstructured - External

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
answer is okay.

QUESTION 20
Which of the following describes machine data?

A. It comes in large volumes

B. It may be time-sensitive

C. It can be combined with enterprise data

D. All of the above

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
real answer.