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Vendor:IBM

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Exam Name:IBM SPSS Modeler Sales Mastery Test
v1

Version:Demo

QUESTION 1

You have just finished a meeting with a Business Analyst where you learned about her need to gain greater insight into the data in a CRM system which they just implemented, that her manager has provided her with a budget for this project, and that it needs to be deployed in 90 days. What should you do with this information?

- A. Enter this as an opportunity into Global Partner Portal.
- B. Enter this as an opportunity into a spreadsheet.
- C. Enter this as an opportunity via an e-mail message.
- D. Enter this as an opportunity into dashboard report.

Correct Answer: D

QUESTION 2

As part of your IBM SPSS Modeler opportunity progression, the Chief Financial Officer of the prospective company requests a Return on Investment reference for IBM SPSS Modeler. Which would NOT apply?

- A. A building manufacturer realized a 113% return on investment in 12 months.
- B. A division within IBM predicts to have 150% return on investment in one year.
- C. A telemarketer using ANOVA realized \$2M in cost savings the first year of use.
- D. A telecommunications company who realized \$3.8M in cost savings per year.

Correct Answer: B

QUESTION 3

What components are included in the IBM SPSS Modeler Gold bundle?

- A. IBM SPSS Modeler Professional, IBM SPSS Statistics, and IBM SPSS Collaboration and Deployment Services
- B. IBM SPSS Modeler Professional, IBM SPSS Collaboration and Deployment Services, and IBM SPSS Analytical Decision Management
- C. IBM SPSS Modeler Premium, IBM SPSS Collaboration and Deployment Services, and IBM SPSS Analytical Decision Management
- D. IBM SPSS Modeler Premium, IBM SPSS Statistics, IBM SPSS Collaboration and Deployment Services, IBM SPSS Analytical Decision Management, IBM SPSS Catalyst, and IBM SPSS Analytic Server

Correct Answer: C

QUESTION 4

Which step is considered to be high-risk when included in progressing an IBM SPSS Modeler opportunity?

- A. ROI assessment
- B. Executive-level agreement
- C. Enablement assessment
- D. Proof of Concept

Correct Answer: A

QUESTION 5

Which role is NOT a user of IBM SPSS Modeler?

- A. Data Scientist
- B. Business Analyst
- C. Business Manager
- D. Analytic Professional

Correct Answer: C

QUESTION 6

Which is a best practice when nurturing and growing an IBM SPSS Modeler sale?

- A. Trust your contacts will share their IBM SPSS Modeler project success with others in the company and voluntarily introduce you to other predictive initiatives.
- B. Your time is better served finding a new customer opportunity.
- C. Focus your activities on IT to have them learn more about how IBM SPSS Modeler works and integrates data sources.
- D. Share the project roadmap and success with LOB execs in other functional areas and brainstorm additional predictive analytics use cases.

Correct Answer: D

QUESTION 7

Which pain point of business executives is best addressed by IBM SPSS Modeler?

- A. The need to make smarter decisions at all levels of the organization.
- B. Rapidly increasing marketing costs.
- C. Inability to automate routine analytics tasks.
- D. Regulatory compliance.

Correct Answer: C

QUESTION 8

Which description of value would be correct to share when speaking with Sales and Marketing Executives about IBM SPSS Modeler?

- A. Improve customer intimacy, Improve cross sell close rate, Improve customer retention
- B. Improve customer growth, Improve customer retention, Improve visualization
- C. Enhanced process monitoring, Advanced use of business rules, Real time feedback
- D. Improve customer intimacy, Improve customer lifetime value, Improve customer retention

Correct Answer: A

QUESTION 9

Which type of model in IBM SPSS Modeler is BEST suited for making categorical predictions?

- A. Classification
- B. Segmentation
- C. Association
- D. Anomaly detection

Correct Answer: C

QUESTION 10

Which statement characterizes the value of IBM SPSS Modeler for predictive threat and fraud analytics?

- A. IBM SPSS Modeler helps an organization run an audit for security breaches.
- B. IBM SPSS Modeler helps an organization identify patterns for fraud and reduces false positives.

- C. IBM SPSS Modeler creates a portal for defending online applications and access against targeted web attacks.
- D. IBM SPSS Modeler helps an organization centralize password management and single sign-on to help protect enterprise resources.

Correct Answer: B

Reference: ftp://ftp.software.ibm.com/software/au/analytics/spss/paresources/Threat_and_Fraud_Analytics_FINAL_WEB.pdf (slide 13)

QUESTION 11

A prospect wants to better predict who will respond to his marketing campaigns. He is currently evaluating a variety of solutions. According to BANT, what information is needed to determine if this opportunity is viable?

- A. Identify Authority to Purchase, Determination of Timeline for Acquisition, Assessment of Need, Confirmation of Budget
- B. Identify Authority to Purchase, Estimation of Return on Investment, Services and Training Needs Assessment, Confirmation of Budget
- C. Identify Authority to Purchase, Estimation of Return on Investment, Determination of Market Segment Application, Confirmation of Budget
- D. Services and Training Needs Assessment, Determination of Market Segment Application, Assessment of Need, Determination of Timeline for Acquisition

Correct Answer: B

QUESTION 12

Which does NOT indicate an opportunity to up-sell from IBM SPSS Modeler Premium to IBM SPSS Modeler Gold?

- A. Customer desires greater insight into the algorithms and approaches used to build their models.
- B. Customer desires the ability to combine business logic with predictive models.
- C. Customer desires integrating predictive analytics with prescriptive analytics (optimization) to manage tradeoffs and make best use of scarce resources.
- D. Customer desires to use advanced analytics to drive daily business processes.

Correct Answer: D