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QUESTION 1

In which two ways can Cisco Show and Share benefit customers? (Choose two.)

- A. captures media from various inputs for live and on-demand delivery to viewers
- B. offers the best means for customers and users to experience an immersive environment
- C. enables customers to receive viewer comments and ratings of video content
- D. personalizes connections between customers and their providers and partners
- E. provides post-production capabilities for video composition and authoring

Correct Answer: BD

B: offers the best means for customers and users to experience an immersive environment) Cisco Show and Share provides the ability to create live and on-demand video content and define who can watch specific content. It offers viewer collaboration tools such as commenting, rating, and word tagging, and it provides comprehensive access reporting

D: personalizes connections between customers and their providers and partners) Cisco Show and Share is a webcasting and video sharing application that helps organizations create secure video communities to share ideas and expertise, optimize global video collaboration, and personalize the connection between customers, employees and students with user-generated content.

QUESTION 2

You discover that a financial institution is planning to acquire two banks and wants to scale its infrastructure independent of the size of the acquired entities and deliver next-generation functionality almost immediately. Which three options are the most appropriate questions to ask a business decision maker? (Choose three.)

- A. What are your plans for expanding services and offerings to your customers and your staff?
- B. What issues are you experiencing related to technical readiness, implementation, monitoring, and optimization?
- C. How are growing costs affecting the flexibility of your company and its profit margin?
- D. How quickly can your IT staff roll out new applications?
- E. What do you see as the greatest risks to your business?
- F. What technical issues concern you the most?

Correct Answer: ACE

Choices A, C, and E are the best as they are open ended, and geared towards a discussion in how the Cisco products and services can help the financial institution grow their business.

QUESTION 3



Which two options are the trends that are driving the demand for data center? (Choose two.)

- A. Businesses are increasingly deploying IT where they will own the physical assets.
- B. Consumers and employees want the same personalized, on-demand treatment in the workplace as they use in their personal lives.
- C. New devices are being introduced rapidly, with innovations coming from anywhere, anyone, and at anytime.
- D. Current business IT operations are being hindered by infrastructure simplicity and flexibility.
- E. New market expectations are reducing the financial pressures between business growth and margins.

Correct Answer: BC

Both of these answers are covered in slide 3 of the "Cisco Unified Data Center: Changing the Economics of the Data Center" PowerPoint presentation found here: <http://www.slideshare.net/CiscoIndia/changing-the-economics-of-the-data-center>

QUESTION 4

Which three are current small business needs for technology investments? (Choose three.)

- A. minimize network investments
- B. reduce reliance on technology
- C. plan for today
- D. be more productive
- E. work from anywhere
- F. serve customers better

Correct Answer: DEF

Current business needs for technology investments include: -Increased productivity

-Increased mobility (work from anywhere)

-To serve customers better using advanced technology systems

QUESTION 5

What are three current business factors that are influencing customer decisions in making technology investments? (Choose three.)

- A. return on investment
- B. competitiveness
- C. number of product features



D. day one costs

E. regulation

F. availability of budget

Correct Answer: ABE

According to the Cisco CSE online training course, the current business factors that most influence customer decisions when making technology purchases is the rate of the return on investment, the competitiveness of the products, and the new regulations and rules that must be adhered to.

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