



700-037^{Q&As}

Advanced Collaboration Architecture Sales Specialist

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QUESTION 1

Which three options are important selling points for Cisco against Microsoft? (Choose three.)

- A. Cisco better enables for mobility and deskless workers.
- B. Cisco is well respected and is the only serious choice in collaboration.
- C. Cisco Unified Presence can be integrated with Microsoft Office Communicator and Microsoft Lync.
- D. Cisco has the maturity both in technology development and empirical deployment to scale to the requirements of large enterprises.
- E. Cisco routers represent a competitive edge in remote offices.
- F. Cisco provides unparalleled value to the managed service provider.

Correct Answer: ACD

QUESTION 2

Which three options are benefits of Cisco Prime Collaboration? (Choose three)

- A. It enables comprehensive monitoring and diagnostics for Cisco Unified Communications and Cisco Telepresence systems.
- B. It provides historical reporting and trending on Collaboration business metrics.
- C. It verifies whether the network is secure and efficient.
- D. It enables automatic monitoring and repair of Cisco devices and software applications.
- E. It reduces the expertise needed to manage changes that occur when the network is operational
- F. It ensures consistent configurations by increasing the per-user configuration time

Correct Answer: ABE

QUESTION 3

Who uses Cisco Show and Share and Cisco WebEx Social for gaining and sharing information?

- A. Customer
- B. Knowledge worker
- C. Mobile worker and teleworker
- D. Contact center agent

Correct Answer: C



Reference: http://www.cisco.com/en/US/prod/collateral/ps10680/ps10683/ps10668/solution_overview_c22-698483.pdf

QUESTION 4

Which statement about Medianet is true?

- A. Medianet enables integration of video infrastructure with network infrastructure
- B. Medianet enables Cisco Collaboration network management.
- C. Medianet is an intelligent network that is optimized for rich media.
- D. Medianet is the network infrastructure layer of video networks.

Correct Answer: C

Reference: http://www.cisco.com/web/solutions/medianet/docs/entMedianet_wp0109.pdf (page 1, second para)

QUESTION 5

Which three options are ways that customers benefit from the Cisco Technology Developer Program? (Choose three.)

- A. Complete access to Cisco technologies and support resources
- B. Faster, more successful deployments
- C. Display the Cisco Compatible logo in association with their product offering
- D. Exponentially expands the number and quality of rich, new business solutions
- E. Opportunity to participate in Cisco research and development to develop next-generation Cisco Collaboration solutions

Correct Answer: CDE

Reference:

http://www.cisco.com/en/US/prod/collateral/voicesw/ps6788/vcallcon/ps11369/c22_728428_third_party_apps.pdf

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