



# 700-037<sup>Q&As</sup>

Advanced Collaboration Architecture Sales Specialist

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### QUESTION 1

Which two of the following are concerns that an operations manager may have in making a decision on Cisco Collaboration? (Choose two.)

- A. Fast adoption of organizational changes
- B. How to engage with external suppliers quickly
- C. Reliability of the company infrastructure
- D. Go-to-market time of new products or services
- E. Changing customer demands

Correct Answer: AC

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### QUESTION 2

Which Cisco differentiator is correctly mapped to the Cisco solution?

- A. Real-time voice and business video: Cisco WebEx Social includes Facebook-like features for blogging
- B. Intercompany collaboration: The Cisco MXE 5600 offers high-definition videoconferencing with existing Cisco Telepresence units and other video-enabled devices.
- C. Integrated experience: Cisco Show and Share offers a "YouTube for the Enterprise" that allows employees to share created content.
- D. Interoperability: Cisco Unified Communications Manager Session Management interconnects PBXs to other businesses.

Correct Answer: C

Reference: [http://www.cisco.com/E-Learning/quickstart/unified\\_communications\\_8/cdc\\_bulk/Additional\\_Resources/resources/Collaboration\\_Differentiators.pdf](http://www.cisco.com/E-Learning/quickstart/unified_communications_8/cdc_bulk/Additional_Resources/resources/Collaboration_Differentiators.pdf)

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### QUESTION 3

Which three statements describe Cisco Enterprise License Manager? (Choose three.)

- A. It is centralized and free, and it manages licenses across multiple clusters through license management, reporting, and compliance systems.
- B. It is an enterprise-wide management tool for all Cisco Collaboration licenses
- C. It is available in Professional, Standard, and Entry Editions
- D. It includes soft clients, applications server software, and licensing on a per-user basis



E. It enables customers to see whether they require additional licenses and how the purchased licenses are utilized.

Correct Answer: ABE

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#### QUESTION 4

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

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#### QUESTION 5

Which list of the steps of migration is in the correct sequence?

- A. Deploy Cisco Unified Communications service, deploy UC to the remote sites, deploy UC at the central site, deploy UC-ready IP infrastructure
- B. Deploy UC-ready IP infrastructure, deploy Cisco Unified Communications service, deploy UC at the central site, deploy UC to the remote sites
- C. Deploy Cisco Unified Communications service, deploy UC-ready IP infrastructure, deploy UC to the remote sites, deploy UC at the central site
- D. Deploy UC-ready IP infrastructure, deploy Cisco Unified Communications service, deploy UC to the remote sites, deploy UC at the central site

Correct Answer: D

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