



810-420^{Q&As}

Understanding Cisco Business Value Analysis Fundamentals

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QUESTION 1

Which would be considered a 3rd party source of information about a company?

- A. Research note on the company, published by an industry analyst
- B. CFO presentation to industry group
- C. Previous Cisco Account Manager
- D. Company brochure with product specs

Correct Answer: A

QUESTION 2

How should a team use findings from discovery meetings?

- A. Identify and develop a point of view on a customer's needs
- B. As input for a report on the skill level of IT staff
- C. To inform the CIO about concerns his staff has with new overtime policies
- D. To establish sales goals for the account team

Correct Answer: A

QUESTION 3

Which question would be appropriate to ask a Partner SME, when doing a project for a private company?

- A. How would you describe the customer's culture?
- B. What is the customer's market share?
- C. What features will the company release in the main product next version?
- D. What is the company's net income for last year?

Correct Answer: A

QUESTION 4

Which represents a customer opportunity?

- A. Regulations around the customer's products are being eased, opening up new markets
- B. Customer sat is pointing to a problem with warranty support



- C. A competitor to Cisco is exiting the market
- D. The IT department has more budget to spend on network capacity

Correct Answer: A

QUESTION 5

Which two statements are true? (Choose two.)

- A. Customers expect a proposal to include solution elements from Cisco and/or partners
- B. Channel partners may propose a solution that has products from Cisco and other vendors
- C. Cisco should be the prime contractor where possible
- D. Cisco and its partners should propose the latest features, to keep the customer ahead of needs

Correct Answer: AB

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