



810-440^{Q&As}

Adopting The Cisco Business Architecture Approach (DTBAA)

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QUESTION 1

What is one benefit of using Porter's Value Chain?

- A. To establish a framework for increasing revenue in the customer business and under project management control.
- B. To define the way the customer business affects the value to their solutions and services.
- C. To explain the competitive advantage of the customer business by comparing certain factors available to them.
- D. To help understand how different facets of the customer business affect their value proposition.

Correct Answer: D

QUESTION 2

Which consumption model provides the organization with an agreed-upon number of authorized users?

- A. Per-seat licensing
- B. Concurrent-use licensing
- C. Volume licensing
- D. Pay As You Go

Correct Answer: A

QUESTION 3

Which value does a business architect realize from the Cisco Business Architecture approach?

- A. Establish a long-term relationship with senior IT and LoB leadership as a trusted advisor.
- B. Establish trusted advisor status by presenting and demonstrating the latest technology features to senior IT and LoB leadership.
- C. Gain opportunities to present the latest technology features to senior IT and LoB leaders.
- D. Gain opportunities to cross and up-sell to senior IT and LoB leadership.

Correct Answer: A

QUESTION 4

Which statement best describes the Cisco sales approach?

- A. Understand the goals of the buyer.



- B. Focus on Cisco technologies already in place.
- C. Focus on fulfilling customer needs and help them generate value through stronger business outcomes.
- D. Pay attention to details that the customer is sharing about their needs.

Correct Answer: C

QUESTION 5

Which three areas are covered by the Business Model Canvas in order to understand the customer's business context? (Choose three.)

- A. Customer Relationships
- B. Development Plan
- C. Value Proposition
- D. Revenue Streams
- E. Key Policies
- F. Analysis

Correct Answer: ACD

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