



# 810-440<sup>Q&As</sup>

Adopting The Cisco Business Architecture Approach (DTBAA)

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#### QUESTION 1

Which option is the main benefit of the Internet of Everything?

- A. makes better use of legacy investments
- B. brings improvements to businesses and people
- C. discrete focus on top industries health and finance
- D. compensates for errors in business process design

Correct Answer: B

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#### QUESTION 2

Which domains of the Open Group Architecture Framework?are included in the customer knowledge phase of Cisco Business Architecture?

- A. business architecture, information systems architecture, technology architecture, opportunities and solutions
- B. business architecture, architecture vision, technology architecture
- C. preliminary, architecture vision, business architecture
- D. business architecture, information systems architecture, technology architecture

Correct Answer: C

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#### 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

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#### QUESTION 4

Which activity occurs in the loyalty phase of the customer relationship lifecycle?

- A. Gain credibility with the customer to establish them as an advocate



- B. Establish yourself as a trusted advisor.
- C. Continue to effectively develop your relationship with the customer.
- D. Understand the customer and their critical needs.

Correct Answer: B

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#### QUESTION 5

Which question provides the best information to define customer success factors?

- A. What are your business objectives for this project/initiative?
- B. What tools are you looking for, to better measure your ROI?
- C. What services do you need?
- D. Which Cisco products best fit your goals?

Correct Answer: A

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