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QUESTION 1

Controlling costs that are associated with network issues, keeping unexpected problems from affecting productivity, and achieving business goals are characteristics of which Cisco offering?

- A. Cisco SMARTnet Service
- B. Cisco Capital Financing
- C. Cisco Smart Business Roadmap
- D. Cisco Network Optimization Service

Correct Answer: A

Reduce downtime with fast, expert technical support, flexible hardware coverage, and smart, proactive device diagnostics with SMARTnet Service. Keep unexpected problems from affecting productivity and control costs that are associated with network issues with Cisco SMARTnet. Your IT staff has anytime access to Cisco engineers in the Technical Assistance Center (TAC) and an extensive range of resources, tools and training.

QUESTION 2

Which Cisco solution enables face-to-face communications and can, therefore, save expenses on business travel?

- A. Cisco Unified IP Phone 7900 Series
- B. Cisco WAP200 Wireless-G Access Point
- C. Cisco Unified IP Phone 8900 Series
- D. Cisco Aironet Access Point
- E. Cisco SPA Series IP Phone

Correct Answer: C

Use interactive multimedia communications and advanced features, including high-performance video, with the Cisco Unified IP Phone 8900 Series. This series is an ideal solution for knowledge workers, managers, and administrative staff.

Interactive features of the Cisco Unified IP Phone 8900 Series include: video communications of up to 30 frames per second (with built-in cameras on select models) high-resolution 5-inch color displays for easy viewing high-definition voice for greater clarity tricolor illuminated LED line and feature keys for "at-a-glance" status for both primary and shared lines

QUESTION 3

What are three ways that a Cisco Partner can leverage a Cisco Data Center Virtualization or cloud ecosystem partner in his or her sales efforts? (Choose three.)

- A. Persuade ecosystem partner to write Cisco Partner proposals that are counter to ecosystem partner strategies.



- B. Obtain new contacts in existing or potential accounts from the ecosystem partner.
- C. Learn about ecosystem partner opportunities in which the Cisco Partner is not involved.
- D. Seek out the ecosystem partner only toward the end of the sales cycle.
- E. Request the participation of the ecosystem partner in a consulting capacity.
- F. Use the ecosystem partner to provide a whole offer package to customers.

Correct Answer: BCE

Getting new contacts from the partner, learning about new opportunities, and requesting the partner act in a consulting capacity are all good ways to increase sales.

Topic 9: Enhancing Partner Profitability

QUESTION 4

What are three recommended ways to successfully position Cisco business video architecture solutions with customers? (Choose three.)

- A. Establish the relevance of video apart from unified communications.
- B. Identify primary, distinct video stakeholders in customer accounts.
- C. Sell video as point product solutions to potential customers.
- D. Establish video as an alternative means of work and as the workspace of the future.
- E. Articulate to customers the technology superiority of Cisco business video solutions.
- F. Position the unique customer value proposition or ROI of business video.

Correct Answer: BDF

Online CSE training states that to position video solutions with customers, you should:

- Identify primary, distinct video stakeholders in customer accounts
 - Establish video as an alternative means of work and as the workspace of the future.
 - Position the unique customer value proposition or ROI of business video
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QUESTION 5

Which three are current small business needs for technology investments? (Choose three.)

- A. minimize network investments
- B. reduce reliance on technology
- C. plan for today



- D. be more productive
- E. work from anywhere
- F. serve customers better

Correct Answer: DEF

Current business needs for technology investments include: -Increased productivity
-Increased mobility (work from anywhere)
-To serve customers better using advanced technology systems

QUESTION 6

What are three customer applications for Cisco WAAS appliances? (Choose three.)

- A. data center consolidation
- B. protection of high-value data center resources
- C. new application deployment
- D. optimization of wireless LAN by isolating RF interference
- E. desktop virtualization
- F. prevention of day-zero malware

Correct Answer: ACE

WAN Optimization is an essential element of Cisco's network-centric platform strategy, enabling key transitions such as data center consolidation, virtualization, new application deployment, cloud, virtual desktops and BYOD. Cisco is continuing to invest in the Wide Area Application Services (WAAS) portfolio to drive our strategy of integrating WAN Optimization into the network fabric to achieve unmatched scale, performance, and simplicity, while reducing overall customer TCO.

QUESTION 7

What is the goal of the Cisco Borderless Network Architecture?

- A. to provide users with a single device that permits access to information anywhere
- B. to provide users with the same productivity and access to information no matter where they are or which device they use
- C. to eliminate the need for border security and firewalls
- D. to provide companies with a way to extend their security and control over employees on the Internet

Correct Answer: B



The Borderless Networks architecture enables organizations around the world to connect anyone, anywhere, using any device -- securely, reliably and seamlessly, so they can be just as productive from anywhere they may be as they would be by physically being in the office.

QUESTION 8

Which two options are benefits of Cisco Video Surveillance? (Choose two.)

- A. secure transcoding and switching capabilities for multipoint meetings
- B. access to video at any time from any network location, enabling real-time incident response and investigation
- C. network-based digital signage for live and on-demand video
- D. limited amount and location of video that can be stored
- E. ability to easily manage a large number of security assets

Correct Answer: BE

Benefits of Enabling IP Network-Based Video Surveillance

Video surveillance is a key component of the safety and security procedures of many organizations, providing real-time monitoring of the environment, people, and assets and providing recording for investigative purposes. The benefits of

Cisco's Video Surveillance Solution include:

Any-time, any-location access--Provides access to video at any time from any network location, within the constraints of available bandwidth, allowing remote monitoring, investigation, and incident response by remote physical security staff

Investment protection--Leverages existing investment in video surveillance and physical security equipment and technology.

Network-wide management--IP cameras and servers are monitored and managed over a single network for fault, configuration, and centralized logging. **Increased availability**--IP networks offer a high level of redundancy that can extend to

different physical locations. **Scalability**--The system can be expanded to new locations as business needs change.

Efficient image processing--Digitized images can be transported and duplicated world-wide with no reduction in quality,

economically stored, and efficiently indexed and retrieved. **Interoperability**--Employs an open, standards-based infrastructure that enables the deployment and control of new security applications from a variety of vendors.

Topic 8: Selling Data Center and Virtualization and Cloud Architectures

QUESTION 9

Telepresence and video conferencing have been an increasingly important component of the overall video market. Which indicator is the best measure of the continued importance of these technologies going forward?

- A. The annual growth rate of the video conferencing market is at least 20 percent.
- B. Generation Y was raised on video, and it represents 17 percent of the world population.



- C. The Cisco long-term growth rate target is 12 percent to 17 percent.
- D. The U.S. Internet traffic annual growth rate is more than 40 percent.

Correct Answer: A

Studies show that the annual growth rate of the video conferencing market more than 20 percent, verifying the importance for video conferencing solutions.

QUESTION 10

A standard three-year term, next-business-day hardware replacement, and telephone support are features of which Cisco support program?

- A. SMARTnet
- B. SMB Foundation
- C. Small Business Pro Service
- D. SMART Care

Correct Answer: C

The Cisco Small Business Pro Support Service is a three-year, subscription service that provides device-level support including: unlimited telephone and online chat support from Cisco Small Business Support Center; next-business-day advanced hardware replacement if necessary; advanced configuration and deployment support from Small Business Support Center certified engineers Topic 3: Network Basics

QUESTION 11

Cisco collaboration applications and services can be hosted various ways. Which three options are valid hosting models? (Choose three.)

- A. SaaS
- B. virtual
- C. device-specific
- D. hybrid
- E. integrated
- F. on-premise

Correct Answer: ADF

Cisco enables IT to provide services and connect people to collaborate, while providing a consistent and desired user experience regardless of delivery method (cloud, on-premises, or hybrid).



QUESTION 12

Which service does the Cisco IronPort portfolio perform?

- A. reduces the downtime that is associated with spam, viruses, and blended threats delivered via email
- B. defends the perimeter from malicious users and unauthorized traffic
- C. provides a secure communication path through the Internet
- D. determines if a user or device is authorized to access a switch port

Correct Answer: A

The Cisco Ironport product is a secure email and web appliance that Reduces costly downtime associated with email-based spam, viruses, and web threats.

Topic 5: Selling Collaboration Architecture

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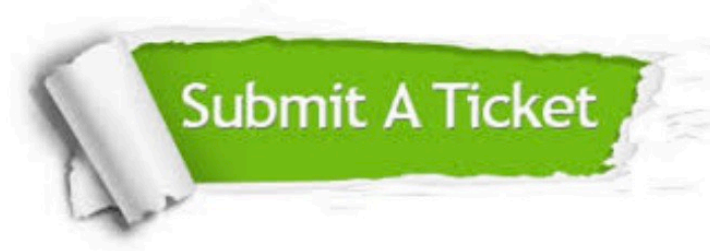
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