



700-651^{Q&As}

Cisco Collaboration Architecture Sales Essentials

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QUESTION 1

Which SWSS offer allows customers to choose the right level of service for on-premises, cloud, and hybrid environments?

- A. Enhanced SWSS
- B. Unified Communications SWSS
- C. Lifecycle SWSS
- D. Cisco Spark and WebEx SWSS

Correct Answer: D

QUESTION 2

Which option does BYOx refer to?

- A. bring your own application
- B. bring your own XML
- C. bring your own device
- D. bring your own experience

Correct Answer: A

QUESTION 3

Why does the millennial generation have a different perspective and expectation on how work is approached?

- A. They can relate better to people that other generations.
- B. They grew up with the Internet and technology.
- C. They have always worked in team environments.
- D. They know more about the global economy.

Correct Answer: B

QUESTION 4

Which percent of IT spending is controlled by IT?

- A. 50%



- B. 40%
- C. 60%
- D. 80%

Correct Answer: C

QUESTION 5

Which Cisco UCL plans support all Cisco user devices?

- A. Basic and Enhanced
- B. Enhanced and Enhanced Plus
- C. Essential and Enhanced Plus
- D. Essential and Basic

Correct Answer: B

QUESTION 6

Which Cisco product is a premised-based, cloud-managed telephone platform that targets the SMB market for partner recurring revenue?

- A. Cisco Hybrid Media Services
- B. Cisco Hybrid Business Edition 6000
- C. Cisco Spark Flex Plan
- D. Cisco Business Edition 4000

Correct Answer: D

QUESTION 7

How many user profiles does the Cisco UCL Enhanced Plus support?

- A. 10
- B. 1
- C. 5
- D. 2

Correct Answer: B



QUESTION 8

Which Cisco collaboration product is promoted as an agile teaming application?

- A. Cisco Meeting Server
- B. Cisco WebEx Event Center
- C. Cisco Spark
- D. Cisco Immersive Endpoints

Correct Answer: C

QUESTION 9

Which options are the Cisco user-based license models?

- A. Cisco UWL and Cisco UCL
- B. Cisco WUL and Cisco CUL
- C. Cisco Flex Plans
- D. Cisco User Integration and Adoption Plans

Correct Answer: A

QUESTION 10

Which action must be taken first when deciding what to sell to a customer?

- A. Consider the size of the organization.
- B. Determine their licensing needs.
- C. Discuss the benefits of modernizing equipment.
- D. Assess what the customer currently has in place.

Correct Answer: D

QUESTION 11

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

QUESTION 12

Which BOM tool must be referenced when design requirements are outside the scope of Cisco preferred architectures?

- A. Cisco Preferred Architecture Design Overview
- B. Cisco Solution Reference Network Designs Guide
- C. Preferred Architecture Cisco Validated Design
- D. Preferred Architecture Application Cisco Validated Design

Correct Answer: B

Reference: <https://www.cisco.com/c/dam/en/us/td/docs/solutions/PA/midmarket/voice.pdf>

QUESTION 13

Why is Cisco the easy choice for customers?

- A. Cisco always has the lowest prices.
- B. Cisco provides solutions that already have all options preselected for the customer.
- C. Cisco provides complete communication solutions.
- D. Cisco is the only company that provides 24 hour support.

Correct Answer: C

QUESTION 14

Which Cisco platform provides all of the applications and integrations that other vendors have built?

- A. Hybrid Media Services
- B. Cisco API and Bot Plan
- C. Spark Depot Marketplace
- D. Cisco Spark Flex Plan



Correct Answer: C

QUESTION 15

Which action can increase the bottom line and add value to the customer?

- A. Offer 24 hour TAC support free of charge.
- B. Offer a Cisco Software Services contract.
- C. Offer unlimited warranties on all equipment.
- D. Offer a discount for referrals.

Correct Answer: B

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