



700-801^{Q&As}

IoT Sales Fundamentals

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QUESTION 1

Which option describes the relationship between IT and OT budgets?

- A. IT and OT budgets are growing at about the same rate.
- B. OT budgets are growing faster than IT budgets.
- C. IT budgets are growing faster than OT budgets.
- D. Both are shrinking at the roughly the same rate.

Correct Answer: B

QUESTION 2

Which invention is the Cisco Internet of Things often compared to?

- A. compact discs
- B. the cotton gin
- C. the light bulb
- D. the toaster oven

Correct Answer: C

QUESTION 3

Triggering events can signal an IOT opportunity. Which two options are examples of triggering events that are caused by expansions? (Choose two).

- A. A company purchases a new fleet.
- B. A city is awarded a grant to implement new traffic management.
- C. A city wants a faster bus service system.
- D. A company created a new filing system.

Correct Answer: AB

QUESTION 4

Three of the Cisco Connected Oil and Gas solutions are: Connected Refinery, Secure Ops, and oilfield. Which option is the fourth solution?

- A. Connected pipeline.



- B. Connected Data
- C. Connected Mining
- D. Connected Tram

Correct Answer: A

QUESTION 5

What is the first step that is recommended by Cisco in the execution timeline for the Cisco internet of things?

- A. Evaluate your company's strengths and skills.
- B. Look for triggering business events.
- C. Conduct sales calls.
- D. Call your Cisco partner Account Manager.

Correct Answer: A

QUESTION 6

Three of the Cisco Connected Utilities solutions are: Connected Mobile Field, Connected AMI, and Connected Distribution Automation. Which option is the fourth solution?

- A. Connected Roadways
- B. Connected Vehicle
- C. Connected Substation
- D. Connected Alternative Energy

Correct Answer: C

QUESTION 7

Which steps Cisco recommended to sell Cisco internet of things solutions?

- A. Hire new sales team leaders.
- B. Understand the new technology that the Cisco internet of things has to offer.
- C. Start your sales process with cold calls.
- D. Focus selling on the IT department.

Correct Answer: B



QUESTION 8

In one Cisco internet of Things case study, which option describes how petrobel oil reduced downtime?

- A. launching a new marketing campaign.
- B. installing an intelligent rig and Connected Oilfield.
- C. refurbishing old machines.
- D. hiring onsite experts to monitor performance.

Correct Answer: B

QUESTION 9

Which benefit can an oil and gas company receive from the Cisco internet of things?

- A. Faster theft and leak detection.
- B. Greater collaboration among international oil and gas companies.
- C. Increased demand of oil and gas.
- D. Less competition with alternative energies.

Correct Answer: A

QUESTION 10

Triggering events can signal an IoT opportunity. Which two options are examples of triggering events that are caused by an upgrade? (Choose 2)

- A. A restaurant wishes to hire new staff.
- B. A driller purchases new equipment.
- C. A city wants to rename its parks.
- D. A company commits to increasing operational capacity.

Correct Answer: BD

QUESTION 11

Of the four primary components of the customers install base, which component is the most significant and untapped opportunity?

- A. Commercial/SMB



- B. service providers
- C. the public sector
- D. enterprise

Correct Answer: A

QUESTION 12

Triggering events can signal an IOT opportunity. Which two options are examples of triggering events that are related to new construction? (Choose two).

- A. Workers are on strike so temporary workers have been brought in.
- B. A manufacturing plant is adding a new warehouse.
- C. A company wants to change its logo.
- D. City construction is booming.

Correct Answer: BD

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