



# 810-420<sup>Q&As</sup>

Understanding Cisco Business Value Analysis Fundamentals

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#### QUESTION 1

Which is a difference between pain points and opportunities?

- A. Pain points cause problems, while opportunities reflect unmet potential
- B. Pain points can be addressed better through technology solutions
- C. Opportunities involve new revenue for the customer. Pain points relate to lowering expenses
- D. Opportunities contain unknown risks, while pain points can be addressed without contingencies

Correct Answer: A

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#### QUESTION 2

Why should the solution be presented in business terms?

- A. This is the most powerful way to associate technology with customer strategic goals
- B. Cisco and its partners need to show industry best practice, in order to win new deals
- C. Solution value should be related to needs of developed and emerging market customers
- D. Relating solution benefits in business terms helps the CIO gain more in staffing to maintain current systems

Correct Answer: A

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#### QUESTION 3

Which tool should you use to establish personal credibility?

- A. A business value statement
- B. An ecosystem
- C. A Business Model Canvas
- D. A Strategic Question Asking Framework

Correct Answer: A

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#### QUESTION 4

Which would be considered an internal SME?

- A. System Engineer assigned to the account
- B. Cisco Services industry consultant



- C. Cisco Channel Partner Program Manager
- D. Sales compensation analyst for the region

Correct Answer: A

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#### QUESTION 5

When should you establish credibility with customers?

- A. Early in the relationship, and continually
- B. When you need a customer to make a decision
- C. After you find out the customer's decision criteria for a purchase
- D. When a current Cisco product is causing customer sat problems

Correct Answer: A

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#### QUESTION 6

How should a team use findings from discovery meetings?

- A. Identify and develop a point of view on a customer's needs
- B. As input for a report on the skill level of IT staff
- C. To inform the CIO about concerns his staff has with new overtime policies
- D. To establish sales goals for the account team

Correct Answer: A

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#### QUESTION 7

What is the definition of "Cost Structure" in the Business Model Canvas?

- A. Cost of performing all business activities
- B. Cost of performing IT activities
- C. Cost of performing HR activities
- D. Cost of performing purchasing activities

Correct Answer: A

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#### QUESTION 8



Which two options are elements in your business case? (Choose two.)

- A. Smart Solution recommendations
- B. Business impact: financial and non-financial
- C. Implementation roadmap
- D. Technical specifications
- E. Rejected solutions

Correct Answer: AB

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#### QUESTION 9

What activity must be performed before you can build a refined Business Model Canvas?

- A. Conduct interviews with strategic questioning
- B. Identify which to-be process option is lowest cost
- C. Conduct a design workshop with customer IT personnel
- D. Process details about marketing and sales handoffs

Correct Answer: A

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#### QUESTION 10

Which two statements are true? (Choose two.)

- A. Customers expect a proposal to include solution elements from Cisco and/or partners
- B. Channel partners may propose a solution that has products from Cisco and other vendors
- C. Cisco should be the prime contractor where possible
- D. Cisco and its partners should propose the latest features, to keep the customer ahead of needs

Correct Answer: AB

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#### QUESTION 11

What does a plan for meeting with the CxO allow you to do?

- A. Help the customer realize that they have business needs that can be addressed
- B. Provide solutions to business needs
- C. Find out about key vertical trends



D. Find out how macroeconomic forces are shaping the customer's business

Correct Answer: A

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#### QUESTION 12

Which represents a customer opportunity?

- A. Regulations around the customer's products are being eased, opening up new markets
- B. Customer sat is pointing to a problem with warranty support
- C. A competitor to Cisco is exiting the market
- D. The IT department has more budget to spend on network capacity

Correct Answer: A

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