



810-440^{Q&As}

Adopting The Cisco Business Architecture Approach (DTBAA)

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QUESTION 1

Which benefit of the Information Technology Infrastructure Library is true?

- A. predictable and consistent processes
- B. increased transparency of accountability, and informed delegation of authority
- C. obtain ISO 9001 compliance
- D. value creation through monitoring, measuring, evaluation, and feedback

Correct Answer: A

QUESTION 2

Which two options are major tensions that business performance measurement could help balance? (Choose two.)

- A. Responsive / non-responsive.
- B. Different performance expectations.
- C. Profit, growth and control.
- D. Critical / non-critical.
- E. Monitor and control.

Correct Answer: BC

QUESTION 3

Which three options are perspectives of the customer needs? (Choose three.)

- A. Functional Area Management
- B. Finding Investors
- C. Technical Professionals
- D. Executive Management
- E. Strategic Executives
- F. Operative Professionals

Correct Answer: ACD

QUESTION 4



Which value does Cisco Business Architecture provide to the account team?

- A. increased deferred revenue pipeline
- B. hands-off approach to customer engagement
- C. cross-selling and up-selling opportunities
- D. technology-focused discussions with customer

Correct Answer: C

QUESTION 5

Which option is most likely to improve interactions with customers?

- A. Understand their communication style.
- B. Understand the goals of their team.
- C. Learn their personal interests.
- D. Know the time available to present the solution.

Correct Answer: A

QUESTION 6

Which option is the primary goal in business outcome-based selling?

- A. improving agility and the ability to deploy innovative services for end users
- B. developing and enabling new business processes, markets, and customer interactions
- C. taking advantage of new technology to increase business relevance
- D. using next-generation IT to increase service quality and reduce risk, complexity, and costs

Correct Answer: B

QUESTION 7

When selling business outcomes, which two options are key points/ factors related to what the customer wants to achieve must be considered? (Choose two.)

- A. What the business priorities and strategies are.
- B. What the Critical Set of Factors and Key Performance Indicators are.
- C. What the mindset of customers is.



- D. What the business priorities and goals are.
- E. What the Critical Success Factors and Key Performance Indicators are.

Correct Answer: DE

QUESTION 8

What is ROI?

- A. It is defined as the financial benefits derived from services and solutions, and it is expressed as a percentage of dividing present value from a technology solution by the cost of that technology solution.
- B. It is defined as the financial benefits derived from services and solutions, and it is expressed as a percentage of dividing total investment from a technology solution by the cost of that technology solution.
- C. It is defined as the financial benefits derived from services and solutions, and it is expressed as a percentage of dividing net return from a technology solution by the margin of that technology solution.
- D. It is defined as the financial benefits derived from services and solutions, and it is expressed as a percentage of dividing net return from a technology solution by the cost of that technology solution.

Correct Answer: D

QUESTION 9

You are a systems engineer and are trying to build credibility and rapport with senior leadership within your customer. Which method is the best way to demonstrate these qualities?

- A. Understand the current state of their network infrastructure so that you can advise them how the latest technology developments will be incorporated into a refresh of the infrastructure.
- B. Understand what business drivers are impacting their market space.
- C. Understand the current state of their network infrastructure so that you can describe a plan to refresh the infrastructure.
- D. Provide the customer with the latest technology developments so that they understand how you can help them.

Correct Answer: B

QUESTION 10

During a business lead engagement, which role of the aspiring Cisco Business Architect is true?

- A. to be more business focused
- B. dedicated to running proof of value
- C. to be more technology focused



D. to promote the business lead approach with other line of business

Correct Answer: C

QUESTION 11

You are an account manager and your customer asks whether Cisco can become a strategic partner to assist solving the business problems your customer is facing. Which two descriptions best describes the value of the Cisco Business Architecture Methodology? (Choose two.)

- A. clearly illustrates product outcomes via a technology roadmap aligned to high-level business outcomes
- B. ensures that business capabilities and solutions are aligned with business priorities and long-term strategy
- C. captures and realizes value from defined business outcomes
- D. ensures that product outcomes are aligned to business drivers
- E. ensures that business capabilities are identified in product briefing sessions, clearly highlighting the outcomes the product benefits deliver

Correct Answer: BC

QUESTION 12

When making good use of best practices or scenarios during the selling process, what is the most effective way to present these?

- A. Use cases relevant to the customer
- B. Business cases used previously
- C. Customer briefing documents
- D. Customer benefits statements

Correct Answer: A

QUESTION 13

Which classification is a true business solution categorization level?

- A. digitization
- B. impacting
- C. low
- D. critical

Correct Answer: B



QUESTION 14

When uncovering information about the customer, which method can provide a higher volume of data points efficiently?

- A. workshop
- B. focus group
- C. survey
- D. interview

Correct Answer: C

QUESTION 15

CSFs define what an organization should be good at. Which two options are characteristics of CSFs? (Choose two.)

- A. CSFs are quantitative in nature and focus stakeholder relationships
- B. CSFs describe an element that is needed by an organization or project to reach its goal
- C. CSFs help link business initiatives or processes with selling, designing, developing, and adopting solutions and services
- D. CSFs should receive special and continual attention from management in order to help the organization be effective

Correct Answer: BD

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