

Adopting The Cisco Business Architecture Approach

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Question 1

Which option is a key concept of the unique Cisco sales approach?

Options:

- A. Add as many new Cisco technologies to the solution that meet customer needs.
- B. Start driving outcomes for customers, and go beyond selling and implementing technology solutions.
- C. Put together the most logical set of services for the customer.
- D. Engage in dialog about customer needs and new technologies.

Answer: B

Question 2

Cisco solutions and services are related to every kind of outcomes. Which is the goal of business outcomes?

Options:

- A. To enable CXOs or Line of Business leaders to grow revenues, lower operating costs and achieve strategic business objectives
- B. To help customers establish new technology or evolve current functionality
- C. To help customers operate, manage and optimize technology environment more effectively
- D. To take advantage of new technology to increase business relevance

Answer: A

Question 3

Which option is a main benefit that Cisco Partners bring to the table for customers?

Options:

- A. Cisco expertise and the ability to have specializations in certain practice areas
- B. a large customer base for which to sell Cisco services
- C. relationships with key Cisco personnel
- D. additional teams to implement solutions in a timely manner

Answer: A

Question 4

Which two benefits does IT as a Service provide to the customer? (Choose two.)

Options:

- A. Reduced OPEX.
- B. Reduced CAPEX.
- C. Reduced ROI.
- D. Reduced TCO.
- E. Reduced Chargeback.

Answer: B, D

Question 5

Which categories can collaboration help achieve business goals for the customer?

Options:

- A. Innovation, Industries, Incentives.
- B. Line of Business, Vertical, Business Outcome.
- C. Industry markets, Business Outcome, Technology Innovation.
- D. Line of Business, Vertical, Business Value.

Answer: D

Question 6

Which connection would be used to describe ads that a smartphone sends as a person walks around a retail store?

Options:

- A. machine-to-machine
- B. business-to-consumer
- C. machine-to-person
- D. sensor-to-device

Answer: C

Question 7

Which options are three examples of Critical Success Factors? (Choose three.)

Options:

- A. Increasing manufacturing efficiency at a rate above increases in supplies
- B. Attracting and retaining more highly qualified staff versus competitors
- C. Providing a holistic perspective to the core business drivers and business outcomes
- D. Matching customer retention rate to customer retention objective
- E. Selling a greater share of profitable products to our customers

Answer: A, B, E

Question 8

Which two dimensions are used in the stakeholder power grid? (Choose two.)

Options:

- A. Influence/Authority
- B. Power/Influence
- C. Interest/Empathy
- D. Interest/Support
- E. Consensus/Support

Answer: B, D

Question 9

According to Cisco and related to customers, which is the one and only outstanding reason and justification for business outcome-based sales approach?

Options:

- A. Executives are interested in satisfying customers' needs and requirements.
- B. Managers and supervisors are committed to close the quality of service gap.
- C. Stakeholders are interested in being considered when developing and accessing business outcomes.
- D. Customers are interested in solutions and services that result in measurable outcomes.

Answer: D

Question 10

Which are the four types of requirements for aligning outcomes to business needs?

Options:

- A. Business, Functional, Strategic, Tactical
- B. Strategic, Tactical, Operational, Procedural
- C. Functional, Operational, Administrative, Strategic
- D. Business, Technical, Functional, Transitional

Answer: D

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