



700-039^{Q&As}

Advanced Collaboration Architecture Sales Engineer

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**QUESTION 1**

Which two options represent the critical concerns of a desktop application manager regarding Cisco Collaboration Architecture? (Choose two.)

- A. Implementing instant messaging can become a security threat. How secure is your Collaboration application?
- B. I'm concerned about integration into our existing application infrastructure
- C. Can your Collaboration application self-diagnose problems?
- D. I'm concerned about the reporting capabilities of your desktop collaboration application
- E. Collaboration sounds sophisticated, but how does this support our sales force?

Correct Answer: AB

QUESTION 2

You are discussing unified communications applications with a customer. The same customer has also been approached by ShoreTel. The customer feels that the ShoreTel solution lacks complexity and is easy to use.

Which response is best in this situation?

- A. Cisco provides a converged architecture that is simple and easy to use.
- B. Cisco provides a complete solution and superior applications, therefore the complexity increases.
- C. The Cisco solution is complex, but Cisco has certified partners to provide practical advice and hands-on expertise.
- D. Cisco continuously enhances interfaces to simplify system administration and provide ease-of-use.

Correct Answer: D

QUESTION 3

Which two options are typically included in a Cisco Collaboration Architecture services proposal? (Choose two.)

- A. Competitive assessment
- B. Collaboration dashboard services
- C. End-user documentation services
- D. Compliance strategy consulting services
- E. Medianet-readiness assessment services

Correct Answer: AE



QUESTION 4

Which three statements are reasons why customers consider Cisco as their collaboration solutions partner? (Choose three.)

- A. The Cisco collaboration portfolio is built on open standards and stands for collaboration interoperability.
- B. The Cisco collaboration portfolio is exclusive to software rather than hardware solutions.
- C. The Cisco collaboration portfolio is creatively designed with a single solution model that fits all customer choices.
- D. Cisco has the most comprehensive collaboration portfolio and flexible delivery model offerings in the market.
- E. Cisco is the market leader with the best-in-class telephony, conferencing, and video solutions.
- F. The Cisco comprehensive and flexible collaboration portfolio is lowest-priced option when compared to competitors

Correct Answer: ADE

QUESTION 5

Which of the following is a main business requirement in the financial services industry?

- A. Reduce time to market for new innovative financial products
- B. Integration of financial trading applications at the desktop
- C. Customer retention
- D. High-performance trading
- E. Lower IT expenses through virtualization

Correct Answer: D

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