



810-420^{Q&As}

Understanding Cisco Business Value Analysis Fundamentals

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QUESTION 1

Which two options are sources for business capability models? (Choose two.)

- A. Services the company offers, which produce the highest customer satisfaction
- B. Benchmarks of similar companies.
- C. The Business Model Canvas
- D. Financial data for the company's largest region

Correct Answer: AB

QUESTION 2

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

QUESTION 3

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

QUESTION 4

Please select the true about 'target state capabilities'?

- A. Design a communications plan
- B. Indicate the company's current unique advantages vs. competitors



- C. Represent things the customer needs to do, as part of a new business design
- D. Indicate a maintenance window for upgrading hardware

Correct Answer: C

QUESTION 5

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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