



810-420^{Q&As}

Understanding Cisco Business Value Analysis Fundamentals

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QUESTION 1

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 2

What is a "to be" Business Model Canvas used for?

- A. Documenting and identifying gaps between current and required capabilities
- B. Documenting initial business needs analysis
- C. Structuring meetings with key stakeholders
- D. Identifying smart solutions to meet your customer's business needs

Correct Answer: A

QUESTION 3

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 4

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 5

When reviewing public financial information published by the company, what data will you find?

- A. Year-to-year changes in revenue by Geography
- B. Number of customer service reps
- C. Company analysis on acquisition alternatives
- D. List of their customers

Correct Answer: A

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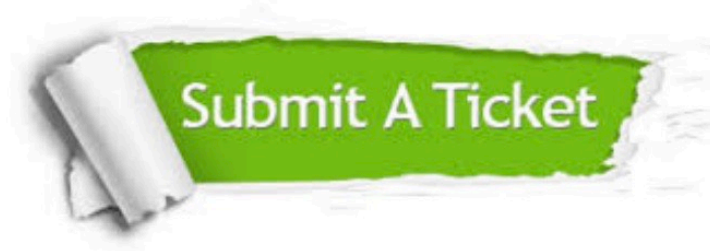
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