



810-420^{Q&As}

Understanding Cisco Business Value Analysis Fundamentals

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QUESTION 1

Which of the following enables you to get a high level view of your customer's business?

- A. Stakeholder Analysis Worksheet
- B. Customer Conversation Framework
- C. Strategic Question Asking Framework
- D. Business Model Canvas

Correct Answer: D

QUESTION 2

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

QUESTION 3

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 4

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 5

Which two options are elements in your business case? (Choose two.)

- A. Smart Solution recommendations
- B. Business impact: financial and non-financial
- C. Implementation roadmap
- D. Technical specifications
- E. Rejected solutions

Correct Answer: AB

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