

810-420^{Q&As}

Understanding Cisco Business Value Analysis Fundamentals

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QUESTION 1

Which is a customer benefit from a Cisco solution?

- A. The solution raises the customer\\'s flexibility in launching new products
- B. It allows the IT department to defer creation of a backup plan
- C. The hardware displaces a competitor\\'s footprint, allowing an AM to get a bonus
- D. The customer agrees to be a Cisco and channel partner reference

Correct Answer: A

QUESTION 2

Which option represents a customer pain point?

- A. Salesperson attrition is higher than competitors
- B. The customer\\'s top accounts plan higher budgets next year
- C. A competitor to Cisco has a strong relationship with the CEO
- D. The company has upcoming contract negotiations with a labor union

Correct Answer: A

QUESTION 3

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 4

Which two steps of the Customer Conversation Framework bridge the gap between the business and technology parts of the conversation? (Choose two.)

A. Smart Solutions



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- B. Architecture Functionality
- C. Management and Support
- D. End User Adoption cost
- E. Migration roadmap and backup plan

Correct Answer: AB

QUESTION 5

Which tool should you use to document the findings of your CxO interviews?

- A. Stakeholder Analysis Worksheet
- B. Business Consulting Value Statement
- C. Customer Conversation Framework
- D. Business Capability Model

Correct Answer: A

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