



# 840-423<sup>Q&As</sup>

Executing Cisco Advanced Business Value Analysis and Design Techniques

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### QUESTION 1

Which option describes what a five forces model shows?

- A. industry players: suppliers, complementers, customers, and competitors
- B. a list of industry trends and drivers for total market growth
- C. the top three competitive advantages owned by each of the major suppliers
- D. an analysis of customer priorities for technology purchase decisions

Correct Answer: A

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### QUESTION 2

Which action is the recommended way to describe business unit benefits from upgrading a customer's 2- year old network?

- A. Highlight the improved response time and service level possible.
- B. Relate the increase in reliability and performance to the impact on business activities that are supported by the network.
- C. Describe how the capacity upgrade allows the customer to reduce support headcount within the IT organization.
- D. Focus on the unique aspects of Cisco advanced technology, as compared with the customer's current network.

Correct Answer: B

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### QUESTION 3

Which statement describes why it is important to separate major from minor problems in getting expected benefits?

- A. Major problems are always harder to fix.
- B. Minor problems usually affect more people.
- C. This information is used for system status reporting.
- D. An accurate breakdown allows for putting resource on items with high impact.

Correct Answer: D

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### QUESTION 4

Which statement about customer value chain analysis is true?

- A. It shows the specific cost that is associated with each process step.



- B. It depicts the major communications activities that are executed by senior execs.
- C. It shows relationships between key pieces of the customer's operating model.
- D. It shows the dependencies to realize benefits from a new IT infrastructure effort.

Correct Answer: C

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#### QUESTION 5

You are working on a project to install a new RFID system for a logistics company. Which obstacle to realizing benefits should you expect?

- A. A network upgrade is in the planning stage.
- B. Users are in transition from three old systems and technologies where measurements from old to new processes are unreliable.
- C. The solution requirements do not include analytics, so measuring results is out of scope.
- D. The RFID chip and sensor technology is old and an upgrade is planned for next year.

Correct Answer: B

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