



840-425^{Q&As}

Executing Cisco Advanced Business Value Analysis and Design Techniques

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QUESTION 1

Why is it important for a Business Value Specialist to identify customer goals?

- A. To define SMART objectives.
- B. To establish an action plan.
- C. To define times and responsibilities.
- D. To analyze risks and a mitigation plan.

Correct Answer: A

QUESTION 2

Which three benefits will the customer see when the partner creates a roadmap that aligns IT initiatives to their business? (Choose three.)

- A. Elevate the relevance of the IT department.
- B. Clear view of IT investments.
- C. Better alignment between business standard roadmap and IT.
- D. Revenue growth.
- E. Technology adoption.

Correct Answer: ABC

QUESTION 3

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

QUESTION 4



Which three options are the main areas where customers will see the benefits for their investment? (Choose three.)

- A. Demand
- B. Payroll
- C. Operations
- D. Supply
- E. Business

Correct Answer: ADE

QUESTION 5

What is the purpose of the Solution Business Impact Index?

- A. It is a number that identifies how sooner in the implementation roadmap should the benefits appear.
- B. It is a matrix that lists the solutions and business priorities of the customer, and ranks the solutions according to the impact they generate.
- C. It is a chart to display the importance of Cisco technologies.
- D. It is an alternative to the business outcome-based sales approach.

Correct Answer: B

QUESTION 6

Why is it important for the customer to communicate the plan to deploy an IT solution to his or her organization?

- A. So that the CEO approves the deployment.
- B. So that the Cisco Partner can claim the Software Activation promotion credits.
- C. Because communicating gives the IT organization more relevancy.
- D. Because communicating provides the organization with a vision of the benefits and an expectation to realize the results.

Correct Answer: D

QUESTION 7

Which option can assist with determining technology requirements arising from a customer initiative to implement a business process improvement?



- A. Create a Use Case diagram to model the improved business process and from this determine what technology is required.
- B. Use the Business Motivation Model to analyze business and technology requirements for a given initiative.
- C. Undertake an Ishikawa Analysis to determine root causes and determine how technology can resolve these issues.
- D. Perform a gap analysis between "as-is" and "to-be" states to determine what technology will be required.

Correct Answer: D

QUESTION 8

In which phase of the Cisco Integrated Sales Process must the ROI be presented?

- A. Prospect
- B. Qualification
- C. Proposal
- D. Agreement
- E. Closing

Correct Answer: C

QUESTION 9

Which statement about why stakeholder analysis for a large initiative can be challenging is true?

- A. A higher level of politics and uncertainty typically exists with larger initiatives.
- B. The IT department most likely has a higher level of influence as compared to other projects.
- C. The stakeholder analysis 2x2 framework -- interest vs. power -- only works for small scope projects.
- D. It is necessary to assess 90% or more of the stakeholders for an effort.

Correct Answer: A

QUESTION 10

Which statement explains why a requirement is different than a viewpoint?

- A. Requirements are subjective and viewpoints are fact.
- B. Requirements must come from one person.



- C. Requirements state needs and viewpoints are thoughts.
- D. Requirements come from users and viewpoints come from executives.

Correct Answer: C

QUESTION 11

What is true regarding the drivers for product, solution and outcome-based sales?

- A. In product sales, the driver is about the product; in solution sales, the driver is about the value of the outcomes, and in outcome-based sales, the driver is the customer pain points.
- B. In product sales, the driver is about the customer pain points; in solution sales, the driver is about the value of the outcomes, and in outcome-based sales, the driver is about the product.
- C. In product sales, the driver is about the customer pain points; in solution sales, the driver is about the product, and in outcome-based sales, the driver is about the value of the outcomes.
- D. In product sales, the driver is about the product; in solution sales, the driver is the customer pain points, and in outcome-based sales, the driver is about the value of the outcomes.

Correct Answer: D

QUESTION 12

What tool can be used to determine the LoBs that add value to the customer's business?

- A. Porter's House of Value.
- B. Stakeholder Power Grid.
- C. PEST analysis.
- D. Business Capability Model.

Correct Answer: A

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