



810-420^{Q&As}

Understanding Cisco Business Value Analysis Fundamentals

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QUESTION 1

Why should the solution be presented in business terms?

- A. This is the most powerful way to associate technology with customer strategic goals
- B. Cisco and its partners need to show industry best practice, in order to win new deals
- C. Solution value should be related to needs of developed and emerging market customers
- D. Relating solution benefits in business terms helps the CIO gain more in staffing to maintain current systems

Correct Answer: A

QUESTION 2

When doing a project for a private company, which would be appropriate to ask a Partner SME?

- A. What is the market share of customer?
- B. How would you describe the customer's culture?
- C. What is the company's last year net income?
- D. What features will the company release in the main product next version?

Correct Answer: B

QUESTION 3

What does a plan for meeting with the CxO allow you to do?

- A. Help the customer realize that they have business needs that can be addressed
- B. Provide solutions to business needs
- C. Find out about key vertical trends
- D. Find out how macroeconomic forces are shaping the customer's business

Correct Answer: A

QUESTION 4

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

QUESTION 5

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

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