



810-420^{Q&As}

Understanding Cisco Business Value Analysis Fundamentals

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QUESTION 1

Why is it important to identify customer expectations of a solution provider?

- A. This insight is useful for planning a sales approach
- B. To identify which decision makers have the largest budget
- C. This helps to identify how a Cisco solution meets the company's IT standards
- D. This information usually describes the IT and C-suite relationship

Correct Answer: A

QUESTION 2

How should a team use findings from discovery meetings?

- A. Identify and develop a point of view on a customer's needs
- B. As input for a report on the skill level of IT staff
- C. To inform the CIO about concerns his staff has with new overtime policies
- D. To establish sales goals for the account team

Correct Answer: A

QUESTION 3

Which two statements are true? (Choose two.)

- A. Customers expect a proposal to include solution elements from Cisco and/or partners
- B. Channel partners may propose a solution that has products from Cisco and other vendors
- C. Cisco should be the prime contractor where possible
- D. Cisco and its partners should propose the latest features, to keep the customer ahead of needs

Correct Answer: AB

QUESTION 4

What is the definition of "Cost Structure" in the Business Model Canvas?

- A. Cost of performing all business activities
- B. Cost of performing IT activities



- C. Cost of performing HR activities
- D. Cost of performing purchasing activities

Correct Answer: A

QUESTION 5

A Business Motivation Model helps to describe which aspect?

- A. Company aspirations and tactics to achieve them
- B. Revenue goals by company sales territory
- C. Criteria for the IT Director to be promoted
- D. Decision criteria for the company to issue a sole-source contract

Correct Answer: A

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