

## 810-440<sup>Q&As</sup>

Adopting The Cisco Business Architecture Approach (DTBAA)

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**QUESTION 1**

Which description of the business roadmap is true?

- A. Provide a detailed technology roadmap that aligns to business outcomes.
- B. Establish a plan that enables the business to transform from its current business state to its target business state.
- C. Provide a technical roadmap to the customer.
- D. Enables you to sell an access layer refresh.

Correct Answer: B

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**QUESTION 2**

Which four options are components of the Seven Elements framework? (Choose four.)

- A. Commitment
- B. Relationship and Distribution
- C. Relationship and Communications
- D. Best Alternative
- E. Interests, Agenda and Normative
- F. Interests, Options and Legitimacy
- G. Alternatives, Opportunities and Legitimacy

Correct Answer: ACDF

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**QUESTION 3**

Which resource can a sales person incorporate into the business outcome story?

- A. Include a detailed business strategic plan
- B. Describe the project definition.
- C. Explain technology innovations.
- D. Identify the customers\' care-about.

Correct Answer: A

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**QUESTION 4**

Which description of the channel building block in the business model canvas is true?

- A. key activities that support the value proposition
- B. value that the business delivers to its customers
- C. how the business reaches its customers
- D. for whom is the business creating value

Correct Answer: C

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## QUESTION 5

Which option is one of the ways customers expect to gain access to a capability while paying for it?

- A. improve operations
- B. encourage consumption
- C. acquire technology
- D. access new cloud services

Correct Answer: B

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