

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

Adopting The Cisco Business Architecture Approach (DTBAA)

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## QUESTION 1

Drag the two strongest factors to improve business outcomes for a retail industry customer from the left to the right.

Select and Place:

Lower operating costs	Business Factor
Change on software contract terms	Business Factor
Higher customer satisfaction and larger order value	
Larger vendor penalties for repeated miss of service level commitments	

Correct Answer:

	Lower operating costs
Change on software contract terms	Higher customer satisfaction and larger order value
Larger vendor penalties for repeated miss of service level commitments	

## QUESTION 2

Which two options are reasons why effective communications is key to success? (Choose two.)

- A. It allows effective interaction between stakeholders.
- B. Can help mitigate the intrinsic risks within negotiation.
- C. It allows other strengths to create maximum impact.
- D. Can help lessen the impact of business weakness.

Correct Answer: AD

## QUESTION 3

Which option is the main benefit of the Internet of Everything?

- A. makes better use of legacy investments
- B. brings improvements to businesses and people
- C. discrete focus on top industries health and finance
- D. compensates for errors in business process design

Correct Answer: B

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## QUESTION 4

Which role has direct responsibility for the customer relationship?

- A. Account Manager
- B. Technical Solutions Architect
- C. Business Architect
- D. Systems Engineer

Correct Answer: A

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## QUESTION 5

Which option is a difference in the set of questions that Cisco's approach to outcomes-based sales uses in helping organizations to move from product to outcome-based sales?

- A. The product approach answers the question of what product is needed, while the outcomes approach answers what capabilities are needed to achieve the solutions.
- B. The product approach answers the question of how progress is displayed and correctly communicated, while the outcomes approach answers what the business objectives services must be included in each solution.
- C. The product approach answers the question of what product is needed, while the outcomes approach answers what the business objectives and desired outcomes are.
- D. The product approach answers the question of what capabilities are needed to deliver product and services, while the outcomes approach gives an answer to what the business rules and capabilities are.

Correct Answer: C

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