810-440 $^{Q\&As}$

Adopting The Cisco Business Architecture Approach (DTBAA)

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QUESTION 1

Which five distinct stages for engaging and managing customer relationships comprise the customer relationship lifecycle?

A. discover, acquisition, develop, test, loyalty

B. reach, acquisition, deploy, retention, loyalty

C. discover, empathy, develop, retention, loyalty

D. reach, acquisition, develop, retention, loyalty

Correct Answer: D

QUESTION 2

Which statement is true regarding technical requirements?

A. They establish the technical features that the customer value proposition must include.

B. They establish the technical strategy customer needs to follow to double the business size.

C. They establish what the business needs to do in order to reduce time to market.

D. They establish the business strategy that the customer must follow to accelerate their go to market.

Correct Answer: A

QUESTION 3

Which purpose of the Cisco Business Architecture maturity levels is true?

A. It is used to determine the customer financial maturity for investment.

B. It is used to determine Cisco readiness against the competition.

C. It is used to determine customer readiness for engagement.

D. It is used to determine the technology adoption in a customer environment.

Correct Answer: D

QUESTION 4

When asked about IT skills gaps, where does "Speak business language" fall in a list of concerns?

A. "Speak business language" would be helpful to improve, but not among the most critical gaps.

B. The ranking varies depending on the industry and whether the business person is new in their job.

C. "Speak business language" is consistently mentioned as a top concern for IT professionals.

D. "Speak business language" is a very low priority but moving higher because business people need to learn the terms for technologies like cloud.

Correct Answer: C

QUESTION 5

What is one benefit of using Porter\\'s Value Chain?

A. To establish a framework for increasing revenue in the customer business and under project management control.

B. To define the way the customer business affects the value to their solutions and services.

C. To explain the competitive advantage of the customer business by comparing certain factors available to them.

D. To help understand how different facets of the customer business affect their value proposition.

Correct Answer: D

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