



# 840-423<sup>Q&As</sup>

Executing Cisco Advanced Business Value Analysis and Design Techniques

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#### QUESTION 1

Which action is the recommended way to establish trusted-advisor credibility with a senior business executive?

- A. Ask open-ended questions about the organization's priorities and goals.
- B. Ask questions about the IT organization's track record for problem resolution.
- C. Provide an overview of your sales team's reporting structure and metrics.
- D. Ask detailed questions about the process to acquire cloud computing solutions.

Correct Answer: A

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#### QUESTION 2

Which statement about PEST analysis is true?

- A. Political aspects can be identified easily through surveys.
- B. Economic and social implications are relevant only with the public sector.
- C. A PEST analysis allows you to take an independent, outside-in view of factors that impact the customer's situation.
- D. A PEST analysis often can be related directly to specific findings from the operating process analysis.

Correct Answer: C

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#### QUESTION 3

Which options describes a main objective for identifying Cisco Architectures and Smart Solutions early in the sales process?

- A. to give the account team the most elapsed time for closing a sale with the customer
- B. to influence the customer's requirements so that they fit the Cisco solutions portfolio
- C. to provide a baseline for the solutions design activities, and to leverage proven offerings in the Cisco portfolio
- D. to keep the opportunity more focused on standard solutions vs. needing to design out custom or account-specific capabilities

Correct Answer: C

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#### QUESTION 4

Which option represents a business constraint for a video solution?

- A. The customer does not have enough capacity to deliver video at an acceptable performance level.



- B. Users for the solution are not yet executing new processes for which video is a core capability to improve business results.
- C. The steering committee has not yet seen a demo of the video solution.
- D. Two of the customer's lead architects disagree on the approach for network management.

Correct Answer: B

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#### QUESTION 5

Which action should you take when you analyze financial and non-financial factors for a business case?

- A. Remain objective, using facts where possible and assumptions where needed.
- B. Use assumptions for financial items more heavily, but leave nonfinancial items more general.
- C. Ask the customer business executive to sign off on nonfinancial factors because the IT department typically has limited impact on them.
- D. Limit communications to only a few nonfinancial factors because they are of little impact on a decision.

Correct Answer: A

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