

700-037^{Q&As}

Advanced Collaboration Architecture Sales Specialist

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QUESTION 1

Which statement about Cisco WebEx Meeting Center is true?

- A. It is powered by Jabber XMPP and can be used for one-on-one or group chat and file transfers
- B. It is an award-winning flagship product that simulates a traditional live meeting in an online environment
- C. It displays life-size, remarkably clear video images, which provide a "face-to-face" meeting with remote customers, suppliers, and partners.
- D. It is fully scalable, is delivered entirely over the public Internet, and is optimized for security, performance, and reliability.

Correct Answer: B

Reference: https://communities.cisco.com/servlet/JiveServlet/previewBody/24463-102-1-40812/WebEx_Meeting_Center_Overview.ppt

QUESTION 2

Which two options represent the critical concerns of a desktop application manager regarding Cisco Collaboration Architecture? (Choose two.)

- A. Implementing instant messaging can become a security threat How secure is your Collaboration application?
- B. I'm concerned about integration into our existing application infrastructure.
- C. Can your Collaboration application self-diagnose problems?
- D. I'm concerned about the reporting capabilities of your desktop collaboration application.
- E. Collaboration sounds sophisticated, but how does this support our sales force?

Correct Answer: AB

QUESTION 3

Which feature in Cisco WebEx is the most important differentiator compared to other vendors in the collaboration technology?

- A. Cisco WebEx is always installed on-premises.
- B. With an account, everyone can join Cisco WebEx meetings
- C. Web conferencing service is delivered over a proprietary network, which is optimized for security, performance, and reliability.
- D. Cisco WebEx could be installed or collocated with Cisco Unified Communications Manager

Correct Answer: C

QUESTION 4

Which statement describes the Cisco strategy for Cisco Telepresence\?

- A. Cisco Telepresence is a pure, high-end videoconferencing solution
- B. Cisco Telepresence is personal, multipurpose, and immersive.
- C. Cisco Telepresence is low-cost video for everyone, everywhere.
- D. Cisco Telepresence is personal, single-purpose, and immersive.

Correct Answer: B

QUESTION 5

Which three options are ways to strengthen an existing relationship with the customer? (Choose three.)

- A. Posing solution questions to help the customer envision improvements
- B. Asking issue questions and inquiring why these issues are important
- C. Leveraging existing relationships
- D. Asking provocative questions and making statements
- E. Determining the type of questions and the manner and sequence of asking them
- F. Aggressively pursuing additional contact

Correct Answer: ABE

QUESTION 6

Which two customer statements present business ROI? (Choose two)

- A. Cisco Collaboration helps us to increase the productivity of our sales force and to gain new revenue streams through new customers
- B. Cisco Telepresence can integrate with our existing video infrastructure
- C. With Cisco Collaboration, we will engage quicker with third-party suppliers and will shorten go- to-market time for innovative products globally
- D. With Cisco Collaboration, we can deploy Extension Mobility, which will allow employees to "touchdown" at any workspace
- E. A Cisco Collaboration Architecture will improve our company\'s morale

Correct Answer: AC

QUESTION 7

Which statement is an important selling point for Cisco against Avaya?

- A. Cisco is well respected and is the proven leader in collaboration.
- B. Cisco supports deskless workers
- C. Cisco can offer a complete end-to-end solution
- D. Cisco has acquired more than 100 innovative companies.

Correct Answer: C

QUESTION 8

Which three statements describe Cisco Enterprise License Manager? (Choose three.)

- A. It is centralized and free, and it manages licenses across multiple clusters through license management, reporting, and compliance systems.
- B. It is an enterprise-wide management tool for all Cisco Collaboration licenses
- C. It is available in Professional, Standard, and Entry Editions
- D. It includes soft clients, applications server software, and licensing on a per-user basis
- E. It enables customers to see whether they require additional licenses and how the purchased licenses are utilized.

Correct Answer: ABE

QUESTION 9

Which two of the following are concerns that an operations manager may have in making a decision on Cisco Collaboration? (Choose two.)

- A. Fast adoption of organizational changes
- B. How to engage with external suppliers quickly
- C. Reliability of the company infrastructure
- D. Go-to-market time of new products or services
- E. Changing customer demands

Correct Answer: AC

QUESTION 10

Which three statements about Cisco VCS are true? (Choose three.)

- A. It is available as a standalone appliance, but not as an application for virtual environments
- B. It offers interoperability with third-party unified communications. IP telephony networks, and VoIP and video systems.
- C. It simplifies session management and control of Cisco Telepresence conferences
- D. It facilitates business-to-business Cisco Telepresence and video communications as long as it is within firewall limits.
- E. It works with Cisco Unified Communications and VoIP solutions to provide an optimal user experience, regardless of location or device.
- F. It can be deployed as Cisco Telepresence Video Communication Server control for internal and external communication

Correct Answer: BCD

Reference: <http://www.cisco.com/en/US/products/ps11337/>

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