

810-440^{Q&As}

Adopting The Cisco Business Architecture Approach (DTBAA)

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QUESTION 1

What are the most reliable sources for enablement at Cisco besides playbooks?

- A. Wikipedia and Google
- B. PartnerCentral and Salesconnect
- C. Industry articles and blogs
- D. Research and trends reports

Correct Answer: B

QUESTION 2

Stakeholder audiences cover a range of customers, sales professionals, and others. Which three key position groups make up important stakeholders? (Choose three.)

- A. Executives
- B. Influencers
- C. Employees
- D. Decision makers
- E. Suppliers

Correct Answer: ACE

QUESTION 3

Drag and drop the type of sale model on the left to the business driver on the right.

Select and Place:

Solution selling	Value
Solution selling	Pain points
Outcomes selling	Needs
Outcomes selling	Priorities

Correct Answer:

	Outcomes selling
	Solution selling
	Solution selling
	Outcomes selling

QUESTION 4

Which list comprises business capability components?

- A. people, process, solutions
- B. technology, people, outcomes
- C. process, technology, solutions
- D. people, process, technology

Correct Answer: D

QUESTION 5

How does a performance measurement help the customer business?

- A. Provides feedback on progress towards settled goals.
- B. Compliance of certain industries regulations.
- C. Help companies monitor its past state.
- D. To reward and to discipline employees.

Correct Answer: A

QUESTION 6

Cisco solutions and services are related to every kind of outcomes. What approach is frequently used to achieve business outcomes?

- A. Using Next Generation IT to increase service quality. Also, reducing risk, complexity and costs
- B. Refining, enriching or developing and enabling new business processes, new markets, and customer interactions
- C. Taking advantage of new technology to increase business relevance
- D. Improving agility and ability to create or deploy high quality, differentiated, innovative services for end users

Correct Answer: B

QUESTION 7

When selling business outcomes, which two key factors must be considered in relation to the achievement of the outcomes? (Choose two.)

- A. metrics and measurement
- B. project management milestones
- C. specific timeframe and milestones
- D. communication procedures

Correct Answer: AC

QUESTION 8

Which statement is true?

- A. Cloud services provide opportunities to reduce the cost of maintaining outdated technology.
- B. Cloud services are required by all companies who want to be competitive.
- C. Cloud services cost more in the long run.
- D. Cloud services take more resources to implement.

Correct Answer: A

QUESTION 9

Which option is a benefit of Cisco enablement resources?

- A. the ability to create personalized "briefcases" of content
- B. a single place to find business proposals and instructor-led training
- C. access to kits of bundled content, including IOS images and more
- D. it enhances the selling process for seller and the customer

Correct Answer: D

QUESTION 10

During a business solutions engagement, which item is nonessential for the Systems Engineers and Sales leadership to be aware of?

- A. maturity levels discussed during the business solution engagement
- B. ability to support the business solution engagement
- C. tools used during the business solution engagement
- D. engagement type reviewed during the business solution engagement

Correct Answer: A

QUESTION 11

Which option lists the top four technology trends that affect all enterprise business decisions?

- A. security, big data, mobile, Internet
- B. mobility, social, data, security
- C. social, mobility, analytics, cloud
- D. cloud, security, BYOD, big data

Correct Answer: C

QUESTION 12

RACI model aids can be used to understand specific aspects of stakeholders' involvement in businesses. What does RACI stand for?

- A. Responsible, Accountable, Consulted, Informed
- B. Reconciler, Accountable, Consulted, Independent
- C. Responsible, Assertive, Consulted, Informed
- D. Reconciler, Assertive, Consulted, Informed
- E. Responsible, Accountable, Consulted, Influenced

Correct Answer: A

QUESTION 13

Which one of the following solutions enable business outcomes in the financial industry?

- A. Multilayer Switching
- B. Remote Expert
- C. Plant Floor Control Network
- D. Internet of Everything
- E. Medianet

Correct Answer: B

QUESTION 14

Which element is recommended to align solutions and services to the customer business?

- A. key performance indicator
- B. total cost of ownership
- C. goals and objectives
- D. critical success factor

Correct Answer: D

QUESTION 15

You are an account manager and your customer asks whether Cisco can become a strategic partner to assist solving the business problems your customer is facing. Which two descriptions best describes the value of the Cisco Business Architecture Methodology? (Choose two.)

- A. clearly illustrates product outcomes via a technology roadmap aligned to high-level business outcomes
- B. ensures that business capabilities and solutions are aligned with business priorities and long-term strategy
- C. captures and realizes value from defined business outcomes
- D. ensures that product outcomes are aligned to business drivers
- E. ensures that business capabilities are identified in product briefing sessions, clearly highlighting the outcomes the product benefits deliver

Correct Answer: BC

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