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Vendor:Cisco

Exam Code:810-420

Exam Name:Understanding Cisco Business Value
Analysis Fundamentals

Version:Demo

QUESTION 1

Which is true about 'target state capabilities'?

- A. They represent things the customer needs to do, as part of a new business design
- B. They indicate a maintenance window for upgrading hardware
- C. They can be used to design a communications plan
- D. They indicate the company's current unique advantages vs. competitors

Correct Answer: A

QUESTION 2

What does a plan for meeting with the CxO allow you to do?

- A. Help the customer realize that they have business needs that can be addressed
- B. Provide solutions to business needs
- C. Find out about key vertical trends
- D. Find out how macroeconomic forces are shaping the customer's business

Correct Answer: A

QUESTION 3

Which represents a dependency?

- A. Network bandwidth must be improved to achieve acceptable video performance
- B. Cisco can increase margin by using lower-cost resource
- C. A pilot must be complete in order to create an estimate of full-rollout funding needs
- D. Design work on network performance and security policies can occur at the same time

Correct Answer: A

QUESTION 4

Which of the following enables you to get a high level view of your customer's business?

- A. Stakeholder Analysis Worksheet
- B. Customer Conversation Framework

C. Strategic Question Asking Framework

D. Business Model Canvas

Correct Answer: D

QUESTION 5

A Business Motivation Model helps to describe which aspect?

A. Company aspirations and tactics to achieve them

B. Revenue goals by company sales territory

C. Criteria for the IT Director to be promoted

D. Decision criteria for the company to issue a sole-source contract

Correct Answer: A

QUESTION 6

What activity must be performed before you can build a refined Business Model Canvas?

A. Conduct interviews with strategic questioning

B. Identify which to-be process option is lowest cost

C. Conduct a design workshop with customer IT personnel

D. Process details about marketing and sales handoffs

Correct Answer: A

QUESTION 7

What is a "to be" Business Model Canvas used for?

A. Documenting and identifying gaps between current and required capabilities

B. Documenting initial business needs analysis

C. Structuring meetings with key stakeholders

D. Identifying smart solutions to meet your customer's business needs

Correct Answer: A

QUESTION 8

Which is a factor used to identify relevant senior executives for a project?

- A. Influence on investment decisions
- B. Job title
- C. Role in the procurement process
- D. How long they have been at the company

Correct Answer: A

QUESTION 9

Why is it important to identify customer expectations of a solution provider?

- A. This insight is useful for planning a sales approach
- B. To identify which decision makers have the largest budget
- C. This helps to identify how a Cisco solution meets the company's IT standards
- D. This information usually describes the IT and C-suite relationship

Correct Answer: A

QUESTION 10

Which option reflects the value of mapping of solutions vs. capabilities?

- A. It helps the customer understand how their needs can be met
- B. It allows for bundled pricing
- C. This is a critical input for implementation plans
- D. This insight helps IT managers prepare development plans for their staff

Correct Answer: A

QUESTION 11

How should a team use findings from discovery meetings?

- A. Identify and develop a point of view on a customer's needs
- B. As input for a report on the skill level of IT staff
- C. To inform the CIO about concerns his staff has with new overtime policies
- D. To establish sales goals for the account team

Correct Answer: A

QUESTION 12

Which is a customer benefit from a Cisco solution?

- A. The solution raises the customer's flexibility in launching new products
- B. It allows the IT department to defer creation of a backup plan
- C. The hardware displaces a competitor's footprint, allowing an AM to get a bonus
- D. The customer agrees to be a Cisco and channel partner reference

Correct Answer: A

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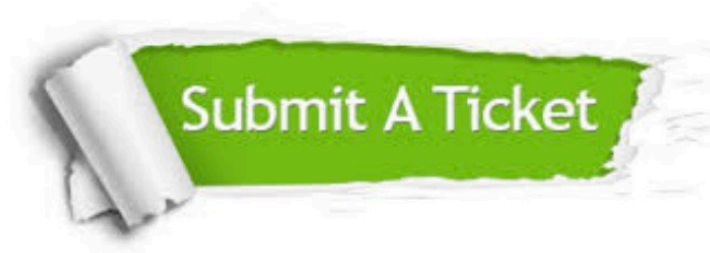
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