Cisco

Exam Questions 700-037
Advanced Collaboration Architecture Sales Specialist
1. Which option is an application in the Cisco IOS Software that provides call processing for as few as 15 and as many as 450 Cisco Unified IP Phones?

A. Cisco Unified Communications Manager Express  
B. Cisco Unified Computing System  
C. Cisco Integrated Media Engine  
D. Cisco Emergency Responder  

Answer: A  

2. Which two options apply when you have a meeting with the telecommunications manager of an organization? (Choose two.)

A. The telecommunications manager is exclusively concerned with day-to-day issues, such as reporting, security, reliability, training, and processes.  
B. The telecommunications manager's major concern is the cost of the solution.  
C. The telecommunications manager may have a long-standing relationship with a PBX competitor.  
D. The telecommunications manager could be resistant because the IT department gets authority over the new system.  
E. The telecommunications manager is concerned about how collaboration affects network management  

Answer: C,D

3. Which two statements about how PBX architectures compare to Cisco Unified Communications are true? (Choose two.)

A. A PBX offers increased security.  
B. Cisco Unified Communications decreases costs of MACs.  
C. Cisco Unified Communications provides historical reporting, unlike traditional PBXs.  
D. Cisco Unified Communications offers advanced, integrated applications such as presence and integrated video.  
E. A PBX architecture offers advanced, integrated applications such as presence and integrated video.  

Answer: B,D

4. The Finance manager of an organization is concerned about switching their existing PBX to IP. Which response describes the value of the Collaboration Architecture?

A. Our solutions create a satisfied workforce, which results in higher productivity.  
B. Our competitors are sticking to PBX solution and are losing market share. Collaboration is a risk-free approach.  
C. Collaboration Architecture is much more than just IP telephony. A fully-deployed solution optimizes business processes and enhances customer satisfaction.  
D. Cisco and Cisco Partners have vast experience in smooth migration scenarios. Deployment has no risks.  

Answer: C

5. Cisco Collaboration is expensive. This is a very common FUD statement. Which two are proven ways of handling this statement? (Choose two)

A. Cisco is trusted for delivering quality and reliable world class solutions, support, and services, hence its collaboration solution is expensive.  
B. Cisco is a proven vendor and its collaboration portfolio is very competitively priced when compared to similar vendors in the market.  
C. Cisco collaboration might demand higher CAPEX but it is worthwhile since OPEX will be reduced significantly during the life cycle.  
D. Cisco's end-to-end solution saves money through centralized management and enhanced scalability and flexibility.  
E. Cisco has the most comprehensive collaboration portfolio and flexible delivery model offerings in the market at the most affordable price.  

Answer: B,C

6. Which two collaboration strategies address today's business challenges? (Choose two.)

A. Improve routine task automation with dedicated tools and systems.  
B. Establish a trust relationship and maintain customer intimacy at a distance.  
C. Ensure an effective environment to store an increasing amount of input information.  
D. Ensure the security of voicemail messages.  

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E. Manage and support the blurring border between the work and personal worlds

Answer: A,E

7. Which two options are advantages of a Collaboration Architecture that are important from the Human Resource Managers viewpoint? (Choose two.)

A. 24-hour network support
B. Advanced collaboration tools improve upon ways in which corporations can enforce employee accountability.
C. The corporation gains increased redundancy in the communications network
D. Advanced collaboration applications provide multiple communication channels through which employees can communicate with one another
E. Emergency response is improved upon, which results in a safer work environment

Answer: B,E

8. Which two reasons make the Cisco Collaboration Architecture important for the marketing manager? (Choose two.)

A. Cisco Collaboration Architecture can support the sales force to achieve higher productivity.
B. The marketing manager is interested in how the Cisco Collaboration Architecture will help provide a better corporate image.
C. The Cisco Collaboration Architecture improves the means by which a company can stay in touch with customers.
D. The Cisco Collaboration Architecture provides real-time call detail records
E. Transition to Collaboration Architecture is easier than transition to a closed, legacy system

Answer: A,C
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