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Cisco Exam Questions 810-440
Cisco Business Architecture Analyst

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NEW QUESTION 1
Which statement best describes the Cisco sales approach?

A. Understand the goals of the buyer.
B. Focus on Cisco technologies already in place.
C. Focus on fulfilling customer needs and help them generate value through stronger business outcomes.
D. Pay attention to details that the customer is sharing about their needs.

Answer: C

NEW QUESTION 2
Which option is the most effective way to use best practices or scenarios during the selling process?

A. in use cases that are relevant to the customer
B. in business cases used previously
C. in customer briefing documents
D. in customer benefits statements

Answer: A

NEW QUESTION 3
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

Answer: BC

NEW QUESTION 4
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

Answer: ACE

NEW QUESTION 5
Which three options are factors or components that must be considered when dealing with a business value proposition? (Choose three.)

A. Technological Development
B. Key Performance Indicators
C. Firm Infrastructure
D. Capital Expenditures
E. Human Resource Management
F. Operating Expenses

Answer: BDF

NEW QUESTION 6
Which framework is used to plan influential communication when seeking customer support for action?

A. business model canvas
B. principled negotiation
C. seven elements
D. stakeholder analysis matrix

Answer: C

Explanation:
Business Model Canvas is to define the customer environment, business model, and motivators for change, whereas Seven Elements Framework helps in communicating and negotiating with stakeholders.

NEW QUESTION 7
How does an open plan volume licensing model works?

A. It does not specify individual users, so any user can access the service.
B. It provides the organization with an agreed number of users.
C. The costs are directly related to usage, not quantity of users.
D. The enterprise pays as it acquires services.

Answer: D

NEW QUESTION 8
When asked about IT skills gaps, where does "Speak business language" fall in a list of concerns?

A. "Speak business language" would be helpful to improve, but not among the most critical gaps.
B. The ranking varies depending on the industry and whether the business person is new in their job.
C. "Speak business language" is consistently mentioned as a top concern for IT professionals.
D. "Speak business language" is a very low priority but moving higher because business people need to learn the terms for technologies like cloud.

Answer: C

NEW QUESTION 9
What should a sales professional use to ensure a clear understanding of the top priorities of an organization during a business outcome selling?

A. A technology gap analysis of the organization's infrastructure.
B. The list of CSFs and KPIs of the organization.
C. The analysis of the consumption model that the customer is looking to implement.
D. A study of the impact that the current state of technology has on the business.

Answer: B

NEW QUESTION 10
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.

Answer: A

NEW QUESTION 11
Which two characteristics of customer relationship management are true? (Choose two.)

A. building and maintaining rapport with relevant individuals
B. introducing technology solutions to the customer
C. increasing customer spend on technology hardware and software
D. enticing customer with deep discounts and promotions
E. moving the customer toward positive decisions about investments and initiatives

Answer: AE

NEW QUESTION 12
Which option is the main benefit of the Internet of Everything?

A. makes better use of legacy investments
B. brings improvements to businesses and people
C. discrete focus on top industries health and finance
D. compensates for errors in business process design

Answer: B

NEW QUESTION 13
Which description of the role of the account manager is true?

A. The account manager is responsible for technology selection to sell into the account.
B. The account manager leads a business-led approach selecting the right technology to sell.
C. The account manager leads the customer engagement throughout the business-led approach.
D. The account manager is directly responsible for the customer relationship.

Answer: D

NEW QUESTION 14
Which two communications or interpersonal skills are critical for an Enterprise IT Business Specialist? (Choose two.)

A. Ability to build relationships
B. Ability to explain design decisions in multiple languages
C. Ability to plan and schedule complex data migration
D. Ability to influence others
E. Ability to interpret financial statements
NEW QUESTION 15
Business architects must be skilled within Enterprise architecture. Which list of Enterprise architecture domains must business architects fully understand?

A. business, data center, collaboration, and network architecture.
B. security, data center, collaboration, and network architecture.
C. business, data, application, collaboration, and network architecture.
D. strategic, data, application, and network architecture.

Answer: D

NEW QUESTION 16
Which option has a broad-reaching effect on buying organizations?

A. technology plan
B. business unit projects
C. corporate plan
D. operating processes

Answer: C

NEW QUESTION 17
Which QUESTION NO: provides the best information to define customer success factors?

A. What are your business objectives for this project/initiative?
B. What tools are you looking for, to better measure your ROI?
C. What services do you need?
D. Which Cisco products best fit your goals?

Answer: A

NEW QUESTION 18
When shifting to business outcomes, which two of these relevant considerations and premises must be taken into account? (Choose two.)

A. Customers want to benefit from new, more flexible consumption models.
B. Technology is acquiring more importance.
C. Businesses prefer time-to-market acceleration regardless the costs of their IT solutions.
D. Business transformation dictates that CEOs and their teams become key partners.
E. Customers want solutions that address specific outcomes.

Answer: AE

NEW QUESTION 19
Which target audience category typically provides the resources for an effort?

A. secondary audience
B. key decision makers
C. watchdogs
D. project sponsors
E. gatekeepers

Answer: D

NEW QUESTION 20
Which are two characteristics of laissez-faire leadership styles? (Choose two.)

A. The leader has minimal involvement.
B. A trained and qualified team member leads efforts.
C. The leader provides rewards and incentives.
D. It involves a high level of communication.
E. It is intended for team members who require close supervision.

Answer: AB

NEW QUESTION 21
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