Exam Questions 820-424

Applying Cisco Specialized Business Value Analysis Skills
1. Which two post-sales activities can be used to identify new opportunities and capabilities to support the customer? (Choose two.)
   A. as a way to learn about new or changed customer
   B. as a forum for promoting Cisco architectures
   C. as a mechanism for validating the ROI for technology
   D. as a way to advertise current promotions and special offers
   Answer: A,C

2. Which statement is true?
   A. Customer satisfaction improvement represents a financial benefit
   B. Financial benefits can include cost reduction in the short term, plus an overall decrease in ongoing expenses
   C. Non-financial benefits should be identified by the customer’s finance representative
   D. In order to include expense savings in a business case, you should create a model to calculate the high to low range of savings
   Answer: B

3. Which three factors help with technology solution adoption? (Choose three.)
   A. Ongoing availability of and support for the previous technology
   B. Increased quality of service for customers
   C. Improved processes that generate better productivity levels
   D. Strong leadership from a senior manager with authority
   E. Education of users as to the need for change
   F. High quality end user support during the adoption phase
   Answer: D,E,F

4. Which choice is a Cisco Channel Partner ecosystem subject expert, recommended for you to use as a source of insight?
   A. The customer’s lead procurement official
   B. A government regulatory official familiar with the customer
   C. A sales rep for one of the Channel Partner’s competitors
   D. An IT architect working at a software company that markets solutions bundled with the Channel Partner’s offerings
   Answer: D

5. Which two options should be included within the Introduction section of a business case? (Choose two.)
   A. Finance Options
   B. Background
   C. Purpose of Case
   D. Stakeholder List
   Answer: B,C

6. Which of the following defines a critical success factor?
   A. A component of a project that is necessary to achieve project success
   B. A requirement set by technical decision makers for managing risk
   C. A financial value that must be returned by a project
   D. A measurement taken to identify project success
7. Which option describes the purpose of a key performance indicator?
A. Specifies a factor that determines project success
B. Specifies a measurable target that must be achieved
C. Provides a way of measuring total cost of ownership
D. Mitigates project risk
Answer: B

8. What relieves a customer’s pain points and directly enables business results?
A. An IT solution aligned to customer needs
B. Analysis of a customer’s value chain
C. Cisco Validated Designs
D. Industry best practice Business Model Canvas
Answer: A

9. When using the Business Model Canvas, which two options are motivations for creating key partnerships? (Choose two.)
A. Diversification into niche markets
B. Optimization and economy of scale
C. Versatility and innovation
D. Reduction of risk and uncertainty
Answer: B,D

10. Who are recommended as good sources to provide requirements in a customer engagement?
A. Individuals who have purchased services from the customer
B. Subject experts from the company’s strategy organization
C. Consultants who did projects for the customer organization 3 years ago
D. 3rd party staffing specialists / recruiters hired by the customer to fill positions during a busy work season
Answer: B

11. Which of the following two options are key points for strengthening a business case? (Choose two.)
A. Why Cisco solutions have been selected over alternative solutions from other vendors
B. The solution design and implementation plan
C. How much money is needed at what points in time?
D. The key technical value points the solution provides and the links to the financial investment in the business case
E. Which stakeholders have been interviewed and what are their views?
Answer: C,D

12. Which two options describe technology capability? (Choose two.)
A. It defines an activity that one or more users must perform.
B. It defines a physically implementable technology system.
C. It defines what technology can do.

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D. It contains the technology design or blueprint.
E. It is an abstract or logical view of technology.

Answer: C,E

13. Which option describes the 4 Ps that help sales teams understand what the customer needs?
A. Problem, Pattern, Path and Proof
B. Problem, People, Path and Proof
C. Problem, People, Path and Pattern
D. People, Process, Path and Proof

Answer: A

14. What is an example of a financial benefit?
A. A result that is more important to Senior Executives than mid-level managers.
B. Estimates of value for which the customer finance executive has given you written evidence of agreement.
C. The highest priority impacts available to customers from implementing an IT solution.
D. Estimates of monetary value which the customer could realize after paying for the solution costs.

Answer: D

15. Which is true regarding mapping solutions and capabilities?
A. You should prioritize those capabilities for which Cisco has the biggest competitive advantage over other IT firms.
B. You should focus your time and the customer’s attention on a few capabilities that make a strong impact.
C. You should ask the customer’s IT leader to identify which capabilities they need more details about in order to plan installation activities.
D. You should allocate your project efforts so you can promote the highest number of solution features in a recommendation to the customer.

Answer: B
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