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## SMB Specialization for Account Managers

Cisco 700-505

Version Demo

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## QUESTION NO: 1

Which two statements about Collaborative Services are true?

- A. Cisco sells the service to the partner
- B. They are sold by the partner, and are delivered by Cisco.
- C. They enable the partner to deliver their own brand of service.
- D. They are sold to the customer by Cisco.

**ANSWER: B C**

## QUESTION NO: 2

Your customer has a small business. Their infrastructure includes a single Cisco ISR, and two Cisco Catalyst 2960 switches running multiple VLANs.

Which Cisco branded service should be offered to this customer?

- A. partner support service
- B. SmartCare
- C. QSMARTnet
- D. small business support service
- E. smart business service

**ANSWER: D**

**Explanation:**

Reference: [http://www.cisco.com/cisco/web/solutions/small\\_business/services/docs/SBSupport\\_Services\\_AAG\\_Final.pdf](http://www.cisco.com/cisco/web/solutions/small_business/services/docs/SBSupport_Services_AAG_Final.pdf)

## QUESTION NO: 3

Which three switching technology components distinguish Cisco from competing products? (Choose three.)

- A. RSTP8021w
- B. Universal PoE
- C. medianet

- D. Flexible NetFlow
- E. Multiprotocol Label Switching
- F. Gigabit Ethernet

**ANSWER: B C D**

**Explanation:**



### QUESTION NO: 4

Which Cisco Catalyst model should you recommend to a customer that is considered a bargain buyer?

- A. 2960
- B. 3750
- C. 300
- D. 1900

**ANSWER: A**

**Explanation:**

# Addressing Bargain Buyers

		Product & Services to Position	Reasons to Mitigate
<b>Bargain Buyers</b>	<ul style="list-style-type: none"> <li>All-in-one price</li> <li>Low TCO, High ROI</li> <li>Included support</li> <li>Today's needs</li> </ul>	<ul style="list-style-type: none"> <li>Catalyst 2960-S</li> <li>Fallback: 100, 200, 300, 500</li> <li>Smart Foundation, SMARTnet, SPBase, Small Business Support</li> </ul>	<ul style="list-style-type: none"> <li>More for less—Cisco value</li> <li>Converged networks at affordable price</li> <li>Lowest TCO</li> <li>Simplify operations</li> </ul>
	Feature	Benefit	
<b>Enhanced LLW</b>	<ul style="list-style-type: none"> <li>Lower TCO</li> <li>Minimum downtime</li> </ul>		
<b>LAN Base Feature Set</b>	<ul style="list-style-type: none"> <li>Affordable entry point to Catalyst 3750-X and 3560-X platforms</li> <li>Entry point to Cisco-level brand</li> </ul>		
<b>FlexStack</b>	<ul style="list-style-type: none"> <li>Ease of management</li> <li>Resiliency and performance</li> </ul>		
<b>PoE</b>	<ul style="list-style-type: none"> <li>PoE on every port</li> </ul>		
<b>Smart Operations</b>	<ul style="list-style-type: none"> <li>Simplified deployment and provisioning of service</li> </ul>		

## QUESTION NO: 5

Which two customer characteristics indicate an opportunity for Cisco Meraki cloud-managed networks? (Choose two.)

- A. having networking experts on site
- B. requiring a high degree of flexibility and customization
- C. implementing data center or large campus deployments
- D. having distributed sites and lean IT staff
- E. moving applications to the cloud

**ANSWER: C D**

**Explanation:**

## Cloud Managed Wireless



- ▶ Powerful and intuitive centralized management via the cloud
- ▶ Seamlessly manages campus-wide WiFi deployments and distributed multi-site networks
- ▶ Zero-touch access point provisioning, network-wide visibility and control, cloud-based RF optimization, seamless firmware updates
- ▶ 24x7 demo at: [https://account.meraki.com/login/new\\_simulated\\_network](https://account.meraki.com/login/new_simulated_network)

### QUESTION NO: 6

Which three customer decision makers should you focus on when proposing Cisco architectural solutions? (Choose three.)

- A. project managers
- B. operations managers
- C. technical decision makers
- D. business decision makers
- E. purchasing officers
- F. individual contributors

**ANSWER: B C D**

**Explanation:**

## Decision Makers Overview

- ▶ Key groups that:
  - ▶ Set goals and expectations
  - ▶ Establish criteria for desirable solution characteristics
- ▶ Understand their concerns and responsibilities and address these in their proposals
- ▶ Three key groups:
  - ▶ Business Decision Maker (CxO)
  - ▶ Technical Decision Maker
  - ▶ Line of Business Manager



### QUESTION NO: 7

Which incentive program gives an up-front discount to partners with registered opportunities?

- A. Cisco Partner Incentive Program
- B. Value Incentive Program
- C. Solution Incentive Program
- D. Opportunity Incentive Program

### ANSWER: D

#### Explanation:

The Opportunity Incentive Program (OIP) gives an up-front discount to partners with registered opportunities, provided the opportunity closes within three or six months, depending in which theatre the opportunity closes in.

Solution Incentive Program (SIP) provides an up-front discount to partners who deliver rich application-based, pre-approved solutions to customers.

## Incentives –VIP, OIP, TIP

### ▶ VIP: Value Incentive Program

- ▶ Borderless Networks, Collaboration, Data Center, UC, Security, and Wireless
- ▶ Back-end rebate (must meet Customer Sat target)
- ▶ Combine with discounts from other programs

### ▶ OIP: Opportunity Incentive Program

- ▶ Up-front discount to partners for registered opportunities
- ▶ Opportunity must close within 3 to 6 months

### ▶ SIP: Solution Incentive Program

- ▶ Up-front discount to partner for registered opportunities
- ▶ For partners that deliver rich application based solutions
- ▶ Requires pre-approval



Reference: [http://www.cisco.com/web/partners/incentives\\_and\\_promotions/oip.html](http://www.cisco.com/web/partners/incentives_and_promotions/oip.html)

### QUESTION NO: 8

Which statement about TrustSec is true?

- A. It monitors all the devices on the network, and turns them off when they are not needed.
- B. It provides a policy-based, scalable platform that offers integrated posture, profiling, and guest services to make context-aware access control decisions.
- C. It provides secure rich-media and collaboration services to optimize real-time voice and video applications.
- D. It provides defense against denial of service attacks.

**ANSWER: B**

**Explanation:**

Reference: [http://www.cisco.com/en/US/solutions/collateral/ns170/ns896/ns1051/at\\_a\\_glance\\_c45-653057.pdf](http://www.cisco.com/en/US/solutions/collateral/ns170/ns896/ns1051/at_a_glance_c45-653057.pdf) (page 1, see Cisco TrustSec Secures borderless networks, first para, first sentence)

### QUESTION NO: 9

Which resource should you use when you need to obtain current information about incentive programs and promotions?

- A. Web search

- B. Cisco Partner Central web site
- C. 1-877-GO-CISCO
- D. Your local Cisco sales engineer

**ANSWER: B**

**Explanation:**

Reference: <http://www.cisco.com/web/partners/index.html>

**QUESTION NO: 10**

Which two statements about telephone support for Cisco Small Business Support Service are true? (Choose two.)

- A. Local business hours support is available for languages other than English.
- B. Phone support is limited to English and Spanish.
- C. 24x7 support is available in all languages.
- D. 24x7 support is available in English.
- E. Local business hours support is available for languages other than English and Spanish.
- F. 24x7 support is available in English and Spanish.

**ANSWER: A D**

**Explanation:**

Phone coverage has expanded to 24 hours daily in English (previously business hours only). Install, maintain and make changes to networks and phones during off-hours. Other languages remain local business hours.

Reference: <https://supportforums.cisco.com/community/netpro/small-business/sbsupportservice>

# Cisco Services Comparison

	Target End-Customer	Notes
<u>SMARTnet</u>	Any size business, any size network Network is mission critical Wants rapid resolution, flexibility	Fast and simple hardware replacements: 2-hour, 4-hour, NBD and Return for repair (RFR) Support from Technical Assistance Center (TAC)
Small Business Support Service	Any customer using Cisco Small Business Products (usually less than 100 employees)	24x7 English phone support, Business hours support in other languages NBD Product Replacement Support from Small Business Support Center (SBSC)
Smart Care	Suitable for all customers Wants proactive monitoring Incorporates Cisco Smart Service capabilities	Proactive monitoring Other options same as <u>SMARTnet</u>
Collaborative Professional Services	Sold and delivered by partners to midsize businesses (100 to 1000 employees) but suitable for all sizes.	Consulting services available in these categories: Assessments, Guidance, Deployment, Monitoring and Knowledge
Partner Support Service	Any size business, any size network Incorporates Cisco Smart Service capabilities	Combines Cisco's traditional support with new smart services that include installed base management, alert reporting and device diagnostics