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## Adopting The Cisco Business Architecture Approach (DTBAA)

Cisco 810-440

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## QUESTION NO: 1

Which resource can a sales person incorporate into the business outcome story?

- A. Include a detailed business strategic plan
- B. Describe the project definition.
- C. Explain technology innovations.
- D. Identify the customers' care-about.

ANSWER: A

## QUESTION NO: 2 - (DRAG DROP)

DRAG DROP

Drag and drop the financial benefits on the left to the direct and indirect spaces on the right.

Select and Place:

Reduced CAPEX & OPEX	Indirect
Faster time to market	Indirect
Lower project costs	Indirect
Improved customer satisfaction	Direct
Higher employee morale	Direct
Impact on TCO	Direct

ANSWER:

	Faster time to market
	Improved customer satisfaction
	Higher employee morale
	Reduced CAPEX & OPEX
	Lower project costs
	Impact on TCO

Explanation:

## QUESTION NO: 3 - (DRAG DROP)

DRAG DROP

Drag and drop the type of business case on the left to the business driver on the right.

Select and Place:

Financial Challenges	Conflicts in stakeholder goals
Financial Challenges	Reuction in CAPEX
Financial Opportunities	Long adoption cycle
Financial Opportunities	Maximizing efficiency

ANSWER:

	Financial Challenges
	Financial Opportunities
	Financial Challenges
	Financial Opportunities

**Explanation:**

## QUESTION NO: 4

Which statement about customer relationship management is true?

- A. Each Business Architecture engagement should follow the same process.
- B. The Cisco Account Manager should select the customer stakeholders.
- C. All business leaders are stakeholders in Business Architecture engagements.
- D. The Cisco Business Architect should customize each engagement to best fir the customer needs.

**ANSWER: D**

## QUESTION NO: 5

Which three options are customer motivators? (Choose three.)

- A. Achievable Business plan.
- B. Shared risks with the vendor.
- C. Increased services and solutions.
- D. Realizable outcomes.
- E. Simplify IT complexity.

**ANSWER: B D E**

## QUESTION NO: 6

Cisco Internet of Everything connects people, processes, things, and data. Which two of its characteristics have an impact on businesses? (Choose two.)

- A. Leveraging data into more useful information for decision-making
- B. Connecting people for measuring services' usage trends
- C. Delivering the solutions and products to the right person at the right time
- D. Having physical devices and objects connected to the Internet and to each other for intelligent decision making

**ANSWER: A D**

## QUESTION NO: 7

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: A E**

## QUESTION NO: 8

There are approximately nineteen industry verticals. Which five are relevant to Cisco? (Choose five.)

- A. Connected Learning
- B. Connected Buildings
- C. Connected Public Safety
- D. Health Care
- E. Disaster Management
- F. Connected City
- G. Connected Utilities

## H. Connected Factory

**ANSWER: C D F G H**

### QUESTION NO: 9

Which statement is true regarding technical requirements?

- A. They establish the technical features that the customer value proposition must include.
- B. They establish the technical strategy customer needs to follow to double the business size.
- C. They establish what the business needs to do in order to reduce time to market.
- D. They establish the business strategy that the customer must follow to accelerate their go to market.

**ANSWER: A**

### QUESTION NO: 10

Which option is a primary reason for using the Cisco Services Solution story with customers?

- A. to enhance the sales experience for an account manager
- B. to raise customer expectations possible outcomes from larger IT investments
- C. to help raise awareness of Cisco services relevancy, beyond break/fix support and/or deployment projects
- D. to provide a clear way to discuss services that all customers need

**ANSWER: C**

#### Explanation:

The Cisco services story is receiving a lot attention both internally and with the public. Sellers should build off of this visibility, reinforcing that Cisco has a broad services portfolio that goes beyond break/fix, and network deployment.

### QUESTION NO: 11

The customer mindset across verticals is changing as they become more aware of technology solutions and their influence on the organization. Which three options are characteristics of this customer mindset? (Choose three.)

- A. Perspective towards technology services and solutions is same across industry verticals
- B. Less loyal to a specific vendor due to technology as a commodity and availability of service solutions

- C. Expect providers to sell products and contracts
- D. Expect measurable value in terms of business outcomes
- E. Have a greater understanding of the competitive market and service and solution providers

**ANSWER: B D E**

## QUESTION NO: 12

What is the value of Cisco Business Architecture for the business architect?

- A. It creates a competitive advantage.
- B. It provides promotional opportunities.
- C. It captures additional revenue.
- D. It establishes a long-term relationship with the customer as a trusted advisor.

**ANSWER: D**

## QUESTION NO: 13

You are proposing a solution to a group that conflicts with a competing initiative of one of the group members. Which audience type does this group member belong to?

- A. sympathetic
- B. uninformed
- C. critical
- D. hostile

**ANSWER: D**

## QUESTION NO: 14

Which are two purposes of the Cisco enablement resources and Cisco Playbooks when articulating the business value to customers? (Choose two.)

- A. To help the sales force develop new marketing strategies.
- B. To provide additional information on Cisco solutions and services.

- C. To enhance the technology experience and influence the customer.
- D. To improve the proposal and provide the bill of materials to the customer.
- E. To help the sales force with the selling process.

**ANSWER: B C**

## QUESTION NO: 15

Why is it convenient to tie business outcomes and the customer value proposition?

- A. Because it accelerates the time to market of new products and solutions while maintaining a reasonable cost structure.
- B. Because this way you can establish fixed business goals and priorities and facilitate the deployment project management.
- C. To reduce complexity for stakeholders, it is easier for them to describe the benefits and to influence others to gain support.
- D. Because it keeps the value proposition unchanged, it is easier for stakeholders to claim for accountability.

**ANSWER: C**