Vendor: Cisco

Exam Code: 840-423

Exam Name: Executing Cisco Advanced Business Value Analysis and Design Techniques

Version: DEMO

QUESTION 1
Which statement about PEST analysis is true?

A. Political aspects can be identified easily through surveys.
B. Economic and social implications are relevant only with the public sector.
C. A PEST analysis allows you to take an independent, outside-in view of factors that impact the customer's situation.
D. A PEST analysis often can be related directly to specific findings from the operating process analysis.

Answer: C

QUESTION 2
Which option describes what a five forces model shows?

A. industry players: suppliers, complementers, customers, and competitors
B. a list of industry trends and drivers for total market growth
C. the top three competitive advantages owned by each of the major suppliers
D. an analysis of customer priorities for technology purchase decisions Answer: A

Answer:

QUESTION 3
Which statement describes when it is a good time to apply a "use case"?

A. You must identify how many transactions should be included in a system test cycle.
B. You must understand the major process steps a customer wants for collaboration among its sales force personnel.
C. You must identify the network capacity required by a new Cisco TelePresence system.
D. You must estimate a company's cash flow impacts from upgrading security software to the latest version.

Answer: B

QUESTION 4
Which step is important when you define pain points for a multidepartment business initiative?

A. Prioritize needs and opportunities across the full scope of the departments.
B. Ask each department to rate their priorities on a 1-10 scale of importance.
C. Use a survey to gain feedback on service-level expectations for network infrastructure.
D. Avoid using customer estimates of benefits since the departments are likely overstating value and competing for funding.

Answer: A

QUESTION 5
Which statement describes the recommended level of detail for analysis when you first identify
Cisco Architectures and Smart Solutions that could meet business needs?

A. A fine level of detail, to provide the most information for benefits determination.
B. A high level, with focus on the major architectural or Smart Solution elements that provide significant benefit.
C. A high level for architectures and low level of detail for Smart Solutions.
D. There is no recommended level of detail. Do the analysis as based on the skills and knowledge of the account team.

Answer: B

QUESTION 6
Which options describes a main objective for identifying Cisco Architectures and Smart Solutions early in the sales process?

A. to give the account team the most elapsed time for closing a sale with the customer
B. to influence the customer's requirements so that they fit the Cisco solutions portfolio
C. to provide a baseline for the solutions design activities, and to leverage proven offerings in the Cisco portfolio
D. to keep the opportunity more focused on standard solutions vs. needing to design out custom or account-specific capabilities

Answer: C

QUESTION 7
Which action is the recommended way to address a business constraint on "user training time"?

A. Create a self-study module and inform users that they are responsible to train themselves as time allows.
B. Revise the training so that it fits into time available from the busiest users.
C. Train a core set of users and develop a plan for them to get others to the required level of execution capability.
D. Extend the project timeline and delay future deployment or the next phase until users are trained.

Answer: C

QUESTION 8
Which option is a benefit of communicating a solution in business terms?

A. The customer is more likely to invest because Cisco or the Partner is committing to a specific level of financial benefit.
B. The customer IT executive can better identify how the solution affects their headcount for problem resolution.
C. The customer's business and IT personnel can have improved dialogue about the solution, its impact, and options for deployment.
D. The lead customer business stakeholder is given a detailed explanation about the value of most advanced technologies.

Answer: C

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