**Vendor:** Cisco

**Exam Code:** 700-805

**Exam Name:** Cisco Renewals Manager (CRM)

**Version:** DEMO

**QUESTION 1**
Which action should a Renewals Manager take to drive value in the account?

A. align partners on training
B. define the account forecast
C. manage and mitigate renewal risk
D. removing adoption barriers

**Answer:** C
**Explanation:**
An action that a Renewals Manager can take to drive value in the account is to manage and mitigate renewal risk. Renewal risk is the possibility that a customer will not renew their contract with Cisco at the end of their term, resulting in revenue loss and customer churn. Renewal risk can be caused by various factors, such as low adoption, poor satisfaction, lack of value realization, competitive pressure, budget constraints, or organizational changes. A Renewals Manager can manage and mitigate renewal risk by:

Identifying and prioritizing the accounts that have the highest risk of non-renewal, using data and tools such as ATR (Annualized Total Revenue), ARR (Annual Recurring Revenue), iARR (Incremental Annual Recurring Revenue), TPV (Total Partner Value), icebreaker (a tool that provides insights into new and unique business prospects), and Adopt on Scores (a tool that provides insight into how well customers are utilizing service and software they purchase from Cisco).

Developing and executing a risk mitigation plan for each high-risk account, involving actions such as engaging with the customer, understanding their needs and challenges, demonstrating value and ROI, addressing any issues or concerns, proposing improvements or enhancements, offering incentives or discounts, or leveraging partners or references.

Monitoring and tracking the progress and results of the risk mitigation plan, using data and tools such as CCW-R (Cisco Commerce Software Subscriptions and Services), which is a tool that allows customers and partners to quote, order, and manage their service contracts and software subscriptions from one place; and Customer Success Plan, which is a document that captures the account team's strategy and actions to achieve customer success.

Collaborating with other account team members, such as Customer Success Managers, Account Executives, or Sales Engineers, to align on the renewal strategy, share information and insights, coordinate activities and touchpoints, and deliver a consistent and positive customer experience.

By managing and mitigating renewal risk, a Renewals Manager can drive value in the account by increasing the chances of a successful renewal, retaining customers and revenue, enhancing customer satisfaction and loyalty, and creating opportunities for upsell or cross-sell.

**QUESTION 2**
Which service offering assists the customer in preparing for emerging industry trends?

A. Trending Technical
B. Advisory
C. Managed
D. Training

**Answer:** B

**QUESTION 3**
Which Cisco Security product offerings focuses on identifying abnormal or suspicious network behaviors?

A. Meraki
B. Stealthwatch
C. Tetration
D. AppDynamics

**Answer:** B
**Explanation:**
Stealthwatch is one of the Cisco Security product offerings that focuses on identifying abnormal or suspicious network behaviors, which can help customers with:

Detecting and responding to advanced threats across their network

Gaining visibility and control over their network traffic and activity

Improving their network performance, security, and compliance

**QUESTION 4**
Which service offering helps define the IT vision and strategy of the customer?

A. Optimization
B. Support
C. Training
D. Advisory

**Answer:** D
**Explanation:**
Cisco offers different types of service offerings to help customers achieve their IT vision and strategy, such as support, optimization, training, and advisory. Among these options, the one that best helps define the customer's IT vision and strategy is advisory. Advisory services from Cisco provide expert guidance and insights to help customers design and deploy new solutions, streamline existing operations, or optimize their IT. Advisory services can also help customers align their IT goals with their business priorities, identify opportunities for innovation and growth, and measure and report on key performance indicators.

**QUESTION 5**
How does Cisco define Business Critical Services?

A. subscription-based services covering the lifecycle of a technology
B. Pay-as-you-go, services covering business-critical functions
C. hardware replacement
D. Pay-as-you-go, technology-based services

**Answer:** A
**Explanation:**
Business Critical Services are subscription-based services covering the lifecycle of a technology, which provide customers with:

Expert guidance and best practices to optimize their network performance, security, and

availability

Proactive support and automation to prevent issues, reduce risks, and accelerate outcomes

Insights and analytics to measure and improve their operational efficiency, agility, and innovation

**QUESTION 6**
Which critical task must be performed during the Qualification phase?

A. renewal plan development
B. validate customer inventory
C. quote delivery
D. develop a success plan

**Answer:** B
**Explanation:**
According to the Cisco website, one of the critical tasks during the Qualification phase is to validate customer inventory, which includes:

Reviewing the Available to Renew (ATR) report and identifying any discrepancies or missing items

Confirming the accuracy of the contract end dates, product IDs, serial numbers, and quantities

Updating the ATR report with any changes or corrections

**QUESTION 7**
Which licensing model represents the highest value?

A. Pay as you go
B. Transactional
C. Enterprise Agreements
D. Subscription

**Answer:** C
**Explanation:**
Enterprise Agreements (EAs) represent the highest value for customers who want to simplify their software licensing and management across their organization. EAs provide customers with:

Unlimited access to a suite of Cisco software products within a defined technology domain for a fixed term and price

The ability to deploy software anytime, anywhere, without additional costs or approvals

The flexibility to grow and adjust their software usage without overage fees or penalties

The convenience of co-terminating all their subscriptions at the end of the EA term

The option to include Cisco services and support in their EA

**QUESTION 8**
How does Cisco define ATR?

A. Contracts/subscriptions that are available to renew.
B. ATR is the sum of RR and iARR, minus the attrition rate.
C. Any customer agreement where attrition has been an issue.
D. Contracts/subscriptions that have attrition terms revoked.

**Answer:** A
**Explanation:**
According to the Cisco website, ATR stands for Available To Renew, which is defined as:

Contracts/subscriptions that are available to renew within a defined time period (usually 90, 180, or 365 days)

A key metric for measuring the renewal opportunity and performance

A report that shows the contract details, status, expiration date, product coverage, etc.

**QUESTION 9**
Which action should be taken when renewing a contract with a customer?

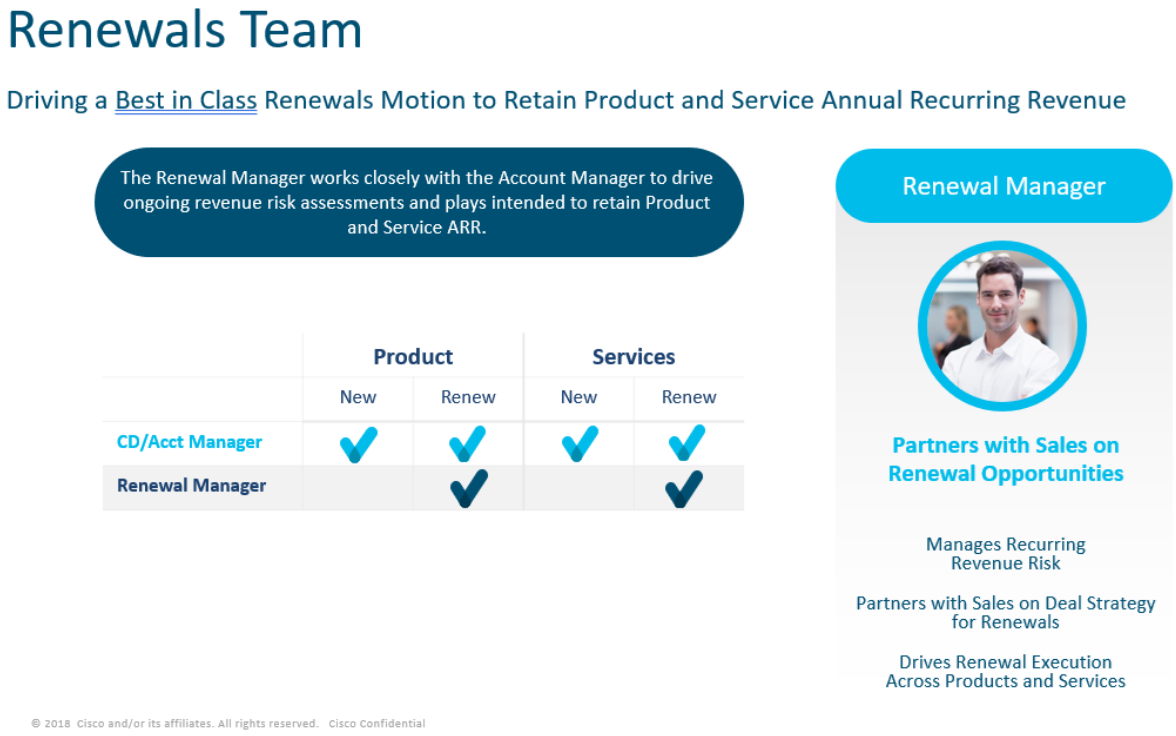
A. Start discussions once the contract has expired
B. Propose only the most important part of the solution
C. Validate customers business needs.
D. Do not offer any financing solutions.

**Answer:** C
**Explanation:**
When renewing a contract with a customer, it is important to validate their business needs and ensure that the current solution is still meeting their expectations and goals. By validating their business needs, you can demonstrate your understanding of their situation, identify any gaps or challenges they are facing, and propose any improvements or enhancements that can add value to their experience. Validating their business needs can also help you build trust and loyalty with the customer, as well as uncover any opportunities for upselling or cross-selling additional products or services that can benefit them.

**QUESTION 10**
Who do Renewals Managers (RMs) work with?

A. RMs work with account managers to drive ongoing revenue risk assessments and plays.
B. RMs work with pre-sales engineers and build customer solutions.
C. RMs work by themselves to develop a high level view customer requirements and objectives.
D. RMs work with service delivery teams and monitor engagements.

**Answer:** A
**Explanation:**




**QUESTION 11**
During which activity of the renewal process would a Renewal Manager provide an appropriate co-termination timeframe and gain required internal approvals?

A. proposal build
B. billing
C. deal strategy
D. quote delivery

**Answer:** A
**Explanation:**
During this activity, an RM would:

Provide an appropriate co-termination timeframe and gain required internal approvals

Align with the account team on the renewal strategy and value proposition

Create a renewal proposal that meets customer needs and expectations

**QUESTION 12**
What is the goal of licensing at Cisco?

A. Smart License
B. Standby License
C. Classic PAK
D. Right to use

**Answer:** A
**Explanation:**
Smart License is the future state goal of licensing at Cisco, which aims to:

Simplify and streamline license management across Cisco products and solutions

Provide customers with a flexible and transparent way to consume Cisco software

Enable customers to view and manage their licenses through a single portal (Cisco Smart Software Manager)

Reduce operational costs and complexity for customers and partners

**QUESTION 13**
Which statement best describes the success plan?

A. the blueprint for account teams to achieve customer success
B. a tool for reporting actions to management
C. a shareable document that captures all account activities
D. a document capturing a comprehensive view of all customer health scores

**Answer:** A
**Explanation:**
A Success Plan (often called a Customer Success Plan) is a strategic, customer-facing roadmap collaboratively developed by Customer Success Managers (CSMs) and customers. It outlines the customer's main objectives, desired business outcomes, key performance indicators (KPIs), timelines, and potential challenges to overcome. The plan guides both the customer and the account team through the customer journey to ensure value is realized, adoption is driven, and renewals are secured.

**QUESTION 14**
Which two actions does a partner or customer perform within CCW-R? (Choose two.)

A. set up billing
B. download hardware, software and services datasheets
C. change Customer Address
D. view and manage their contracts
E. order new services

**Answer:** CD
**Explanation:**
According to the CCW-R User Guide, some of the actions that a partner or customer can perform within CCW-R are:

Change Customer Address: This allows the user to update the customer address information for a quote or an order.

View and Manage their Contracts: This allows the user to view their contract details, status, expiration date, product coverage, etc., as well as request a quote or renew their contracts.

# Thank You for Trying Our Product

## Lead2pass Certification Exam Features:

★ More than **99,900** Satisfied Customers Worldwide.

★ Average **99.9%** Success Rate.

★ **Free Update** to match latest and real exam scenarios.

★ **Instant Download** Access! No Setup required.

★ Questions & Answers are downloadable in **PDF** format and **VCE** test engine format.

★ Multi-Platform capabilities - **Windows, Laptop, Mac, Android, iPhone, iPod, iPad**.

★ **100%** Guaranteed Success or **100%** Money Back Guarantee.

★ **Fast**, helpful support **24x7**.

View list of all certification exams: http://www.lead2pass.com/all-products.html

**10% Discount Coupon Code:** **ASTR14**