



# 810-420<sup>Q&As</sup>

Understanding Cisco Business Value Analysis Fundamentals

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#### QUESTION 1

Please select the true about '\target state capabilities'?

- A. Design a communications plan
- B. Indicate the company's current unique advantages vs. competitors
- C. Represent things the customer needs to do, as part of a new business design
- D. Indicate a maintenance window for upgrading hardware

Correct Answer: C

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#### QUESTION 2

Which would be considered an internal SME?

- A. System Engineer assigned to the account
- B. Cisco Services industry consultant
- C. Cisco Channel Partner Program Manager
- D. Sales compensation analyst for the region

Correct Answer: A

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#### QUESTION 3

Which of the following option stands for a customer opportunity?

- A. A competitor to Cisco is exiting the market
- B. The IT department has more budget to spend on network capacity
- C. Regulations around the customer's products are being eased, opening up new markets
- D. Customer sat is pointing to a problem with warranty support

Correct Answer: C

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#### QUESTION 4

A Business Motivation Model helps to describe which aspect?

- A. Company aspirations and tactics to achieve them
- B. Revenue goals by company sales territory



- C. Criteria for the IT Director to be promoted
- D. Decision criteria for the company to issue a sole-source contract

Correct Answer: A

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#### QUESTION 5

Which two statements are true? (Choose two.)

- A. Customers expect a proposal to include solution elements from Cisco and/or partners
- B. Channel partners may propose a solution that has products from Cisco and other vendors
- C. Cisco should be the prime contractor where possible
- D. Cisco and its partners should propose the latest features, to keep the customer ahead of needs

Correct Answer: AB

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