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QUESTION 1 Which four options are the top-level key areas of the business model canvas?
A. products, services, solutions, outcomes
B. infrastructure, offerings, customers, finances
C. markets, channels, partners, customers
D. resources, products, customers, markets
Answer: B

QUESTION 2 Which option has a major influence on how fast an enterprise can move toward a stronger use of digital business capability?
A. skills to manage risks related to use of emerging technologies
B. globalization of the sales force
C. new product launches that require IT capacity
D. competition in the industry due to end of regulations
Answer: A

QUESTION 3 Which option lists the top four technology trends that affect all enterprise business decisions?
A. security, big data, mobile, Internet
B. mobility, social, data, security
C. social, mobility, analytics, cloud
D. cloud, security, BYOD, big data
Answer: C

QUESTION 4 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

QUESTION 5 Drag and Drop Question

Drag and drop the components of a business case for change into the suggested order for presentation.

business strategy	
business value proposition	
business change life cycle	
KPI, CSF, metrics	
technology solutions	

Answer:

Drag and drop the components of a business case for change into the suggested order for presentation.

	business value proposition
	business strategy
	business change life cycle
	technology solutions
	KPI, CSF, metrics

QUESTION 6 According to Cisco, what is the main benefit of the Internet of Everything?
A. discrete focus on top industries health and finance
B. compensates for errors in business process design
C. brings improvements to businesses and people
D. makes better use of legacy investments
Answer: C

QUESTION 7 Which option must you know when you plan to negotiate or reach agreement?
A. underlying Interests of the stakeholders
B. timing for decision on purchases
C. the customer budget
D. Cisco offerings
Answer: A

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