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Exam : **810-440**

Title : Adopting the Cisco Business
Architecture Approach

Version : DEMO

1.Which option is a key concept of the unique Cisco sales approach?

- A. Add as many new Cisco technologies to the solution that meet customer needs.
- B. Start driving outcomes for customers, and go beyond selling and implementing technology solutions.
- C. Put together the most logical set of services for the customer.
- D. Engage in dialog about customer needs and new technologies.

Answer: B

2.Cisco solutions and services are related to every kind of outcomes.

Which is the goal of business outcomes?

- A. To enable CXOs or Line of Business leaders to grow revenues, lower operating costs and achieve strategic business objectives
- B. To help customers establish new technology or evolve current functionality
- C. To help customers operate, manage and optimize technology environment more effectively
- D. To take advantage of new technology to increase business relevance

Answer: A

3.Which option is a main benefit that Cisco Partners bring to the table for customers?

- A. Cisco expertise and the ability to have specializations in certain practice areas
- B. a large customer base for which to sell Cisco services
- C. relationships with key Cisco personnel
- D. additional teams to implement solutions in a timely manner

Answer: A

4.Which two benefits does IT as a Service provide to the customer? (Choose two.)

- A. Reduced OPEX.
- B. Reduced CAPEX.
- C. Reduced ROI.
- D. Reduced TCO.
- E. Reduced Chargeback.

Answer: B, D

5.Which categories can collaboration help achieve business goals for the customer?

- A. Innovation, Industries, Incentives.
- B. Line of Business, Vertical, Business Outcome.
- C. Industry markets, Business Outcome, Technology Innovation.
- D. Line of Business, Vertical, Business Value.

Answer: D