

700-651^{Q&As}

Cisco Collaboration Architecture Sales Essentials

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QUESTION 1

Which Cisco platform provides all of the applications and integrations that other vendors have built?

- A. Hybrid Media Services
- B. Cisco API and Bot Plan
- C. Spark Depot Marketplace
- D. Cisco Spark Flex Plan

Correct Answer: C

QUESTION 2

Which capabilities can be provided by Polycom?

- A. video endpoints, voice endpoints, call center functions
- B. video endpoints, voice endpoints, conferencing
- C. conferencing, call center functions, instant messaging
- D. call control, voice endpoints, contact center

Correct Answer: B

QUESTION 3

Which option does BYOx refer to?

- A. bring your own application
- B. bring your own XML
- C. bring your own device
- D. bring your own experience

Correct Answer: A

QUESTION 4

Which video endpoint series is ideal for small to medium-sized meeting rooms and huddle spaces?

- A. SX80 Codec
- B. MX Series

C. SX10 and SX20 Series Quick Sets

D. IX Series

Correct Answer: C

QUESTION 5

Which option must you consider when closing a sale?

A. customer budget

B. customer lifecycle

C. recurring revenue

D. transactional revenue

Correct Answer: B

QUESTION 6

Which components of the on-premises collaboration solution offer IP firewall traversal for B2B and B2C calling?

A. Cisco Expressway Core and Expressway Edge

B. Cisco TelePresence Conductor

C. Cisco TelePresence Server

D. Cisco Unity Connection server

Correct Answer: A

QUESTION 7

Which option does collaboration in context refer to?

A. design documents used to sell the solution

B. how customers purchase collaboration solutions

C. how the customer uses collaboration to address their needs

D. physical collaboration components

Correct Answer: C

QUESTION 8

How does Cisco Enterprise licensing provide a customer advantage?

- A. It requires individual licensing per device.
- B. It simplifies collaboration solutions.
- C. It simplifies bandwidth licensing.
- D. It requires individual licensing per product.

Correct Answer: B

QUESTION 9

How long do new workforce employees stay with a company on average?

- A. 5 to 10 years
- B. 9 to 15 years
- C. 3 years or less
- D. 3 to 5 years

Correct Answer: C

QUESTION 10

Which action must be taken first when deciding what to sell to a customer?

- A. Consider the size of the organization.
- B. Determine their licensing needs.
- C. Discuss the benefits of modernizing equipment.
- D. Assess what the customer currently has in place.

Correct Answer: D

QUESTION 11

Which description of the purpose of activity-based working spaces is true?

- A. faster frequent interaction and collaboration among individuals and teams
- B. for more formal and important discussions and decision making
- C. bringing access to information and collaboration tools closer to the point of work
- D. adoption of personal video and telepresence units

Correct Answer: A

QUESTION 12

Which Cisco phone has capability for all collaboration requirements, including intelligent proximity, Wi-Fi, and video?

- A. 8865
- B. 8841
- C. 8845
- D. 8861

Correct Answer: A

QUESTION 13

Which option is the average cost to hire an employee in the United States?

- A. 5 thousand dollars
- B. 10 thousand dollars
- C. 25 thousand dollars
- D. 20 thousand dollars

Correct Answer: C

QUESTION 14

Which action can increase the bottom line and add value to the customer?

- A. Offer 24 hour TAC support free of charge.
- B. Offer a Cisco Software Services contract.
- C. Offer unlimited warranties on all equipment.
- D. Offer a discount for referrals.

Correct Answer: B

QUESTION 15

Which expense is typically the highest for almost all companies?

- A. travel

B. facilities

C. human resources

D. entertainment

Correct Answer: C

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