

# Cisco

## Exam 820-424

### Applying Cisco Specialized Business Value Analysis Skills

Version: 7.0

[ Total Questions: 173 ]

**Question No : 1**

Who is responsible for ensuring that the right people are assigned to assess results in an infrastructure rollout?

- A. Customer business or IT executive sponsor
- B. Cisco / Channel Partner Account Manager
- C. Customer purchasing analyst
- D. Customer lead architect for the solution

**Answer: A**

**Question No : 2**

Which option is an operational outcome?

- A. availability of end-user support
- B. better quality management decision-making
- C. standardized tools and processes
- D. increased quality of service for managers

**Answer: C**

**Question No : 3**

When using the Business Model Canvas, which two options would justify dividing customers into multiple customer segments? (Choose two.)

- A. They purchase online or in-store
- B. They are reached through different distribution channels
- C. They use CAPEX or OPEX models for financing their purchases
- D. They are willing to pay for different aspects of the offer
- E. They require different levels of customer service

**Answer: B,D**

**Question No : 4**

Which option is recommended by Cisco as an element of a Business Case?

- A. Bill of Materials
- B. Solution Design
- C. Stakeholder Analysis
- D. Business Impact

**Answer: D**

**Question No : 5**

Which factor accelerates the consumption and adoption of solutions and services?

- A. utilization of innovative technologies
- B. a culture that is resistant to change
- C. increased risk
- D. inability to accurately measure outcomes

**Answer: B**

**Question No : 6**

Which component of a technology implementation is often overlooked?

- A. calculation of ongoing operational expenditure
- B. risk mitigation
- C. user adoption
- D. gap analysis

**Answer: C**

**Question No : 7**

Which two options describe why is it important to develop a trust relationship with stakeholders? (Choose two).

- A. In order for them to share relevant information with you

- B. In order to make the sales process easier
- C. In order to make them like you
- D. In order for them to listen to your proposals
- E. In order to maximize the revenue you can get from the relationship

**Answer: A,D**

**Question No : 8**

What part of the benefits realization approach includes documentation and tracking of actual results vs. projections?

- A. Defining formulas to use in calculating productivity gains
- B. Creating an outline for the business case
- C. Communicating the percentage of benefit goal delivered through implementation
- D. Creating an adoption and rollout strategy across user groups

**Answer: C**

**Question No : 9**

Which question should be asked when determining how to measure progress and outcomes?

- A. What are your business objectives and desired outcomes?
- B. What are the deadlines by which all outcomes must be achieved?
- C. Which outcome is the most important?
- D. How can products be replaced by services?

**Answer: A,B**

**Question No : 10**

Assuming the customer is a retail store chain, which describes a business benefit from using technology?

- A. A new video system with a strong track record for quality is implemented.

- B. Store managers better understand their compensation plan, since wording is simpler.
- C. Higher revenue per customer is possible, based on personalized tips being sent to shopper smartphones.
- D. IT staff completes a performance management software tool upgrade on time.

**Answer: C**

**Question No : 11**

Why would an investment analyst report be a good source of company information?

- A. It will likely give you an inside track on internal management relationships
- B. You will find company-endorsed estimates of product level sales growth
- C. It can complement company-published data and give you insight for discovery
- D. This will report the customer's actual IT expenditures for hardware, software, services

**Answer: C**

**Question No : 12**

Which three options are business benefits that may be realized from the implementation of business outcomes focused technology intervention? (Choose three.)

- A. Reduced time to market for new products
- B. Reduced number of servers required in the data
- C. Reduced technology management overhead
- D. Improved customer relationships
- E. Improved communications between departments
- F. An increase in the proportion of services delivered in the cloud

**Answer: A,D,E**

**Question No : 13**

Which are two strategies for maximizing benefits realization for the customer with respect to stated outcomes? (Choose two.)

- A. ensure critical success factors and key performance indicators are validated and signed off by the customer prior to designing the solution
- B. work alongside the customer to provide a high quality user adoption plan
- C. ensure all risks are completely mitigated
- D. run multiple pilots to gain valuable user feedback

**Answer: A,B**

**Question No : 14**

Which is true of a Business Motivation Model?

- A. It includes detailed financial goals for the customer
- B. It compares the priorities across levels of the customer organization
- C. It describes influences that are behind customer priorities and operating activities
- D. It requires that you understand the customer's bonus plan for executives

**Answer: C**

**Question No : 15**

Which three options are categories for risk? (Choose three.)

- A. Strategic
- B. Conditional
- C. Regulatory
- D. Physical
- E. Financial

**Answer: A,C,E**

**Question No : 16**

Which assessment factor determines the technical value of a business case?

- A. accountability
- B. life-cycle management

- C. business value
- D. solution portability

**Answer: C**

**Question No : 17**

Which is true regarding a first pass draft of the business case?

- A. Include a baseline for major costs and benefits, as a starting point for deeper analysis
- B. You should not include costs of services, because resources might not be available to deliver the project
- C. Only start thinking about the first draft once you have a full picture of deployment and transition costs
- D. Ask the customer to commit on a specific deployment schedule, so you can accurately identify the timing of rollout expenses

**Answer: A**

**Question No : 18**

What is the recommended frequency for post implementation review meetings with the customers?

- A. Weekly
- B. Monthly
- C. Quarterly
- D. Bi-annually

**Answer: C**

**Question No : 19**

What relieves a customer's pain points and directly enables business results?

- A. An IT solution aligned to customer needs
- B. Analysis of a customer's value chain

- C. Cisco Validated Designs
- D. Industry best practice Business Model Canvas

**Answer: A**

**Question No : 20**

What is the reason for identifying business case dependencies?

- A. They are most likely to help you propose and defend solutions with larger customer investments
- B. Customer business executives expect Cisco to minimize the actions their teams are required to execute
- C. To improve alignment between the customer IT organization and business units
- D. To communicate decisions or actions which must be satisfied in order for the business case to be fulfilled

**Answer: D**

**Question No : 21**

Which two items are described as part of a business scenario? (Choose two.)

- A. A step-by-step description of a business event
- B. A crisp description in business and architectural terms
- C. Job history of key management personnel
- D. Changes in technologies over the past year

**Answer: A,B**

**Question No : 22**

Which three options describe qualities of business capabilities? (Choose three.)

- A. Capabilities are the building blocks of the business
- B. Capabilities represent stable business functions
- C. Capabilities define business goals and objectives



- D. Capabilities are unique and independent from each other
- E. Capabilities provide an understanding of business risk
- F. Capabilities can be used to determine performance targets

**Answer: A,B,D**

**Question No : 23**

Which is the most effective way to assess sales team benefits from an enhanced wireless and security infrastructure?

- A. Ask the sales leader to define the productivity improvement gain they need to gain support for a business case.
- B. Interview a random set of users, and ask for their informal estimate of time savings.
- C. Analyze the work patterns for the top 15% of users according to network access volume.
- D. Follow a structured evaluation plan to capture data on productivity, effectiveness, and improved controls.

**Answer: D**

**Question No : 24**

Which option is a trend, driving the adoption of an outcome-based sales approach?

- A. Customers have more purely technical problems than they have had previously
- B. Customers want to focus less on business needs and more on business outcomes
- C. Customers are more empowered and skeptical, changing the way they assess and purchase technology
- D. The increase in major technology innovations has led to a more siloed approach to technology purchasing

**Answer: C**

**Question No : 25**

Which option describes the components that are known as the "4 PS," which help sales teams understand what the customer needs?

- A. people, process, path, and proof
- B. problem, people, path, and proof
- C. problem, pattern, path, and proof
- D. problem, people, path, and pattern

**Answer: D**

**Question No : 26**

Which three options are Building Blocks within the Business Model Canvas? (Choose three.)

- A. Customer Segments
- B. Cash Flows
- C. Key Customers
- D. Customer Relationships
- E. Key Partners
- F. Partner Relationships

**Answer: A,D,E**

**Question No : 27**

Which two insights would a private company executive expect you to know about their industry? (Choose two.)

- A. Market shares of the top two public and top three private company competitors
- B. General timing that new major industry regulations go into effect
- C. Revenue growth rate of the company's two largest divisions, by geography
- D. Names of at least two major industry players known for their innovative use of technology

**Answer: B,D**

**Question No : 28**

Which of the following defines the relationship between critical success factors and KPIs?