

# QUESTIONS & ANSWERS

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**Cisco**

# 810-440

*Cisco Business Architecture Analyst*

**QUESTION:** 86

Which three options are skills that business development teams should develop for outcomebased selling? (Choose three.)

- A. negotiation and communication
- B. transformative networking mindset
- C. outcome-based mindset
- D. lateral thinking
- E. critical thinking
- F. conflict management and resolution

**Answer:** A C D

**QUESTION:** 87

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

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

**Answer:** D

**QUESTION:** 88

Which function is a responsibility of the business architect?

- A. Provide product demonstrations/presentations.
- B. Configure technology solutions.
- C. Understand customer business priorities.
- D. Provide product specific technical support.

**Answer:** C

**QUESTION:** 89

Which two examples are indirect financial benefits? (Choose two.)

- A. Increased customer satisfaction
- B. increased operational expenditures
- C. increased capital expenditures
- D. decrease capital expenditures
- E. decrease total; cost ownership

**Answer:** A C

**QUESTION:** 90

Which type of engagement occurs at the business solutions maturity level?

- A. Partial business engagement
- B. multidomain technology engagement
- C. Single-domain technology engagement
- D. Business first engagement

**Answer:** A



**QUESTION:** 91

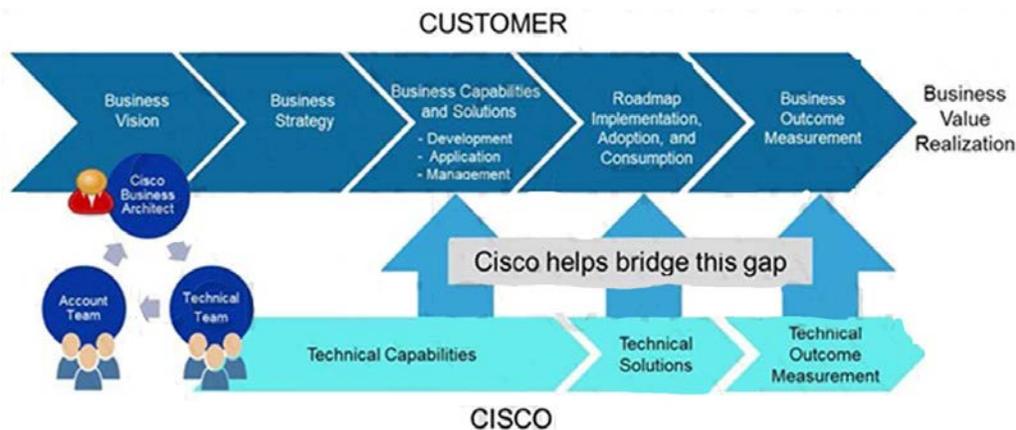
Which two descriptions of the customer journey are true?

- A. It is an IT-centric view of their business needs.
- B. The customer journey has eight phases to deliver business outcomes.
- C. It starts with the customer's technology vision.
- D. It spans the spectrum from business vision to value realization.
- E. It spans the spectrum from business vision to value realization.

**Answer:** D E

**Explanation:**

The customer journey is a business-focused view of how the customer sees their business and what is relevant to them. The customer journey spans the spectrum from business vision to business value realization. Cisco commonly starts its engagement in the business capabilities and solutions phase of the customer journey. Business architecture is the motivation for Cisco Business Architects to begin their engagement in the first phases of the customer journey. An early engagement enables the Cisco Business Architect to gain a more thorough understanding of the business and the customer. The value of being engaged early in the customer journey is that it helps the Cisco Business Architect to bridge the gap between the business needs and the resulting technical solutions and outcomes.



The Cisco Business Architect focuses on the business to instantiate new business capabilities and the opportunity for engagement. Business capabilities consist of people, process, and technology. Technical capabilities are needed to allow for the transformation and creation of a business capability. Business-led engagements are aligned with business capabilities and solutions instead of focusing on technical products and solutions.

**QUESTION:** 92

Which are three characteristics of key performance indicators (KPIs)? (Choose three.)

- A. KPIs are set according to magnitude and urgency
- B. KPIs must be strategic and tactical in nature
- C. KPIs measure progress against goals
- D. KPIs can be financial, managerial, or operational
- E. KPIs define what needs to happen to achieve desired results within a timeframe

**Answer:** C D E

**QUESTION:** 93

Which target audience category typically provides the resources for an effort?

- A. Key decision makers
- B. Watchdogs
- C. Secondary audience
- D. gatekeepers
- E. Project sponsors

**Answer:** E

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