



# 700-037<sup>Q&As</sup>

Advanced Collaboration Architecture Sales Specialist

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### QUESTION 1

Which two reasons make the Cisco Collaboration Architecture important for the marketing manager? (Choose two.)

- A. Cisco Collaboration Architecture can support the sales force to achieve higher productivity.
- B. The marketing manager is interested in how the Cisco Collaboration Architecture will help provide a better corporate image.
- C. The Cisco Collaboration Architecture improves the means by which a company can stay in touch with customers.
- D. The Cisco Collaboration Architecture provides real-time call detail records
- E. Transition to Collaboration Architecture is easier than transition to a closed, legacy system

Correct Answer: AC

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### QUESTION 2

Which two customer statements present business ROI? (Choose two)

- A. Cisco Collaboration helps us to increase the productivity of our sales force and to gain new revenue streams through new customers
- B. Cisco Telepresence can integrate with our existing video infrastructure
- C. With Cisco Collaboration, we will engage quicker with third-party suppliers and will shorten go- to-market time for innovative products globally
- D. With Cisco Collaboration, we can deploy Extension Mobility, which will allow employees to "touchdown" at any workspace
- E. A Cisco Collaboration Architecture will improve our company's morale

Correct Answer: AC

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### QUESTION 3

Which three statements about Alcatel Lucent is correct? (Choose three)

- A. The Aura architecture is Alcatel Lucent's flagship architecture that joins their Service Provider portfolio together
- B. Alcatel Lucent is Cisco's closest competitor in IP based telephone handsets and mobile communications applications
- C. Alcatel Lucent is Cisco's closest competitor in Market Share of Carrier Routing and Switching
- D. Alcatel Lucent's core product is Service Provider Edge Routing equipment
- E. The High Leverage Network (HLN) is Alcatel Lucent's flagship architecture that joins their Service Provider portfolio together



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Correct Answer: CDE

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#### QUESTION 4

Which two of the following are concerns that an operations manager may have in making a decision on Cisco Collaboration? (Choose two.)

- A. Fast adoption of organizational changes
- B. How to engage with external suppliers quickly
- C. Reliability of the company infrastructure
- D. Go-to-market time of new products or services
- E. Changing customer demands

Correct Answer: AC

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#### QUESTION 5

In which deployment model does the service provider host dedicated equipment within its network operations center for a predictable monthly cost?

- A. Managed customer-premises
- B. Equipment services
- C. Fully hosted unified communications
- D. Advanced services mode
- E. Hybrid or blended model

Correct Answer: C

Reference:

[http://www.cisco.com/en/US/prod/collateral/voicesw/custcosw/ps5693/ps11349/ccaas\\_brochure.p df](http://www.cisco.com/en/US/prod/collateral/voicesw/custcosw/ps5693/ps11349/ccaas_brochure.pdf) (7th bulleted point on the page)

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