



700-651^{Q&As}

Cisco Collaboration Architecture Sales Essentials

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QUESTION 1

Which option lists Cisco differentiators?

- A. experience, premise architecture, static configurations
- B. experience, cloud API, and hybrid architecture
- C. cloud API, web presence, and hardware
- D. premise architecture, cloud API, and static configurations

Correct Answer: B

QUESTION 2

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 3

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 4

How is recurring revenue procured?

- A. through a time-building model
- B. through a one-time transaction



- C. through a subscription-based model
- D. through massive marketing campaigns

Correct Answer: C

QUESTION 5

Which step is the first in a converged architecture strategy and assessment?

- A. Conduct network assessment based on KPIs.
- B. Identify architecture gaps.
- C. Apply benchmark metrics.
- D. Perform business and technical analysis of infrastructure.

Correct Answer: C

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