810-440^{Q&As}

Adopting The Cisco Business Architecture Approach (DTBAA)

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QUESTION 1

Drag and drop the financial benefits on the left to the direct and indirect spaces on the right.

Select and Place:

Reduced CAPEX & OPEX	Indirect
Faster time to market	Indirect
Lower project costs	Indirect
Improved customer satisfaction	Direct
Higher employee morale	Direct
Impact on TCO	Direct

Correct Answer:

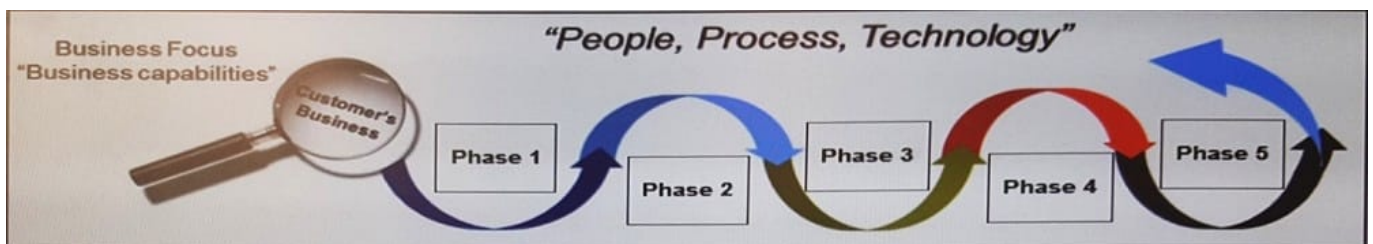|	Faster time to market
	Improved customer satisfaction
	Higher employee morale
	Reduced CAPEX & OPEX
	Lower project costs
	Impact on TCO

QUESTION 2

Which component of a business strategy must be measurable?

A. environment

B. vision

C. goals

D. mission

Correct Answer: C

QUESTION 3

Refer to the exhibit:

Drag and drop the five phases of the Cisco Business Architecture methodology from the left into the correct order on the right.

Select and Place:

customer commit		phase 1	
research and analyze		phase 2	
deploy and measure		phase 3	
costomer knowledge		phase 4	
develop and verify		phase 5	

Correct Answer:

	costomer knowledge
	research and analyze
	develop and verify
	customer commit
	deploy and measure

Cisco Business Architecture Methodology The Cisco Business Architecture methodology is a high-level methodology for enhancing the way that Cisco does business with its customers. It is aligned to the customer journey. The motivation is to drive larger and more profitable results for customers and Cisco. It acknowledges the need to work with the business leaders while maintaining Cisco relationships with technology teams. At its core, the methodology focuses on developing a business-focused view of the customer enterprise and places their needs and business outcomes first from a customer-centric perspective.
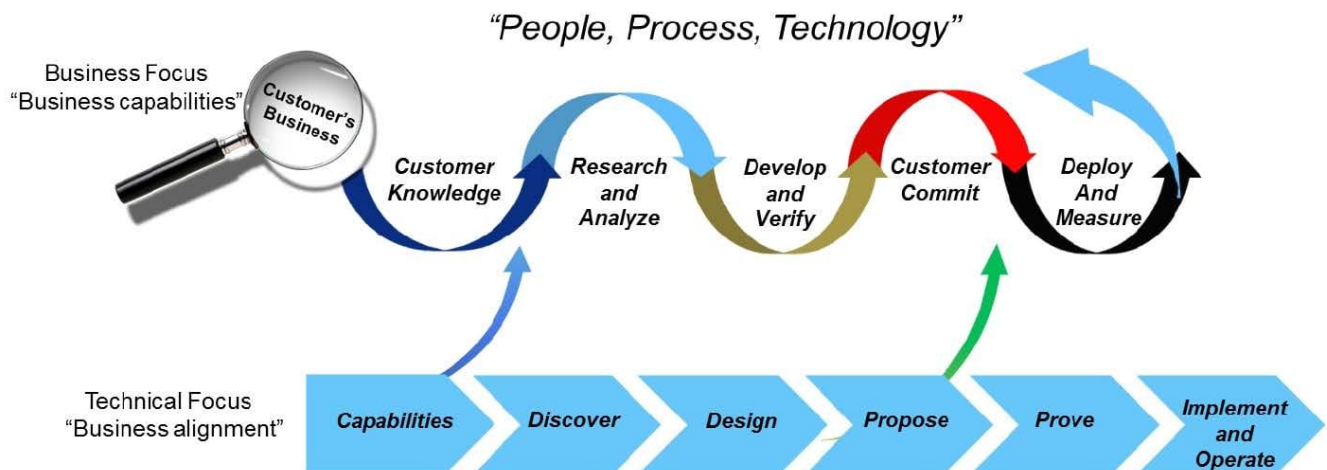
Cisco will have the opportunity to effectively engage with business leaders by understanding their business, needs, and challenges. Understanding the business provides an opportunity for Cisco to participate in the process of creating,

shaping, or influencing the business capabilities and solutions that are relevant to achieving the business goals. A focus on business capabilities and solutions allows Cisco to gain an early insight to its relevance to the true business

requirements of the customer. Therefore, Cisco can demonstrate value beyond just technology early in the engagement.

Clear requirements and justification for a wide range of Cisco technology across multiple domains are the result of following the Cisco Business Architecture methodology. A business-led approach is a significant contrast to the traditional

process of educating customers on Cisco technology and pushing the sale of a single technology or technology domain.

Customer Knowledge of Their Business and Opportunities: The first phase is to gain an understanding of the business. The focus is on the customer, their business needs, and opportunities. This phase is a process to gain knowledge, begin

establishing credibility, and determine the current and potential customer opportunities. It is critical to document information and findings throughout the methodology as data that can be referenced.

Research and Analyze: The direct and formal engagement begins after setting direction, understanding the scope, and gaining customer commitment to move forward with an analysis of the business. The goal of this phase is to have an

agreed upon understanding of the business, the customer needs, and opportunities. The information that is obtained from the research and analyze phase will help determine the business capabilities and solutions that need to be developed,

transformed, or removed.

Develop and Verify: The intent at this point is that all the involved parties have a clear understanding of the business needs and goals, which have been validated and documented. The business focus has been determined and its priorities

have been set. At this point, it is time to develop the business capabilities and solutions that will achieve the defined business goals.

Customer Commit: The customer commit phase entails the preparation and presentation of the business case and the

capabilities and solutions to the business for commitment to execution. Cisco may have an intricate role here to support

the customer in preparing the presentation. However, the best outcome is the customer presents to their relevant business stakeholders. Cisco can have a role of representing the customer by presenting the business case.

Deploy and Measure: The deploy and measure phase consists of deploying the business capabilities and solutions, which encompasses people, process, and technology. A subset of this phase is the last phase of the "Technical Focus"

aspect of the methodology, which is the deploy and verify phase. The downloadable white paper on the Cisco Business Architecture Approach describes the "Technical Focus" in more detail.

QUESTION 4

Which two options comprise information you need to achieve successful outcome-based sales? (Choose two.)

A. How stakeholders receive information and what information they want to receive.

B. What information is communicated to stakeholders in a timely fashion.

C. The stakeholder influencers, decision makers, and participating individuals throughout the process.

D. The degree of affinity stakeholders have related to risk.

Correct Answer: AC

QUESTION 5

Which characteristic of the Cisco Internet of Everything has the most impact on business?

A. connecting people for measuring the usage trends of services

B. delivering the services to the right person at the right time

C. leveraging data into more useful information for decision making

D. having physical devices and objects connected to the internet

Correct Answer: D