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Vendor: Cisco

Exam Code: 820-422

Exam Name: Performing Business-Focused
Transformative Architecture Engagements

Version: Demo

1.Which is an internal record and something you should review prior to a Transformative Networking engagement?

- A.Article on the customer's new CIO, published on an IT web site
- B.Research on trends for IT budgets in your customer's industry
- C.Customer presentation from a cloud computing conference
- D.Your company's product proposals and customer decisions from the past year

Answer:D

2.In preparing for a Transformative Networking engagement with a healthcare corporation, which would be a good company-provided source of information?

- A.Notes from your discussion with a previous Cisco account manager
- B.A rating of the bank's loan portfolio risk, published in a local business newspaper
- C.The customer's web site, including a page titled: "Regulatory compliance efforts"
- D.Status reports from your latest major services effort delivered to the customer

Answer:C

3.What does Transformative Networking enable customers to do?

- A.Execute a complete network lifecycle management process
- B.Identify hardware that is obsolete and no longer supported within current contracts
- C.Align technology architecture to their business architecture
- D.Prepare a detailed plan to integrate an acquisition's sales application with the company's current system

Answer:C

4.Which is the reason to defer start of an architecture engagement with a retail industry customer?

- A.You do not know this year's budget for network upgrades
- B.A start-up which sells sensors for supply chain processes is rumored to be on Cisco's acquisition list.You are unsure whether this is true
- C.The company at risk for regulatory fines, due to a security breach one of their alliance partners
- D.A new CIO has been announced, and will start in 2 months.You have access to other IT senior staff in two weeks

Answer:D

5.What is the preferred way to gain insight into the current cash position and financial condition of a privately-owned customer?

- A.Research their results by looking for details about their stock price
- B.Search for interviews with company leaders, or articles on the industry, published within the past six months
- C.Run a credit check
- D.Secure a copy of last year's annual report

Answer:B

6.What does focusing on Cisco Architectural Plays allow you to do?

- A.Explain how your solutions include the latest available technologies

- B. More easily talk about detailed product features
- C. Propose products and services that give the most relief of quota
- D. Describe solutions which link to customer's needs for business value

Answer: D

7. In a Cisco Unified Communications Manager 8.0 cluster, how is database replication accomplished for run-time data?

- A. Replication is through a master database from publisher to all active subscribers.
- B. Replication is a mesh from subscriber to subscriber and subscriber to publisher.
- C. Replication is a hybrid using both a hierarchical and mesh process.
- D. Replication is a push from subscriber to publisher.

Answer: B

8. When should you quote a price for a maintenance contract?

- A. When presenting the workshop deliverable
- B. You should not mention this within scope of the TN engagement
- C. When presenting findings from the Discovery phase
- D. Early in the engagement, but only with CxO level clients

Answer: B

9. In the Transformative Networking workshop, when is it appropriate to use a PowerPoint presentation?

- A. During the initial meeting with a senior executive
- B. During the overview of market trends and Cisco architectures
- C. To support demonstration of the latest video technology
- D. To facilitate an interactive discussion with a small group

Answer: B

10. Transformative Networking provides Cisco with the opportunity to do what?

- A. Align Cisco Solutions with customer business priorities
- B. Sell more Cisco products for which there are extra sales bonuses available
- C. Describe how Cisco acquisitions fit into the company's strategy
- D. Advise the customer on selection of an ISV for a new inventory system

Answer: A

11. Which describes the key characteristics and content of a personal pitch?

- A. A 30 second brief on the company's main products and services, including key features
- B. A 30 second speech that highlights the latest skills you have gained
- C. A 30 second brief about your role in selling the company's roadmap of products
- D. A 30 second speech to explain what makes you and your organization unique and of value

Answer: D

12. What is the ITIL definition of a service?

- A. A means of delivering value to customers
- B. A means of designing processes customers

- C.The means of delivering goods to users
- D.A way of giving customers what they need rather than what they asked for

Answer:A

- 13.Which attribute is true of Enterprise Architecture?
- A.It describes business process modeling approaches
 - B.It provides a view of business, data, application and technology domains
 - C.It provides an organization structure for the IT department
 - D.It is a model for governing IT investments

Answer:B

- 14.What type of document should be used to outline terms between an IT services provider and the business or customer?
- A.Service Level Agreement
 - B.Capacity Management Plan
 - C.Service Improvement Plan
 - D.Operational Level Agreement

Answer:A

- 15.What is the first step in helping to differentiate yourself with your customers?
- A.Conduct internal research to determine the CIO's personal interests, in order to build rapport
 - B.Explain how your skill and knowledge addresses weaknesses in the customer's IT department
 - C.Demonstrate your proposed roadmap, with architectural strengths vs.generic business needs
 - D.Understand your customer's needs including: vision and strategy and execution requirements

Answer:D

- 16.The Cisco Unified Communications architecture supports which three technologies? (Choose three.)
- A.Physical Security
 - B.Cisco Unified Video Advantage
 - C.Intelligent Building Management
 - D.Contact Center
 - E.Workforce Optimization
 - F.Smart Grid Management

Answer: B,D,E

- 17.What is the main objective of using 'Process Questions' in information gathering activities?
- A.Gives a way for you to learn more about the size of a problem or situation under discussion
 - B.Gives a way to double-check your understanding of what several customers have told you
 - C.Allows you a way to give extra attention to key stakeholders
 - D.Allows you a way to ensure the customer is comfortable with the how you're conducting an interview

Answer:D

- 18.Which statement represents the tactical goal of an initial customer meeting?
- A.Ensuring the customer is aware of latest Cisco products and solutions

- B. Convince the customer Cisco is the best option for them
- C. Ensure we convey and have agreement to the engagement purpose and desired outcomes
- D. Gain agreement to the full project schedule, from phase 1 to 3.

Answer: C

19. Which is an example of a business priority?

- A. Provide secure 802.11n access across corporate network
- B. Integrate voice and video traffic onto a single network
- C. Change voice codex from G711 to G729a
- D. Increase sales by 25% in the 18 months

Answer: D

20. Which describes goals for holding a workshop?

- A. Co-design solutions, secure stakeholder buy-in, determine business objectives
- B. Deliver product presentations and highlight technical functionality
- C. Minimize sales costs, by combining multiple 1:1 briefings into a common workshop
- D. Improve your ability to secure more funding in the customer's budget for next year

Answer: A

21. What does a customer value proposition describe?

- A. A company's plan to reduce prices over the next year
- B. The benefits a company offers to its customers
- C. Features which make a product better than competitive alternatives
- D. The set of major initiatives a company will execute to achieve a specific, measurable goal

Answer: B

22. Which question would be appropriate for use in uncovering customer's business challenges?

- A. How do you expect IT budgets to change next year?
- B. How will regulatory compliance make marketing more difficult?
- C. How much travel expense could be saved by eliminating 4 sales meetings a year?
- D. Do you have a policy covering whether customer service reps can work from home ?

Answer: B

23. A route group is made up of which components?

- A. an ordered list of route lists
- B. a set of route patterns with the same reach ability
- C. a set of gateways and trunks with identical digit-manipulation requirements
- D. a set of gateways or trunks with different digit-manipulation requirements

Answer: C

24. Time-of-day routing in Cisco Unified Communications Manager is configured in which of these ways?

- A. by specifying a time schedule on the phone device CSS
- B. by specifying a time period on the phone device CSS
- C. by specifying a time schedule on the partition that is being used for time-of-day routing

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