



Vendor: Siemens Enterprise Communications

Exam Code: STI-884

Exam Name: SOCA Sales Small & Medium Businesses
(SMB)

Version: DEMO

QUESTION 1

Which are the key reasons that there is a huge shift in the type of technology that small and medium sized businesses are adopting and are spending money to change their telephone systems? (Choose three)

- A. Personal Mobility.
- B. Corporate Excellence.
- C. Cost Control.
- D. Productivity.

Answer: ACD

QUESTION 2

Which best describes Siemens' most recent application specifically tailored to the needs of the small and medium sized businesses.?

- A. OpenScope
- B. Unified Communications
- C. OpenScope Office
- D. LifeWorks

Answer: C

QUESTION 3

What makes the Siemens Unified Communications solutions unique in the marketplace?

- A. They are proven and mature offerings that operate with your customer's existing IT environment and provide easy growth and expansion.
- B. They leverage existing applications such as Microsoft Outlook.
- C. They offer cost savings and productivity enhancing benefits.
- D. They enable employees to remain connected when they are out of office.

Answer: A

QUESTION 4

Which best describes Open Service Delivery in Open Communications?

- A. Providing innovative business continuity service to your customer.
- B. Implementing Open Communications in a wide variety of forms, including Managed and Hosted Services.
- C. Replacing voice and data infrastructure with new Unified Communications solutions.
- D. Enabling integration of mobile communication and location independence across networks.

Answer: B

QUESTION 5

Which best describes the IT-based communications principle of Open Communications?

- A. IT-based open Communications enables integration of mobile communications and location

- independence across networks.
- B. IT-based open Communications uses the latest technology to provide innovative business continuity services to your customer.
 - C. IT-based open Communications can be implemented in various forms such as Managed and Hosted Services.
 - D. IT-based open Communications means a strong commitment to SIP and LINUX, a clear focus on IT-oriented deployments.

Answer: D

QUESTION 6

Which best describes the OpenPath model?

- A. How your customers can move their communications environment from where it is today to where they need it to be.
- B. How Siemens' solutions can affect the operating costs and sales of your customers.
- C. How to decide which products fit your customers' profile.
- D. How to maximize the lifetime values of solutions and services that you provide to your customers.

Answer: A

QUESTION 7

Which best describes Siemens' model for migration to Unified Communications?

- A. OpenPath
- B. LifeWorks
- C. Open Service Delivery
- D. HiPath 3000

Answer: A

QUESTION 8

Which describe the motivations of a Transform customer? (Choose two)

- A. Business processes are specific solution led
- B. Business processes are architecture led
- C. Lowest TCO, CapEx, and best CEBP
- D. Solution is ROI based

Answer: BC

QUESTION 9

Which factor affects small and medium sized businesses' ability to make informed decisions about technology?

- A. Customer segmentation.
- B. Lack of dedicated IT staff.
- C. Unclear business strategy.
- D. Lack of market knowledge.

Answer: B

QUESTION 10

Which is an indicator for opportunity if your prospect is a Value Chief?

- A. The prospect has a PC network upgrade planned for implementing a new application.
- B. The prospect is moving to a new, more cost-effective office space.
- C. The prospect is investigating productivity features to make the business more efficient.
- D. The prospect is interested in IP technology but is uneasy about a large initial investment.

Answer: D

QUESTION 11

Which is an indicator for opportunity if your prospect is driven by growth through productivity?
(Choose two)

- A. The prospect is evaluating phone system options due to business changes or expansions.
- B. The prospect is investigating productivity features to make the business more efficient.
- C. The prospect needs to install a new phone system to provide for the required capacity of the office space.
- D. The phone system of the prospect is outdated and cannot keep up with the growing business demands.

Answer: AB

QUESTION 12

Which best represents Siemens' vision for the unification of the various types of communications in enterprises?

- A. LifeWorks
- B. Open Communications
- C. OpenPath
- D. Unified Communications

Answer: A

QUESTION 13

Which best describes the Optimize customers under OpenPath?

- A. Customers who will make specific investments in upgrading some elements if the business case is right.
- B. Customers who want to replace the older systems with new unified communication solutions.
- C. Customers who want to make operational cost savings with minimal change to their current infrastructure and systems.
- D. Customers who want to focus around the implementation of new applications and solutions in their own right.

Answer: C

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