



Vendor: Cisco

Exam Code: 810-420

Exam Name: Understanding Cisco Business Value Analysis
Fundamentals

Version: DEMO

QUESTION 1

Which is a factor used to identify relevant senior executives for a project?

- A. Influence on investment decisions
- B. Job title
- C. Role in the procurement process
- D. How long they have been at the company

Answer: A

QUESTION 2

If you identify a stakeholder as having high interest and high power within a target company, where in the power grid should you place the stakeholder?

- A. In the Key Players position
- B. In the Minimal Effort position
- C. In the Keep Satisfied position
- D. In the Keep Informed position

Answer: A

QUESTION 3

What activity must be performed before you can build a refined Business Model Canvas?

- A. Conduct interviews with strategic questioning
- B. Identify which to-be process option is lowest cost
- C. Conduct a design workshop with customer IT personnel
- D. Process details about marketing and sales handoffs

Answer: A

QUESTION 4

Which tool should you use to document the findings of your CxO interviews?

- A. Stakeholder Analysis Worksheet
- B. Business Consulting Value Statement
- C. Customer Conversation Framework
- D. Business Capability Model

Answer: A

QUESTION 5

What is the definition of "Cost Structure" in the Business Model Canvas?

- A. Cost of performing all business activities
- B. Cost of performing IT activities
- C. Cost of performing HR activities
- D. Cost of performing purchasing activities

Answer: A

QUESTION 6

Which option represents a customer pain point?

- A. Salesperson attrition is higher than competitors
- B. The customer's top accounts plan higher budgets next year
- C. A competitor to Cisco has a strong relationship with the CEO
- D. The company has upcoming contract negotiations with a labor union

Answer: A

QUESTION 7

Which represents a customer opportunity?

- A. Regulations around the customer's products are being eased, opening up new markets
- B. Customer sat is pointing to a problem with warranty support
- C. A competitor to Cisco is exiting the market
- D. The IT department has more budget to spend on network capacity

Answer: A

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