



**Vendor:** Cisco

**Exam Code:** 840-423

**Exam Name:** Executing Cisco Advanced Business Value  
Analysis and Design Techniques

**Version:** DEMO

#### QUESTION 1

Which statement about PEST analysis is true?

- A. Political aspects can be identified easily through surveys.
- B. Economic and social implications are relevant only with the public sector.
- C. A PEST analysis allows you to take an independent, outside-in view of factors that impact the customer's situation.
- D. A PEST analysis often can be related directly to specific findings from the operating process analysis.

**Answer: C**

#### QUESTION 2

Which option describes what a five forces model shows?

- A. industry players: suppliers, complementers, customers, and competitors
- B. a list of industry trends and drivers for total market growth
- C. the top three competitive advantages owned by each of the major suppliers
- D. an analysis of customer priorities for technology purchase decisions

**Answer: A**

#### QUESTION 3

Which statement describes when it is a good time to apply a "use case"?

- A. You must identify how many transactions should be included in a system test cycle.
- B. You must understand the major process steps a customer wants for collaboration among its sales force personnel.
- C. You must identify the network capacity required by a new Cisco TelePresence system.
- D. You must estimate a company's cash flow impacts from upgrading security software to the latest version.

**Answer: B**

#### QUESTION 4

Which step is important when you define pain points for a multidepartment business initiative?

- A. Prioritize needs and opportunities across the full scope of the departments.
- B. Ask each department to rate their priorities on a 1-10 scale of importance.
- C. Use a survey to gain feedback on service-level expectations for network infrastructure.
- D. Avoid using customer estimates of benefits since the departments are likely overstating value and competing for funding.

**Answer: A**

#### QUESTION 5

Which statement describes the recommended level of detail for analysis when you first identify Cisco Architectures and Smart Solutions that could meet business needs?

- A. A fine level of detail, to provide the most information for benefits determination.
- B. A high level, with focus on the major architectural or Smart Solution elements that provide significant benefit.
- C. A high level for architectures and low level of detail for Smart Solutions.
- D. There is no recommended level of detail. Do the analysis as based on the skills and knowledge of the account team.

**Answer: B**

#### **QUESTION 6**

Which options describes a main objective for identifying Cisco Architectures and Smart Solutions early in the sales process?

- A. to give the account team the most elapsed time for closing a sale with the customer
- B. to influence the customer's requirements so that they fit the Cisco solutions portfolio
- C. to provide a baseline for the solutions design activities, and to leverage proven offerings in the Cisco portfolio
- D. to keep the opportunity more focused on standard solutions vs. needing to design out custom or account-specific capabilities

**Answer: C**

#### **QUESTION 7**

Which action is the recommended way to address a business constraint on "user training time"?

- A. Create a self-study module and inform users that they are responsible to train themselves as time allows.
- B. Revise the training so that it fits into time available from the busiest users.
- C. Train a core set of users and develop a plan for them to get others to the required level of execution capability.
- D. Extend the project timeline and delay future deployment or the next phase until users are trained.

**Answer: C**

#### **QUESTION 8**

Which option is a benefit of communicating a solution in business terms?

- A. The customer is more likely to invest because Cisco or the Partner is committing to a specific level of financial benefit.
- B. The customer IT executive can better identify how the solution affects their headcount for problem resolution.
- C. The customer's business and IT personnel can have improved dialogue about the solution, its impact, and options for deployment.
- D. The lead customer business stakeholder is given a detailed explanation about the value of most advanced technologies.

**Answer: C**

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