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IP Communications Express Account Manager
(IPCXAM)

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QUESTION NO: 1

An account manager is meeting with a customer who is interested in a Cisco IP Communications solution. This customer manages a large enterprise campus and three small branch offices. Which Cisco CallManager Express feature should the account manager discuss with this customer?

- A. integrated IP telephony services
- B. robust PSTN interfaces
- C. interoperability between Cisco CallManager and Cisco CallManager Express
- D. remote maintenance

Answer: C

QUESTION NO: 2

Cisco Unity Express adds which three features to the Cisco IP Communications Express solution? (Choose three.)

- A. data encryption
- B. auto attendant
- C. voice mail
- D. call processing
- E. group messaging
- F- call routing

Answer: B,C

QUESTION NO: 3

A potential customer has several global offices, including one in North America, two in France, and one in Germany. This prospect is investigating cost-effective voice mail and auto attendant, and has asked for your recommendation. What application would best meet the needs of the customer?

- A. Cisco Unity Express
- B. Cisco Unity
- C. customized XML applications
- D. Cisco CallManager

Answer: A

QUESTION NO: 4

You require an easy-to-use, web-enabled tool to demonstrate to a prospective customer the benefits of a converged network in terms of productivity enhancements and real estate savings. Which tool should you use?

- A. Cisco ROI analysis
- B. Cisco CNIC
- C. business case from the industry of the prospect
- D. customized hurdle rate analysis

Answer: B

QUESTION NO: 5

The operations manager of a potential customer is concerned about implementing a VoIP solution because of the possibility of interoperability issues with existing equipment. Which differentiator would be most appropriate to position a Cisco IP Communications solution against competitors?

- A. An IP-enabled PBX does not offer "five nines" availability. A Cisco IP Communications solution must integrate with existing legacy equipment that has 99.999 percent availability.
- B. A Cisco IP Communications solution offers investment protection for a large installed base, as well as retention of legacy equipment.
- C. Proprietary software and IP phones are often used to enable an existing PBX system for IP-based communications, locking the customer into using specific products indefinitely. With a Cisco solution, PBX-enabled devices can be used on the network.
- D. Cisco IP Communications solutions are based on tested and verified designs that ensure the tight integration of all equipment and applications, enabling customers to migrate slowly to complete convergence and retain legacy equipment and existing applications.

Answer: D

QUESTION NO: 6

Together, which two products provide a complete solution for the SMB or enterprise branch and is ideal for extending a decentralized Cisco IP Communications solution to individual sites. (Choose two.)

- A. Cisco CallManager
- B. Cisco CallManager Express
- C. Cisco Unity
- D. Cisco Unity Express

Answer: B,D

QUESTION NO: 7

One of your potential customers has concerns about choosing a Cisco IP Communications solution because, according to the competition, IP telephony solutions cost more than they are worth. Which strategy would be most appropriate to defuse this concern?

- A. Unlike traditional office environments where voice and data are separate, Cisco IP Communications supports the idea of a converged network where the telephony and IP components are integrated.
- B. An IP-enabled PBX inevitably reaches a point called the golden phone, at which an addition requires more than just a phone. In fact, it requires a card to support the phone, and possibly a new shelf of a cabinet to house the card. These upgrades end up being very costly and offer the customer no flexibility to implement nonproprietary solutions in the future.
- C. With low operating and capital costs, a Cisco IP Communications deployment will pay for itself in 18 months on average and will provide an average annual savings per user of US\$334. The drivers of the ROI are determined by the unique network circumstances of the customer, such as the speed of migration, the remaining life on the PBX, and the extent of the data upgrade.
- D. Cisco IP Communications solutions are based on tested and verified designs that ensure rapid ROI. Cisco or its IP telephony specialized channel partners can also customize these solutions to meet business demands and realize cost savings resulting from existing equipment or applications.

Answer: C

QUESTION NO: 8

When used together with Cisco CallManager Express, Cisco Unity Express provides a voice-mail solution for a small office that is effective for up to how many users?

- A. 50
- B. 100
- C. 200
- D. 400

Answer: B

QUESTION NO: 9