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# 700-039

Advanced Collaboration Architecture Sales  
Engineer

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**QUESTION NO: 1**

Which three statements are reasons why customers consider Cisco as their collaboration solutions partner? (Choose three.)

- A.** The Cisco collaboration portfolio is built on open standards and stands for collaboration interoperability.
- B.** The Cisco collaboration portfolio is exclusive to software rather than hardware solutions.
- C.** The Cisco collaboration portfolio is creatively designed with a single solution model that fits all customer choices.
- D.** Cisco has the most comprehensive collaboration portfolio and flexible delivery model offerings in the market.
- E.** Cisco is the market leader with the best-in-class telephony, conferencing, and video solutions.
- F.** The Cisco comprehensive and flexible collaboration portfolio is lowest-priced option when compared to competitors

**Answer: A,D,E**

**Explanation:**

**QUESTION NO: 2**

Where will an account manager find the largest source of case studies, whitepapers, demos, and vertical-oriented Information around Cisco Collaboration?

- A.** Collaboration Use Case
- B.** QuickStart for Cisco Collaboration
- C.** Cisco Competitive Edge Portal
- D.** Steps to Success
- E.** Cisco Collaboration business case

**Answer: E**

**Explanation:**

**QUESTION NO: 3**

Once you define the customer's value chain, you will be able to identify departments managing core processes where the Cisco Collaboration Architecture will bring highest business value.

Which two of the following departments typically manage core processes? (Choose two.)

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- A. Procurement
  - B. Sales and Marketing
  - C. Logistics and Operations
  - D. HR Management
  - E. Research and Development

**Answer: B,C**

**Explanation:**

#### **QUESTION NO: 4**

Which option leads to the development of high-level and detailed customer designs?

- A. Mapping collaboration maps with the customer's existing solutions
- B. Mapping collaboration maps with the customer assessment procedure
- C. Mapping collaboration maps with the customer business model
- D. Mapping collaboration maps with the Cisco Collaboration Architecture solutions

**Answer: D**

**Explanation:**

#### **QUESTION NO: 5**

Which two options represent the critical concerns of a desktop application manager regarding Cisco Collaboration Architecture? (Choose two.)

- A. Implementing instant messaging can become a security threat.How secure is your Collaboration application?
- B. I'm concerned about integration into our existing application infrastructure
- C. Can your Collaboration application self-diagnose problems'?
- D. I'm concerned about the reporting capabilities of your desktop collaboration application
- E. Collaboration sounds sophisticated, but how does this support our sales force?

**Answer: A,B**

**Explanation:**

#### **QUESTION NO: 6**

Which two statements indicate that the customer needs an infrastructure that can efficiently

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accommodate organizational changes? (Choose two.)

- A. We need technology to dictate and lead business processes.
- B. Collaboration applications must be flexible to quickly adapt to changes in user demand.
- C. Collaboration equipment must be deployed at several locations and data centers.
- D. The lifetime of any technology in our company is approximately two to three years
- E. Future success of our company depends on operational agility.

**Answer: B,E**

**Explanation:**

### **QUESTION NO: 7**

Security plays an essential role in the Cisco Collaboration Architecture In which layers of the Cisco Collaboration Architecture is security implemented?

- A. Advanced Cisco security solutions are implemented in all layers of the Cisco Collaboration Architecture model.
- B. Security is implemented in all the layers except in the medianet services interface layer.
- C. Cisco security solutions are integrated into the infrastructure layer and partially into the collaboration services layer
- D. Cisco provides advanced security solutions in the infrastructure and collaboration services layers while the collaboration applications layer security is ensured by third-party solutions.

**Answer: D**

**Explanation:**

### **QUESTION NO: 8**

Which three statements are benefits of a financial analysis? (Choose three.)

- A. It uses ROI measures that are always accepted by other stakeholders or the CFO.
- B. It increases the size of the deal and the potential services revenue
- C. It highlights strategic and tactical benefits.
- D. It requires minimal resources and is risk-free
- E. It encourages the customer to examine Cisco Unified Communications in more detail.
- F. It is a simple process and it can be completed in time, well within the sales cycle.

**Answer: B,C,E**

**Explanation:**