

# 700-037<sup>Q&As</sup>

Advanced Collaboration Architecture Sales Specialist

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### QUESTION 1

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

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

Correct Answer: BCF

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### QUESTION 2

Which statement correctly describes the features of the product?

- A. Cisco WebEx Meeting Center Quick response tools, high-quality video, support locations where Internet access is regulated
- B. Cisco WebEx Training Center: Visual attention indicator, integrated testing engine, breakout sessions
- C. Cisco WebEx Support Center: High-quality video, multisession interface, integrated testing engine
- D. Cisco Unified Meeting Place: Fully scalable, visual attention indicator, optimized for BYOD

Correct Answer: B

Reference: [http://www.wbximg.com/includes/documents/data-sheets/TC\\_datasheet\\_Corporate.pdf](http://www.wbximg.com/includes/documents/data-sheets/TC_datasheet_Corporate.pdf)

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### QUESTION 3

Which statement is an important selling point for Cisco against Avaya?

- A. Cisco is well respected and is the proven leader in collaboration.
- B. Cisco supports deskless workers
- C. Cisco can offer a complete end-to-end solution
- D. Cisco has acquired more than 100 innovative companies.

Correct Answer: C

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#### QUESTION 4

Which two options apply when you have a meeting with the telecommunications manager of an organization? (Choose two.)

- A. The telecommunications manager is exclusively concerned with day-to-day issues, such as reporting, security, reliability, training, and processes.
- B. The telecommunications manager's major concern is the cost of the solution.
- C. The telecommunications manager may have a long-standing relationship with a PBX competitor.
- D. The telecommunications manager could be resistant because the IT department gets authority over the new system.
- E. The telecommunications manager is concerned about how collaboration affects network management

Correct Answer: CD

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#### QUESTION 5

You are discussing unified communications applications with a customer. The same customer has also been approached by ShoreTel. The customer feels that the ShoreTel solution lacks complexity and is easy to use

Which response is best in this situation?

- A. Cisco continuously enhances interfaces to simplify system administration and provide ease-of-use
- B. The Cisco solution is complex, but Cisco has certified partners to provide practical advice and hands-on expertise
- C. Cisco provides a complete solution and superior applications, therefore the complexity increases
- D. Cisco provides a converged architecture that is simple and easy to use

Correct Answer: A

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#### QUESTION 6

Which feature in Cisco WebEx is the most important differentiator compared to other vendors in the collaboration technology?

- A. Cisco WebEx is always installed on-premises.
- B. With an account, everyone can join Cisco WebEx meetings
- C. Web conferencing service is delivered over a proprietary network, which is optimized for security, performance, and reliability.
- D. Cisco WebEx could be installed or collocated with Cisco Unified Communications Manager

Correct Answer: C

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#### QUESTION 7

Which two characteristics are differentiators for the Cisco ISR router compared to the competition? (Choose two.)

- A. Decoupling the delivery of software from hardware on optional service modules
- B. Integration of WLAN access points
- C. Routes network traffic down alternative paths to avoid congestion, which switches cannot do
- D. Support of analog voice connections
- E. Operational simplicity through a single, universal Cisco IOS Software image. Services Ready Engine. EnergyWise innovations, and investment protection

Correct Answer: AE

Reference: <http://www.sajeps.com/sw/common/custom/internet/custompage.asp?SWAPPID=74andSubPageID=57259andtraffictype=Direct>

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#### QUESTION 8

Mobile workers and teleworkers do not have direct access to coworkers, but they must engage with them regularly.

Which three collaboration tools benefit these workers? (Choose three.)

- A. Cisco Jabber
- B. Cisco Video Conferencing
- C. Cisco Emergency Responder
- D. Cisco Unified Contact Center Express
- E. Cisco Unified Communications

Correct Answer: ABE

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#### QUESTION 9

Cisco Collaboration is expensive. This is a very common FUD statement. Which two are proven ways of handling this statement? (Choose two)

- A. Cisco is trusted for delivering quality and reliable world class solutions, support, and services, hence its collaboration solution is expensive
- B. Cisco is a proven vendor and its collaboration portfolio is very competitively priced when compared to similar vendors in the market
- C. Cisco collaboration might demand higher CAPEX but it is worthwhile since OPEX will be reduced significantly during the life cycle
- D. Cisco's end-to-end solution saves money through centralized management and enhanced scalability and flexibility

E. Cisco has the most comprehensive collaboration portfolio and flexible delivery model offerings in the market at a the most affordable price

Correct Answer: BC

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#### QUESTION 10

Which two customer statements present business ROI? (Choose two)

- A. Cisco Collaboration helps us to increase the productivity of our sales force and to gain new revenue streams through new customers
- B. Cisco Telepresence can integrate with our existing video infrastructure
- C. With Cisco Collaboration, we will engage quicker with third-party suppliers and will shorten go- to-market time for innovative products globally
- D. With Cisco Collaboration, we can deploy Extension Mobility, which will allow employees to "touchdown" at any workspace
- E. A Cisco Collaboration Architecture will improve our company\\'s morale

Correct Answer: AC

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