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Vendor:Cisco

Exam Code:810-440

Exam Name:Adopting The Cisco Business
Architecture Approach (DTBAA)

Version:Demo

QUESTION 1

Which option is the most effective way to use best practices or scenarios during the selling process?

- A. in use cases that are relevant to the customer
- B. in business cases used previously
- C. in customer briefing documents
- D. in customer benefits statements

Correct Answer: A

QUESTION 2

Which building block of business model canvas addresses the customer's willingness to pay?

- A. revenue streams
- B. cost structure
- C. customer segments
- D. customer channels

Correct Answer: B

QUESTION 3

Stakeholder audiences cover a range of customers, sales professionals, and others. Which three key position groups make up important stakeholders? (Choose three.)

- A. Executives
- B. Influencers
- C. Employees
- D. Decision makers
- E. Suppliers

Correct Answer: ACE

QUESTION 4

Drag Drop the BMC building blocks from the left on to the questions they answer on the right.

Select and Place:

revenue streams	For whom is the business creating value?
key resources	what value does the business deliver to the customer?
customer segments	What are customer s willing to pay for value?
value proposition	How does the business reach its customers?
channels	What is required to support the value proposition, distribution channels, revenue streams, and customer relationships?

Correct Answer:

	customer segments
	value proposition
	revenue streams
	channels
	key resources

Recommended order for constructing a BMC:

1.

Customer Segments: For whom is the business creating value?

2.

Value Proposition: Which value does the business deliver to the customer?

3.
Channels: How does the business reach its customers?
 4.
Customer Relationships: Which customer relationships are required for each market segment?
 5.
Revenue Streams: How the customer expects to profit from its value proposition?
 6.
Key Resources: Which key resources are required to support the value proposition, distribution channels, revenue streams, and customer relationships?
 7.
Key Activities: Which key activities support the value proposition, distribution channels, and revenue streams?
 8.
Key Partners: Who are the key partners?
 9.
Cost Structure: What are the most important costs inherent in the cost structure?
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QUESTION 5

Which two options are financial considerations related to determining business outcomes? (Choose two.)

- A. Capital Expenditures, Operating Expenses.
- B. Internal Return Rate, Discount Rate.
- C. Payback, Chargeback.
- D. Capital Expenditures, Working Capital.
- E. Chargeback, Show back.

Correct Answer: AE

QUESTION 6

Which two activities require strong facilitation skills for gathering qualitative data? (Choose two.)

- A. workshop
- B. focus group

- C. survey
- D. questionnaire
- E. interview

Correct Answer: AB

QUESTION 7

What two business-led approaches by the Business Architect are true? (Choose two.)

- A. places the needs of the customer and their business outcomes at center stage
- B. places the needs of the customer at center stage by focusing product discussions with key stakeholders to business outcomes
- C. places the needs of the customer at center stage by leading product discussions with key customer stakeholders to ensure that product capabilities are well understood
- D. works with the customer to co-operatively determine the products needed to deliver a business solution
- E. works with the customer to co-operatively determine the required business capabilities and business solutions

Correct Answer: A

QUESTION 8

Which option is a structured process to understand business landscape and context?

- A. business model canvas
- B. business outcomes canvas
- C. business model outcomes
- D. business canvas approach

Correct Answer: A

QUESTION 9

Which two descriptions of the customer journey are true? (Choose two.)

- A. The customer journey has eight phases to deliver business outcomes.
- B. It spans the spectrum from business vision to value realization.
- C. It is a business-centric view of the customer business.
- D. It is an IT-centric view of their business needs.

E. It starts with the customer's technology vision.

Correct Answer: BC

QUESTION 10

Which two customer benefits of a Cisco Business Architecture engagement are true? (Choose two.)

- A. It increases IT complexity.
- B. It associates business value with defined business outcomes.
- C. It ensures that solutions are aligned with long-term business strategy
- D. It increases technology spend.
- E. It provides a technology-centric approach to business problems.

Correct Answer: BC

QUESTION 11

Which business priority is true?

- A. Develop a new network infrastructure that is agile and easy to operate.
- B. Develop security capabilities at the edge and core to protect users.
- C. Increase same store year over year sales by 20%.
- D. Define a single policy for wired and wireless users.

Correct Answer: A

QUESTION 12

Which two benefits does IT as a Service provide to the customer? (Choose two.)

- A. Reduced OPEX.
- B. Reduced CAPEX.
- C. Reduced ROI.
- D. Reduced TCO.
- E. Reduced Chargeback.

Correct Answer: BD

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