

## Exam Questions 700-150

Introduction to Cisco Sales

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#### NEW QUESTION 1

AMP for endpoints decreases time to detection. What is Cisco's security time to detection?

- A. 8 hours or less
- B. 7 hours or less
- C. 10 hours or less
- D. 6 hours or less

**Answer:** D

#### NEW QUESTION 2

The Cisco enterprise routing portfolio delivers an uncompromised experience across which 4 areas?

- A. Cloud, Branch, WAN and Firewalls
- B. Cloud, LAN, WAN and Data Centre
- C. Branch, Cloud, Data Centre and WAN
- D. Data Centre, Cloud, Branch and LAN

**Answer:** C

#### Explanation:

<https://www.cisco.com/c/dam/en/us/products/collateral/routers/4000-series-integrated-servicesrouters-isr/enterprise-routing-portfolio-poster.pdf>

#### NEW QUESTION 3

Cisco converged infrastructure simplifies and speeds up infrastructure deployment with integrated and hyperconverged systems. Which of the following is not one of the solutions?

- A. FlashStack
- B. Hyperfilex systems
- C. VirtualStack
- D. FlexPod

**Answer:** C

#### NEW QUESTION 4

Cisco DNA Analytics and Assurance allow users to automate network performance management in all of the following ways. Which is not true?

- A. Simplify management
- B. Gain network visibility
- C. Save time, solve problems
- D. Turn insights into

**Answer:** D

#### NEW QUESTION 5

Cisco has endpoints that are designed to improve collaboration and address the widest range of use cases. Which of the following is not an endpoint?

- A. Phones and Desktop endpoints
- B. Video End Point Applications
- C. Room and Immersive Systems
- D. Mobile End Point Applications

**Answer:** D

#### NEW QUESTION 6

Cisco is positioning itself to recognize greater value and superior differentiation and deliver better business outcomes for its customers. Which of the following statements is not true?

- A. They aim to price models in a more user-centric approach
- B. They aim to provide filexible approaches to service offerings
- C. They aim to provide more solution-based offerings
- D. They aim to adopt personalized offerings to their customers

**Answer:** D

#### NEW QUESTION 7

One of the conferencing solutions for recording and streaming simplifies the process of capturing and sharing many types of content throughout your organization. Name the product.

- A. Cisco TelePresence Content Server
- B. Cisco TelePresence Exchange System
- C. Cisco TelePresence Server
- D. Cisco TelePresence Recording Server

**Answer:** A

#### NEW QUESTION 8

Cisco UC platform consists of which 3 featured products?

- A. Business Edition 6000, Unified Manager, HD Video
- B. Cisco Webex Teams, Business Edition 6000, HD Video
- C. Cisco Webex Teams, Unified Communications Manager
- D. Cisco Webex Teams, Business Edition 6000, Unified Communications Manager

**Answer:** D

#### NEW QUESTION 9

What is a key benefit of Cisco's hybrid services for collaboration?

- A. Customers can utilize conferencing solutions with Cisco Webex while retaining control of their collaboration services.
- B. Cisco manages all collaboration services so a customer's IT resources can focus on strategic priorities.
- C. Customers can choose multiple types of collaboration endpoints.
- D. Customers gain the benefit of Cisco Hosted Collaboration Solution services while retaining ownership and control of their collaboration services.

**Answer:** B

#### NEW QUESTION 10

In terms of Cisco's business outcome sales roles, there are many variations in the teams that engage with customers. Which of the following is not one of these teams?

- A. Services team
- B. Account team
- C. Team leadership
- D. Marketing team

**Answer:** D

#### NEW QUESTION 10

How do you define a business outcome?

- A. a process of estimating future sales
- B. a measurable result of an activity or process within the business
- C. a plan that positions a company's brand or product to gain a competitive advantage
- D. a strategy that sets out sales targets and tactics for the business

**Answer:** C

#### NEW QUESTION 12

Cisco HyperFlex delivers complete hyperconvergence. Which of the following is not a feature of this solution?

- A. Portable database applications
- B. Flash-optimized system
- C. Flexible scaling
- D. High data availability

**Answer:** A

#### NEW QUESTION 17

The Cisco Stealthwatch Enterprise is about scalable visibility and security analytics across your business. Which is not a feature?

- A. Extend your network visibility
- B. Simplify network segmentation
- C. Claim immunity to cloud outages
- D. Speed up incident response and forensics

**Answer:** C

#### NEW QUESTION 22

Customer relationship takes into consideration the conceptual nature of person as compared to their detailed nature. What does conceptual nature means?

- A. The conceptual nature of a person is about their knowledge and their intrinsic and extrinsic motivations.
- B. The conceptual nature of a person is about their work experience and their intrinsic and extrinsic motivations.
- C. The conceptual nature of a person is about their personality and their intrinsic and extrinsic motivations.
- D. The conceptual nature of a person is about their attitude and their intrinsic and extrinsic motivations.

**Answer:** C

#### NEW QUESTION 23

Which of the following describes the benefits of Cisco intelligent automation for cloud software?

- A. It defines the deployment and management requirements of an entire application stack.
- B. It automates sophisticated data center and standard business processes from a single, selfservice portal.
- C. It builds a robust security architecture while significantly reducing WAN costs and time to deploy new services.
- D. It includes Wireless LAN, Security/SD-WAN, Switching, Mobility Management, and Insigh

**Answer:** B

#### NEW QUESTION 28

Cisco Fog Data Services are software services that deliver edge analytics, control, and security for data in the fog. Which of the following is not a feature or benefit?

- A. Network compliance
- B. Analytics at the network edge
- C. Application control of IoT sensors
- D. Security and privacy

**Answer:** A

#### NEW QUESTION 31

As a Cisco partner, you will get the support to differentiate your business and grow based on the unique value you offer. Which group shows the type of discounts available?

- A. Value Incentive Program, Teaming Incentive Program, Opportunity Incentive Program
- B. Migration Incentive Program, Opportunity Incentive Program, Teaming Incentive Program
- C. Partner Plus Program, Migration Incentive Program and Teaming Incentive Program
- D. Migration Incentive Program, Partner Plus Program and Teaming Incentive Program

**Answer:** B

#### NEW QUESTION 36

Cisco has phones and desktop endpoints. Which of the following is an example?

- A. Cisco Webex Board
- B. Cisco IP Phone
- C. Cisco Jabber
- D. Cisco Telepresence 1X5000 series

**Answer:** B

#### NEW QUESTION 39

The Cisco Email Security Appliance is an email security gateway product. Which is not an email-borne threat?

- A. Spam
- B. Phishing attempts
- C. Malware
- D. Junk E-mail

**Answer:** A

#### NEW QUESTION 41

In covering the full attack continuum, which are the proposed solutions after an attack?

- A. Networks access control and identity services
- B. E-mail and web security solutions
- C. Firewalls and next generation firewalls
- D. Advanced malware protection and network behavior analysis

**Answer:** D

#### NEW QUESTION 45

Cisco's certification and global partner network encourages and recognizes partners for their breadth of skills across certain technologies. Which of the following is not a Badge level?

- A. Gold
- B. Select
- C. Silver
- D. Premier

**Answer:** C

#### NEW QUESTION 48

Which of the following are the top three protecting capabilities of Cisco Data Center?

- A. segment, enforce, and detect
- B. enforce, segment, and access
- C. detect, authenticate, and replicate
- D. detect, replicate, and access

**Answer:** D

#### NEW QUESTION 53

Cisco collaboration edge architecture helps improve the end user experience while offering security, ease of deployment and open-standards interoperability. Which of the following is not a gateway product?

- A. Cisco Expressway series
- B. Cisco Unified Border Element
- C. Cisco Unified Communication Manager
- D. Cisco TDM Gateways

**Answer:** B

#### NEW QUESTION 57

Which of the following describes the NFV ENCS Virtualized branch?

- A. a cloud-delivered overlay WAN architecture that facilitates digital and cloud transformation for enterprises
- B. a hybrid platform that combines the benefits of a traditional router and a traditional server to offer the same functionality with a smaller infrastructure footprint
- C. a security application that mitigates vulnerabilities to offer branch and consumers protection where they need it most
- D. a network device that mathematically verifies the entire network for correctness

**Answer:** A

#### NEW QUESTION 62

A variety of factors drive the target state of the business. Which of the following is not a factor?

- A. Values
- B. Mission
- C. Vision
- D. Client engagement

**Answer:** B

#### NEW QUESTION 67

In the Cisco DNA 8 framework, which is not a component of the enterprise controller?

- A. Automation
- B. Analytics
- C. Avoidance
- D. Assurance

**Answer:** C

#### Explanation:

<https://www.cisco.com/c/dam/en/us/solutions/collateral/enterprise-networks/solution-overviewwc22-738468.pdf>

#### NEW QUESTION 72

The Cisco Data Center captures the intent of users and applications. Which is not a benefit?

- A. Enhance IT operations
- B. Seamless multicloud mobility
- C. Enhanced application performance
- D. Pervasive security

**Answer:** A

#### Explanation:

<https://cdw-prod.adobecqms.net/content/dam/cdw/on-domain-cdw/brands/cisco/intent-baseddata-center.pdf>

#### NEW QUESTION 73

A business requirement is something that is needed by business stakeholders. Business achievements should achieve the following except for?

- A. Reflected in a business requirements document
- B. Provides the overall direction of the business
- C. Provide value to the business
- D. Describe what the business needs

**Answer:** A

#### Explanation:

[https://community.cisco.com/legacyfs/online/ccde\\_9781587144615\\_chapter1.pdf](https://community.cisco.com/legacyfs/online/ccde_9781587144615_chapter1.pdf)

#### NEW QUESTION 75

Cisco Identity Services Engine (ISE) is a network administration product that enables the creation and enforcement of security and access policies for endpoint devices connected to a company's routers and switches. Which of the following is not a benefit?

- A. Control all access from one place
- B. Destroy malware
- C. See and share rich user and device details
- D. Stop and contain threats

**Answer:** C

#### NEW QUESTION 78

Cisco has a five-phased cloud plan. Which of the following is not one of the phases?

- A. Cloud Native Stacks
- B. Containers and Analytics
- C. Multi-cloud management
- D. Application renewal

**Answer:** D

#### Explanation:

[https://www.cisco.com/c/dam/m/en\\_emea/events/2016/emeardcpc2016/pdfs/day\\_3/Cisco\\_s\\_Cloud\\_Strategy-Dowdy\\_Ulander.pdf](https://www.cisco.com/c/dam/m/en_emea/events/2016/emeardcpc2016/pdfs/day_3/Cisco_s_Cloud_Strategy-Dowdy_Ulander.pdf)

#### NEW QUESTION 82

Which group makes up Cisco's collaboration portfolio?

- A. customer care, conferencing, team innovation, and telepresence
- B. unified communications, customer care, conferencing, and collaboration endpoints
- C. unified communications, customer care, team innovation, and conferencing
- D. unified communications, customer care, team innovation, and collaboration endpoints

**Answer:** B

#### Explanation:

<https://www.cisco.com/c/en/us/solutions/collaboration/index.html#~stickynav=2>

#### NEW QUESTION 87

Cisco's products and solutions are based on an open network architecture. Which of the following is not a principal technology?

- A. Multi vendor orchestration
- B. 4G Networks
- C. Model driven telemetry
- D. Real-time analytics

**Answer:** B

#### Explanation:

<https://www.cisco.com/c/en/us/solutions/service-provider/virtualizationautomation.html#~stickynav=1>

Cisco's goal is to share methodology, tools and prescriptive guidance to help their partners build their own customer success practice. What are some of the partner resources?

- A. Launch hub, services hub, Cisco ready, marketing velocity
- B. Launch hub, services hub and marketing velocity
- C. Cisco ready, launch hub and services hub
- D. Launch hub and services hub

**Answer:** B

#### NEW QUESTION 91

In terms of SMART Business outcomes, what does the "S" stands for?

- A. Strategic
- B. Short
- C. Structured
- D. Specific

**Answer:** D

#### NEW QUESTION 92

Cisco offers customer care solutions for contact centers. Which option is not correct?

- A. Cisco Remote Expert Mobile
- B. Cisco Inbound Option
- C. Cisco Unified call studio
- D. Cisco Outbound Option

**Answer:** C



#### NEW QUESTION 96

How is creating and capturing business value achieved by Cisco?

- A. determining the business priorities, business capabilities, and business solutions that enable the customer-defined outcomes
- B. strategizing with the sales team on how to empower their sales personnel in attaining business goals
- C. delving into the main issues faced by customers and getting feedback from previous work done
- D. measuring the efforts of every team in delivering on their promises

**Answer:** A

#### NEW QUESTION 100

Which term describes the capability to correlate security information and apply intelligence in order to understand context?

- A. sophistication
- B. breadth
- C. integration
- D. depth

**Answer:** A

#### NEW QUESTION 101

Which of the following could be defined as a long-term plan that enables the business to work toward achieving its vision by considering business operations, value proposition, customers, and finance?

- A. Goals
- B. Strategy
- C. Objectives
- D. Mission

**Answer:** D

#### NEW QUESTION 103

How long is the average time to detection of a security threat for Cisco customer?

- A. 28 days
- B. 3 days
- C. 17 days
- D. 100 days

**Answer:** D

#### NEW QUESTION 104

Which of the following are features of the Cisco Firepower NGFW?

- A. threat focused
- B. fully integrated
- C. unified management
- D. cloud based

**Answer:** A

#### NEW QUESTION 108

What approach does Cisco take to provide pervasive and comprehensive security for our customers?

- A. Digital Forensic Model
- B. Cisco ONE Security Model
- C. Threat-Centric Security Model
- D. Insight-Led Security Analytics

**Answer:** C

#### NEW QUESTION 109

Which of Cisco's channel routes to market uses automated campaigns driven by customer data to optimize seller efficiency and productivity?

- A. Digital Touch
- B. Field Sales
- C. Virtual Sales
- D. Partners

**Answer:** C

#### NEW QUESTION 110

Which is a unique capability of Meraki MX?

- A. API-based management
- B. Java-API console management
- C. single pane of glass management for full stack branch infrastructure
- D. carrier grade security for data centers

**Answer:** C

#### NEW QUESTION 115

Which program requires partners to offer at least two cloud or managed services based on Cisco technology?

- A. Cisco CMSP Advanced
- B. Cisco Specializations
- C. Cisco Solution Partner Program
- D. Cisco CMSP Express

**Answer:** A

#### NEW QUESTION 118

Which phase of Cisco's Sales Cycle involves the presentation of the business case to relevant stakeholders?

- A. Design and Distribute
- B. Customer Commitment
- C. Analyze and Design
- D. Research and Analyze

**Answer:** C

#### NEW QUESTION 123

Which phrase best describes Cisco's software strategy'?

- A. implement a build-and-fix software development model
- B. identify and communicate risks
- C. promote collaboration among in teams and organizational levels
- D. use software and software-defined solutions to help customers realize more value from their IT investments across their organizations

**Answer:** D

#### NEW QUESTION 128

What is one benefit of the Cisco SD-WAN solution?

- A. continuous monitoring of the entire network environment in order to detect abnormal wireless activity
- B. establishing transport-independent WAN for lower cost and higher diversity
- C. supporting agile software development and deployment processes through a single point of management
- D. providing guest networks for customers, system integrators, and vendors
- E. a service solution that offer business messaging, calling, and persistent meeting spaces
- F. a flexible and scalable platform for videoconferencing rooms :
- G. a mobile endpoint solution designed to connect learners at any time, in any place
- H. an all-in-one desktop collaboration device with an intuitive touchscreen

**Answer:** A

#### NEW QUESTION 131

Which services make up the Cisco Unified Wireless Network's Mobility Services Framework?

- A. Guest Access
- B. Security
- C. Data, and Location
- D. Guest Access
- E. Security, Data, and Voice
- F. Guest Access
- G. Security
- H. Location, and Voice
- I. Guest Access
- J. Data, Location, and Voice

**Answer:** D

#### NEW QUESTION 135

What types of collaboration endpoints are offered by Cisco?

- A. phone, mobile, and virtual
- B. phone, desktop, room, and mobile
- C. desktop, room, and virtual
- D. phone, desktop, room, mobile, and virtual
- E. Bronze, Silver, Gold, Select, Multinational
- F. Select, Premier, Gold, Multinational, Global Gold
- G. Affiliate, Associate, Preferred, Select, Global



H. Bronze, Silver, Gold, Platinum, Global

**Answer:** D

**NEW QUESTION 138**

What key aspect of digitization allows the deployment of new services without lengthy and costly investments in server or networking infrastructure"?

- A. Enterprise network architecture
- B. data science
- C. streaming services
- D. cloud computing

**Answer:** C

**NEW QUESTION 143**

Which component in DNA Center achieves automation?

- A. Tetration
- B. Network Control Platform
- C. Network Data Platform
- D. Identity Services Engine

**Answer:** B

**NEW QUESTION 146**

Which of these is one-step Cisco is aiming to take to reduce the company's environmental impact by the year 2022?

- A. Cisco is aiming to run at least 35 percent of its global operations exclusively on solar power.
- B. Cisco is aiming to use electricity generated from renewable sources for at least 85 percent of the company's global electricity needs
- C. Cisco is improving product power consumption and aiming to increase system efficiency to 99 percent
- D. Cisco is aiming to reduce greenhouse gas emissions by 15 percent from its global operations

**Answer:** D

**NEW QUESTION 151**

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