



Cisco

Exam Questions 700-150

Introduction to Cisco Sales

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NEW QUESTION 1

What does Cisco call the intelligent, closed-loop, and self-optimizing system built on Cisco DNA?

- A. The Assured Network
- B. The Automated Network
- C. The Encryption Initiative
- D. The Network Intuitive

Answer: B

NEW QUESTION 2

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 3

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 flexible 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 4

Cisco's software defined access allows customers to get network speed, security and peace of mind. Which of them is not one of the capabilities?

- A. Secure from evolving threats
- B. Limits the network access
- C. Prepare for IoT growth
- D. Adapt to mobile demands

Answer: D

NEW QUESTION 5

Cisco Catalyst 9000 is built for SD access. Which of the following are the features?

- A. Fixed access, future-proofed and mobility
- B. Convergence, fixed core and first in enterprise
- C. Future-proofed, industry's unmatched and first in enterprise
- D. Fixed access, industry's unmatched and first in enterprise

Answer: B

NEW QUESTION 6

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 7

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 8

Cisco 1000 series integrated services routers are fixed, high performance routers. Which is not a benefit of the routers?

- A. Connectivity
- B. Ease of use
- C. Exclusivity
- D. Comprehensive security

Answer: C

NEW QUESTION 9

Cisco IT increases security effectiveness with Cisco Advanced Malware Protection (AMP). Which of the following lists the 3 approaches for the AMP endpoints security solution?

- A. Prevent, detect, respond
- B. Prevent, react, respond
- C. Protect, detect, respond
- D. Predict, prevent, respond

Answer: A

NEW QUESTION 10

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 10

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 15

Security attacks are stealthier than ever. Pervasive protection is needed. When should it be implemented?

- A. All of the above
- B. After the attack
- C. During the attack
- D. Before the attack

Answer: A

NEW QUESTION 16

Cisco was the first company to provide which product commercially?

- A. Remote access devices
- B. Fibre-optic networking
- C. Multiprotocol routers
- D. Wireless networking

Answer: C

NEW QUESTION 19

What is Cisco's approach to business outcome sales?

- A. It focuses on developing a business-focused view of the customer enterprise and places their needs and business outcomes from a customer-centric perspective.
- B. It focuses on increasing revenue and reducing costs from a customer-centric perspective.
- C. It focuses on enabling their sales team with the necessary tools and products to increase their market share.
- D. It focuses on differentiating themselves as a market leader in security solutions from a profits centric perspective.

Answer: B

NEW QUESTION 20

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 22

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 27

The Cisco Cloudlock protects your cloud users, data and apps. Which of the following is not under the coverage of Cloudlock?

- A. Facebook
- B. Salesforce.com
- C. Box
- D. Slack

Answer: A

NEW QUESTION 29

A business capability consists of which of the following to enable the long-term strategy of the business?

- A. Security, enablement, experience
- B. Technology, expertise, process
- C. People, tools, experience
- D. People, process and technology

Answer: B

NEW QUESTION 30

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 34

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_Clo ud_Strategy-Dowdy_Ulander.pdf

NEW QUESTION 38

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 39

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 mam issues faced by customers and gelling feedback from previous work done
- D. measuring the efforts of every team in delivering on their promises

Answer: A

NEW QUESTION 44

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 48

Which of the following could be considered a business outcome'?

- A. to nounsh people and the planet
- B. customer experience/innovation/fulfillment
- C. implements direct-to-customer experience by the end of FY 2021
- D. respect employees, customers, and suppliers

Answer: B

NEW QUESTION 51

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 53

Which Cisco network administration product enables the creation and enforcement of security and access ponces for a company's connected endpoint devices'?

- A. Cisco Identity Services Engine
- B. Cisco Stealthwatch Enterprise
- C. Cisco TrustSec
- D. Cisco Platform Exchange Grid

Answer: D

NEW QUESTION 54

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 59

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 64

What is Cisco Unified Fabric?

- A. the latest technology that is used to power Cisco routers
- B. the fabric that connects people, technology and business
- C. a primary building block for cloud-based, virtualized, and general purpose data centers
- D. a software based solution for data centers

Answer: D

NEW QUESTION 65

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 66

With Cisco ONE, what happens when a customer refreshes hardware?

- A. The customer can refresh hardware in the same tier and port software at no charge but must purchase new licenses for the next tier of hardware
- B. The customer can refresh or go to the next tier or hardware and port or upgrade software at no additional charge
- C. The customer must purchase entirely new software licenses
- D. The customer can refresh hardware in the same tier and port software at no charge, or go to the next tier of hardware and just pay the difference for their software

Answer: B

NEW QUESTION 71

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 75

Which collaboration product can count meeting participants and provide analytics for usage and resource planning?

- A. Cisco MX Series
- B. Cisco Webex Board
- C. Cisco Webex Room Series
- D. Cisco TelePresence EX5000 Series

Answer: D

NEW QUESTION 76

What are the four BOST Enterprise Architecture Framework views?

- A. Business
- B. Operations, Security, and Tactics
- C. Business
- D. Operations, Security, and Technology
- E. Business, Operations, Systems, and Technology
- F. Business, Operations, Sales, and Talent

Answer: A

NEW QUESTION 80

During which phases of protection would Cisco's Next Generation Firewalls be deployed?

- A. after an attack
- B. during an attack
- C. before an attack
- D. during and after an attack

Answer: A

NEW QUESTION 83

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 84

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 89

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