

# Cisco

## Exam Questions 700-750

Cisco Small and Medium Business Engineer (SMBE)



#### NEW QUESTION 1

Which technology is now in the middle of the same type of transformation that revolutionized telephones 20 years ago?

- A. cloud security
- B. network security
- C. application security
- D. video surveillance

**Answer:** D

#### Explanation:

Video surveillance technology is currently undergoing a transformation similar to the one that revolutionized telephones 20 years ago. The shift from analog to digital, the integration of Internet Protocol (IP) technology, and the use of artificial intelligence for facial recognition and behavior analysis are all part of this transformation. This evolution mirrors the transition telephones experienced with the advent of mobile technology and smart devices, which turned simple voice transmission tools into multifunctional devices with capabilities far beyond making calls.

References: = An article on the evolution of telephone technology that discusses the significant changes over the years<sup>1</sup>, and a report on the pace of technology transformation that highlights the rapid changes in communication technology<sup>2</sup>.

#### NEW QUESTION 2

What do SMBs need to be truly smart?

- A. visibility for each process at each location separately
- B. optimized customer and employee experiences by providing an environment that meets modern expectations
- C. individually managed technology stacks
- D. separate dashboards to provide intelligent monitoring with actionable insight and device manageability

**Answer:** B

#### Explanation:

To be truly smart, SMBs need to optimize customer and employee experiences by providing an environment that meets modern expectations. This involves leveraging technology to create a seamless, efficient, and responsive experience for both customers and employees. A smart SMB utilizes integrated solutions that enhance collaboration, productivity, and security, enabling the business to adapt quickly to market changes and customer needs. By focusing on the user experience, SMBs can drive innovation and growth, ensuring they remain competitive in a rapidly evolving business landscape<sup>1</sup>. References :=

•Cisco Smart Services for Small and Medium Business<sup>2</sup>.

•Investing in your success scaling SMB sales like never before<sup>1</sup>. =====

#### NEW QUESTION 3

Partners must understand one another's purpose and goal. What does Cisco consider its purpose?

- A. to maximize profits
- B. to power an inclusive future for all
- C. to dominate the market
- D. to limit global connectivity

**Answer:** B

#### Explanation:

Cisco's purpose is centered around creating a more inclusive future for all. This is reflected in their commitment to leveraging technology to address societal challenges, close the digital divide, and promote equality and social justice. Cisco actively works towards a sustainable and regenerative planet, emphasizing the importance of diversity, equity, and inclusion within and beyond the company. Their purpose goes beyond profit maximization or market dominance; it is about using their resources and influence to make a positive impact on society and the environment. References := Cisco's Purpose

#### NEW QUESTION 4

Which selling concept represents an account manager selling a security solution that integrates with the customer's current Cisco networking solution?

- A. cross-selling
- B. multi-product selling
- C. upselling
- D. horizontal-selling

**Answer:** A

#### Explanation:

Cross-selling refers to the practice of selling additional products or services to an existing customer. In the context of Cisco Small and Medium Business Engineer, when an account manager sells a security solution that integrates with the customer's current Cisco networking solution, it is considered cross-selling. This is because the security solution is complementary to the products the customer already uses, thereby providing an integrated and enhanced experience. Cross-selling is a strategic approach to provide customers with additional value, often leading to increased customer satisfaction and loyalty<sup>123</sup>. References :=

#### NEW QUESTION 5

How do Meraki cameras perform in the smart SMB experience?

- A. building a smarter network
- B. building smarter security
- C. building smarter workspaces
- D. protecting the outside of an office space

**Answer:**

C

**Explanation:**

Meraki cameras contribute to the smart SMB experience by building smarter workspaces. These intelligent cameras not only enhance security by providing high-quality video surveillance but also incorporate advanced analytics that can help businesses understand space utilization, optimize office layouts, and ensure safety protocols are followed. Features such as motion detection, people counting, and heat maps offer valuable insights into how spaces are used, enabling SMBs to make data-driven decisions to improve efficiency, productivity, and employee well-being. This goes beyond traditional security roles, as Meraki cameras can also support operational improvements and contribute to creating a more connected and intelligent workplace environment.

References: Cisco Meraki

**NEW QUESTION 6**

How does Cisco help SMBs with security?

- A. only check internal emails for phishing
- B. only priority applications should have zero trust-based access with multifactor authentication
- C. endpoint security with threat hunting and vulnerability management
- D. decentralized security policy

**Answer:** C

**Explanation:**

Cisco assists SMBs in enhancing their security posture through endpoint security that includes threat hunting and vulnerability management. This approach provides a robust defense against a wide range of cyber threats by actively seeking out potential security issues and managing vulnerabilities before they can be exploited. Cisco's endpoint security solutions are designed to protect against advanced threats at every endpoint, regardless of where users connect to the network<sup>1</sup>. This proactive stance on security helps SMBs safeguard their assets and maintain business continuity in the face of evolving cyber threats. References :=

•Small and Medium Business Security Solutions - Cisco<sup>1</sup>.

**NEW QUESTION 7**

What must a hybrid SMB technology solution have?

- A. zero trust identity-based access
- B. specific desk for each employee when they visit the office
- C. single vendor collaboration infrastructure
- D. separate security policy for wired and wireless users

**Answer:** A

**Explanation:**

A hybrid SMB technology solution must prioritize security, especially in a landscape where remote work is prevalent. Zero trust identity-based access is a security model that requires all users, whether inside or outside the organization's network, to be authenticated, authorized, and continuously validated for security configuration and posture before being granted or keeping access to applications and data. This approach aligns with the modern needs of SMBs to provide secure access to their resources in a hybrid environment, where users are accessing systems both on-premises and remotely. It ensures that only authenticated and authorized users and devices can access applications and data, thereby reducing the attack surface and providing a more secure IT environment.

References: = Insights from the Spiceworks article on the importance of hybrid cloud for SMBs<sup>1</sup>, and Cisco's discussion on hybrid workforce solutions for SMBs, which emphasizes the need for secure access in a hybrid work environment<sup>2</sup>.

**NEW QUESTION 8**

Which Cisco product ensures that the right devices are connecting to the right application by the right person?

- A. Duo
- B. Webex
- C. Meraki
- D. Umbrella

**Answer:** A

**Explanation:**

The Cisco product that ensures the right devices are connecting to the right application by the right person is Duo. Duo is a multi-factor authentication (MFA) solution that verifies the identity of users and the health of their devices before they connect to the apps they use. This security measure helps prevent unauthorized access and potential breaches. Duo's MFA requires two or more verification factors, which significantly increases security because even if one factor (like a password) is compromised, unauthorized users would still need the second factor to gain access<sup>1</sup>.

References :=

•Duo Security - Cisco

**NEW QUESTION 9**

Which Cisco-provided tool do partners use for a demo of the SMB Experiences?

- A. CML
- B. Meraki Demo Builder
- C. VMware
- D. BVD

**Answer:** D

**Explanation:**

Partners use Business Value Demonstrations (BVD) to demo the SMB Experiences provided by Cisco. BVDs are interactive tools that allow partners to showcase the value of Cisco solutions in a tangible and engaging way. They help in illustrating the potential benefits and operational efficiencies that Cisco's solutions can bring to small and medium-sized businesses. By using BVDs, partners can effectively demonstrate how Cisco's products and services can be tailored to meet

the unique needs of the SMB market.

References:

- Cisco's official exam overview, which includes a section on understanding Business Value Demonstrations<sup>1</sup>.
- Information on the Cisco Business Dashboard, which is another tool for managing Cisco solutions but not specifically for SMB Experiences demonstrations<sup>2</sup>.
- Blog post discussing the SMB Experience Explorer tool, which helps SMB customers find the right Cisco solutions<sup>3</sup>.
- Sign up page for learning more about the Cisco Experience Explorer, which is a lead generation tool for partners<sup>4</sup>.

#### NEW QUESTION 10

Which percentage of consumers consider a company's purpose when making a purchase decision?

- A. 50%
- B. 66%
- C. 75%
- D. 80%

**Answer:** D

#### NEW QUESTION 10

Which global demo engineering platform provides customers, partners, and Cisco employees with demos around Experience Cisco Solutions?

- A. Product Pulse
- B. dCloud
- C. Cisco U
- D. NetAcad

**Answer:** B

#### Explanation:

Explanation

Cisco dCloud is a comprehensive demo engineering platform that provides customers, partners, and Cisco employees with the ability to experience Cisco solutions. It offers an extensive catalog of demos, training, and sandboxes for every Cisco architecture. Users can explore how Cisco products and technologies can support their business and technical needs through a variety of demo formats, including expert-led, zero-commitment demos. References := [https://dcloud-docs.cisco.com/c/r/dcloud-docs/sites/en\\_us/explore/cisg.html](https://dcloud-docs.cisco.com/c/r/dcloud-docs/sites/en_us/explore/cisg.html)

#### NEW QUESTION 14

Which strategy allows an organization to experience 53% fewer cyberattacks and breaches?

- A. multi-vendor security strategy
- B. cloud-based security strategy
- C. proactive security strategy
- D. decentralized security strategy

**Answer:** C

#### Explanation:

Explanation

A proactive security strategy is essential for reducing the number of cyberattacks and breaches an organization experiences. This approach involves anticipating potential security threats and implementing measures to prevent them before they occur. According to research conducted by The Economist Intelligence Unit, organizations that adopt a proactive security strategy, supported by a fully engaged C-suite and board of directors, experience 53% fewer cyberattacks and breaches compared to those that do not. This strategy includes active monitoring of external threats and mobilizing the entire workforce to defend against attacks, combining the latest security technology with new business processes.

References: = The Economist Intelligence Unit report on data security, which provides insights into how a proactive security strategy can significantly reduce cyber risks<sup>1</sup>.

#### NEW QUESTION 19

Which Cisco program offers knowledge about security resilience and how the Cisco Secure portfolio can help customers achieve it?

- A. Fire Jumper
- B. MINT
- C. EBC
- D. U-Learn

**Answer:** A

#### NEW QUESTION 24

Which fact is driving technology to be more important now than ever?

- A. It is less powerful.
- B. It is less complex.
- C. It helps drive better outcomes and experiences.
- D. It is cheaper.

**Answer:** C

#### NEW QUESTION 26

New applications are deployed daily, each with requirements and concerns. How many new applications are expected by 2025?

- A. 100 million
- B. 500 million
- C. 750 million
- D. 1 trillion

**Answer:** B

**NEW QUESTION 31**

Which global program scales Cisco's technical resources via third party, services-only partners to provide the channel partners with access to validated expert resources?

- A. Cisco U
- B. MINT
- C. GPSA
- D. Cisco Service

**Answer:** C

**NEW QUESTION 32**

Which optional Cisco product enhances workspaces within Remote SMB?

- A. XDR
- B. ISR 900
- C. Catalyst Access Point
- D. Meraki Cameras

**Answer:** C

**NEW QUESTION 37**

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