

**Cisco 650-369**

**Advanced Collaboration Architecture Sales Engineer**  
**Version: 5.5**

**QUESTION NO: 1**

Which of the following is the last step when mapping business requirements with Cisco Collaboration Architecture?

- A. Map collaboration maps (diagrams) with Cisco Collaboration Architecture.
- B. Map process flow tasks with the collaboration map.
- C. Map important technical KPIs with customer process flow.
- D. Map value chain and value network with Cisco Collaboration Architecture applications.
- E. Map business model elements with the value chain

**Answer: A**

**Explanation:**

**QUESTION NO: 2**

Which two statements about on-premise collaboration solutions are true?(Choose two)

- A. Meetings are delivered as a software-as-a-service.
- B. The solutions provide low, predictable monthly costs.
- C. Customers do not need large upfront investments.
- D. There is no hardware to buy and no software to install.
- E. These solutions facilitate cost savings in case of heavy usage.
- F. Conferencing-related transport costs and service fees can be reduced.

**Answer: E,F**

**Explanation:**

**QUESTION NO: 3**

Which two customer statement most strongly present business ROI? (Choose Two)

- A. With Cisco Collaboration, we can roll out extension mobility and bring unified communications features to the mobile device.
- B. Cisco TelePresence, as part of the collaboration architecture, will reduce travel costs for the management board.
- C. Cisco Collaboration helps us to increase the productivity of our sales force and to gain new revenue streams through new customers.
- D. Cisco Collaboration, we will engage quicker with third-party suppliers and will shorten go-to-

market time for innovative products globally.

**Answer: B,D**

**Explanation:**

#### QUESTION NO: 4

Where will an account manager find historical and current information about competitors around Cisco Collaboration?

- A. The Cisco Quote Builder tool
- B. Steps to Success
- C. Quick Start Guide for Cisco Collaboration
- D. Cisco competitive Edge Portal
- E. Cisco Collaboration business case

**Answer: D**

**Explanation:**

#### QUESTION NO: 5

Services are creating additional revenue. In which way can Cisco partners benefit from offering a wide range of collaboration-related services?

- A. Increase their revenues by selling a full range of Cisco collaboration services.
- B. Offer Cisco and partner-provided services that support customers and improve their market differentiation, thus increasing their revenues.
- C. Get Cisco Collaboration ATP certification to be allowed to deliver additional services and increase revenue by sales commission.
- D. Offer a full range of Cisco services delivered through Cisco Advanced Services and increase revenue by sales commission.

**Answer: B**

**Explanation:**

#### QUESTION NO: 6

Which two of the following collaboration strategies address today's business challenges?(Choose two.) Select exactly 2 answer(s) from the following:

- A. Improve routine task automation with dedicated tools and systems
- B. Establish trust relationship and maintain customer intimacy at a distance
- C. Ensure effective environment to store increasing amount of input information
- D. Ensure closer in-person relationship with the customer
- E. Effectively manage and support the blurring border between work and personal worlds

**Answer: A,E**

**Explanation:**

#### QUESTION NO: 7

Vertical-oriented support tools are important when positioning Cisco Collaboration Architecture into a specific industry. Where can you find resources that help you address verticals? Select exactly 1 answer(s) from the following:

- A. Cisco Partner Central, under Sell & Market Cisco
- B. Cisco's Steps to Success
- C. Cisoc Learning Store
- D. Cisco Partner Education Connection, under Collaboration Architectures

**Answer: A**

**Explanation:**

#### QUESTION NO: 8

Which of the following is the proper response to an IT manager objection about the security of a Cisco Collaboration Architecture? Select exactly 1 answer(s) from the following:

- A. Security is an integral part of the Cisco Collaboration Architecture and is built into various components rather than as a separate layer of defense.
- B. Total security is an illusion; every solution is vulnerable to a certain extent.
- C. A single-vendor Cisco Collaboration Architecture is by nature more secure than a best-of-breed solution that integrates different systems.
- D. Cisco uses third-party applications to secure collaboration solutions appropriately.

**Answer: A**

**Explanation:**

#### QUESTION NO: 9

Which feature in Cisco WebEx is the most important differentiator compared to other vendor in the collaboration technology? Select exactly 1 answer(s) from the following:

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

**Answer: D**

**Explanation:**

#### **QUESTION NO: 10**

In terms of collaboration, which elements of the typical workday does a properly implemented collaboration architecture affect? Select exactly 1 answer(s) from the following:

- A. Customer trust, technology, and validated designs
- B. Processes, culture, and technology
- C. Making sure that technology fulfills the requirements and expectations
- D. Processes mapping to the technology and culture
- E. Behavioral change influencing the right solution

**Answer: B**

**Explanation:**

#### **QUESTION NO: 11**

Which two tools and resources can most efficiently help you to shorten the time to prepare the BOM? (Choose two.) Select exactly 2 answer(s) from the following:

- A. Cisco Collaboration Architecture resources on PEC
- B. Cisco Collaboration Architecture Validated Designs
- C. Cisco Collaboration Competitive Edge Portal
- D. Cisco Unified Workspace Licensing tool
- E. Cisco Smart Business Architecture

**Answer: B,E**

**Explanation:**