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**SMB Solutions for Account Managers
(SMBAM)**

Version 4.3

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QUESTION NO: 1

The Solutions Recommendation Guide is a framework for creating a customized SMB solution. In order to create a customized solution, which two components are needed? (Choose two.)

- A. implementation ratings determined
- B. specific products and technology available
- C. benefits to the business decided
- D. business capabilities enabled
- F. business challenges identified

Answer: B, F

Explanation:

A framework for developing solutions that address business challenges today and in the future.
Create a customized solution

- Business challenge + value assessment discovery=solution framework
- Solution framework + your customization = Phased IT roadmap

QUESTION NO: 2

What two technologies do SMB customers most often want to implement in the future? (Choose two.)

- A. Mobility
- B. Optical
- C. Telepresence
- D. Voice
- E. Data Center

Answer: A,D

Explanation: Future SMB network requirements are:

- Unified communications
- Wireless
- Gigabit to the desktop
- Application services
- Enhanced security
- Managed services for customer.

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QUESTION NO: 3

What Cisco CE520 feature optimizes quality of service?

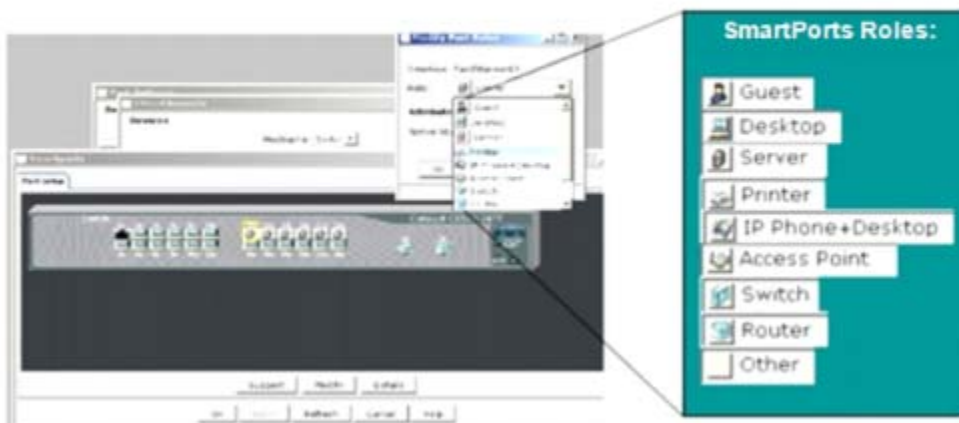
- A. Cisco Configuration Assistant
- B. Cisco Network Admission Control
- C. Cisco Smart Assist
- D. CiscoSmartports

Answer: D

Explanation: CE 520 key features are below:

Key Feature	Benefit
Easy to use management tool	Provides easy to manage switch with GUI Device Manager and Cisco Network Assistant
Smartports advisor	Provides optional per-port automatic configuration of CCIE best practices based on device connected
Integrated security and Network Admission Control	Secures business assets and protects network from worms and viruses with Network Admission Control solutions
Troubleshooting advisor	Switch informs network manager of problem and recommends how to correct it
Power over Ethernet	Allows for rapid deployment of IP Phones, Access points and other devices without the cost of running AC power to the network location

Smartports



QUESTION NO: 4

What is a key purpose of the Solutions Recommendation Guide?

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- A. present Cisco products
- B. provide a framework of tested and proven models
- C. identify basic needs of the business
- D. calculate the business need priority

Answer: C

Explanation: Solutions recommended guide is a framework for developing solutions that address business challenges today and in the future

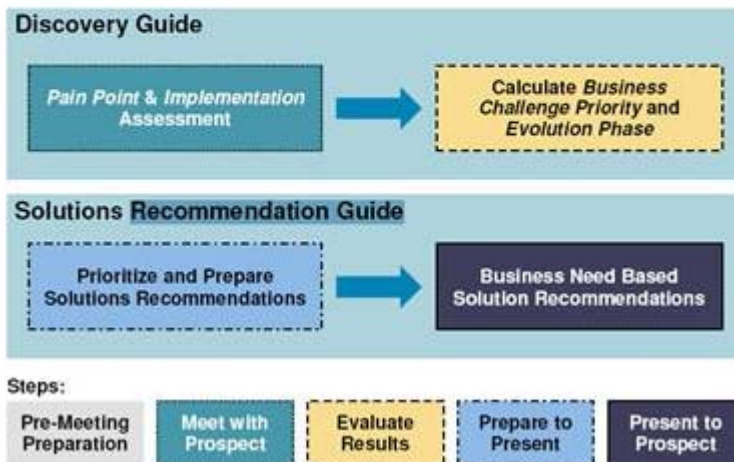
Create a customized solution

- Business challenge + value assessment discovery = solution framework
- Solutions framework + your customization = Phased IT roadmap

Solution presentation

- Tie solution directly to business's primary and secondary challenges
- Identify service opportunities

Smart Business Roadmap Sales Approach



QUESTION NO: 5

Which Cisco support service product is sold, supported, and delivered by partners?

- A. Cisco Smart Foundation Service
- B. SMARTnet Partner Service
- C. Cisco Smart Care Service
- D. Cisco Technical Assistance Center
- E. CiscoSMARTnet for SBCS

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Answer: C

Explanation: Cisco Smart care services

	<p>Comprehensive network-wide service that combines technical support with proactive monitoring, assessments, and remote repairs to keep networks secure and running optimally</p>
	<p>Target Customer</p> <ul style="list-style-type: none">• Business with 50–600 network users and 5 to 105 devices• Network is critical to business• Limited IT expertise; wants network-level coverage <p>Go-to-Market</p> <ul style="list-style-type: none">• Partner delivered, collaborative service <p>Features</p> <ul style="list-style-type: none">• Proactive network-wide monitoring, assessments and notifications• Advance Hardware Replacement—next business day/same day ship, 4-hour• 24x7 partner access to the Cisco Technical Assistance Center• Cisco.com knowledge base and Smart Care Portal• Operating system software updates and upgrades• Software application updates

QUESTION NO: 6

What resource would you recommend to a new Cisco partner for a variety of tools?

- A. Channel Incentive program
- B. Unified Communications for SMB
- C. Partner Central
- D. Steps to Success
- E. Instructions: Number of answers: 1

Answer: C

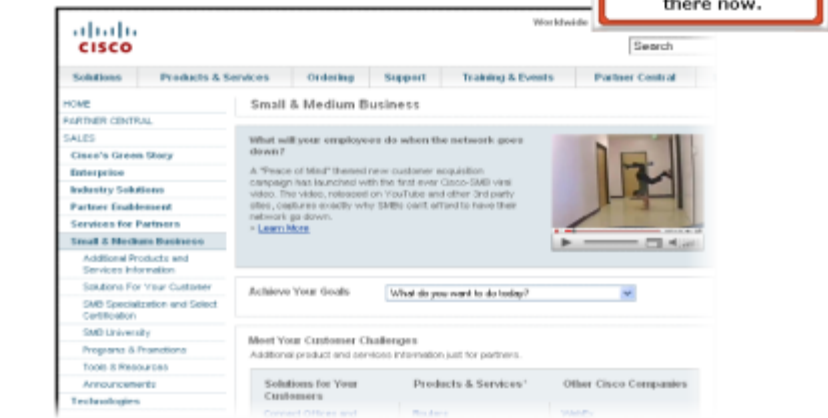
Explanation: Partner Central is resource recommended for new Cisco SMB partner.

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SMB Partner Central

www.cisco.com/go/smbpartner

Click the link to open a new window and go there now.



QUESTION NO: 7

What is a primary partner benefit of selling services?

- A. easier customer sales cycle
- B. increased margins
- C. fewer customer call backs
- D. available financing options

Answer: B

Explanation: Selling services can provide a consistent revenue stream, much like an investment annuity, but without initial cost.

Cisco services can help partners:

- Gain opportunities to increase profitability
- Improve productivity
- Improve customer satisfaction and loyalty
- Reduce risk in deploying and supporting new and complex technologies.

QUESTION NO: 8

What is the primary purpose of IPS?

- A. to scan packets for malicious activity
- B. to provide basic firewall protection

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- C. to host secure remote communications
- D. to host Internet connectivity
- E. to provide AIM

Answer: A

Explanation: IPS protects network by scanning packets to determine whether they match identified characteristics (signatures) of malicious activity.



QUESTION NO: 9

Which three characteristics are indicators that a potential SMB customer is in the SBR-defined growth phase? (Choose three.)

- A. focusing on becoming more efficient
- B. wanting greater connectivity for customers
- C. requesting convergence of voice and data
- D. providing a customer with a basic up-to-date website
- E. needing rapid secure access to customer history, data, or buying behavior

Answer: A,B,C

Explanation: SBR-defined growth phase characteristics:

- Greater access to data
- Improved collaboration for employees, customers, suppliers
- Additional business process improvements
- Unified communications (voice) convergence
- Application connectors-Microsoft
- Mobility
- VPNs for clients, business-to-business

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QUESTION NO: 10

Which two CRM servers allow Cisco Unified Call Connector to be configured for connectivity? (Choose two.)

- A. Microsoft Dynamics
- B. Salesforce.com
- C. Oncontact
- D. Siebel
- E. ACT!

Answer: A,B

Explanation: Cisco unified callconnector for Microsoft windows

- Cisco unified callconnector for Microsoft windows
- Cisco unified callconnector for Microsoft dynamics CRM
- Cisco unified callconnector for salesforce.com

QUESTION NO: 11

A distribution area provides an aggregation point for which components?

- A. edge devices
- F. distribution devices
- B. aggregation switches
- C. core devices
- D. access-area switches

Answer: D

Explanation: Distribution areas and switches

- A distribution area provides an aggregation point for access switches.
- Switches in this area must handle large amounts of traffic.
- Multilayer switches are often used in the distribution area.
- Distribution switches include the 3560 and 3750 series
- Each can effectively aggregate access switches.

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Catalyst 3560



Catalyst 3750

QUESTION NO: 12

MightyResearch indicated that a significant percentage of SMBs are concerned about which factor in a UC solution?

- A. non-Cisco vendors providing more viable SMB solutions
- B. costs out-weighing benefits
- C. cost savings to justify replacing existing legacy systems
- D. minimized call-center effectiveness

Answer: C

Explanation: SMBs and unified communications report is below.

- 60% of respondents understood unified communication (UC) solutions
- SMB decision makers on fence about UC technology versus legacy systems.
- Most SMB decision makers like existing telephony vendors
- UC likely for salespeople and executives first.
- SMBs not yet convinced of need for UC
- General education efforts needed on UC

QUESTION NO: 13

Why are consumer-grade access points and routers not the best choice for SMBs?

(Choose two.)

- A. They are not designed for multi-access-point networks.
- B. They do not scale well.
- C. They have higher total cost of ownership than some enterprise products.

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D. Their upgrade paths compete directly against Cisco upgrade paths.

Answer: A,B

Explanation: Consumer grade access points cost to customer:

- Additional labor costs to manage network and security policies
- Increased exposure to costly security breaches
- Lost competitive advantage gained by adding mobility services such as voice or security as needed
- Lack of investment protection for scalability or network evolution

QUESTION NO: 14

Which Cisco support service product targets customers with up to 48 users on a network where voice communication is mission-critical to business operation?

- A. CiscoSMARTnet for SBCS
- B. Cisco Smart Care Service
- C. SMARTnet Partner Service
- D. Cisco Smart Foundation Service
- E. Cisco Technical Assistance Center

Answer: A

Explanation:



SMARTnet for SBCS

Direct, anytime access to Cisco engineers for rapid issue resolution and complete, solutions-level technical support for smart business communications systems for small businesses

Customer Profile

- Voice network is mission critical to business
- Needs responsive support with device level coverage that meets budget requirements
- Small business up to 48 network users

Service Sales and Delivery

- Sold by Cisco and Certified Partners, delivered by Cisco

Service Capabilities and Features

- 24 x 7 global access to the Cisco Technical Assistance Center (TAC) for help with configuration, diagnostics, recommendations
- Advance hardware replacement—(NBD, 2-hour, 4-hour and/or onsite engineer)
- Application and operating system software updates and upgrades
- Access to the extensive Cisco.com knowledge base and tools

QUESTION NO: 15

The Cisco UC520 provides integrated WLAN connectivity to mobile clients for which technology?