

# Cisco

## Exam 810-420

### Understanding Cisco Business Value Analysis Fundamentals

Version: 6.0

[ Total Questions: 30 ]

**Question No : 1**

When establishing a current view of your customer, which two are internal sources of information? (Choose two.)

- A. Existing relationships
- B. Proposals submitted to the customer last year
- C. Customer's website
- D. Partner ecosystem SMEs

**Answer: A,B**

**Question No : 2**

Which would be considered an internal SME?

- A. System Engineer assigned to the account
- B. Cisco Services industry consultant
- C. Cisco Channel Partner Program Manager
- D. Sales compensation analyst for the region

**Answer: A**

**Question No : 3**

When reviewing public financial information published by the company, what data will you find?

- A. Year-to-year changes in revenue by Geography
- B. Number of customer service reps
- C. Company analysis on acquisition alternatives
- D. List of their customers

**Answer: A**

**Question No : 4**