

## 700-651 Dumps

# Cisco Collaboration Architecture Sales Essentials

<https://www.certleader.com/700-651-dumps.html>



**NEW QUESTION 1**

Which purpose of the Quick Pricing tool is true?

- A. It obtains general design best practices.
- B. It provides pricing guidance on the optimal solution.
- C. It builds the BOM for you.
- D. It provides detailed design options for Cisco Collaboration.

**Answer: C**

**NEW QUESTION 2**

Which Cisco platform provides all of the applications and integrations that other vendors have built?

- A. Hybrid Media Services
- B. Cisco API and Bot Plan
- C. Spark Depot Marketplace
- D. Cisco Spark Flex Plan

**Answer: C**

**Explanation:** <https://blogs.cisco.com/collaboration/discover-cisco-spark-depot>

**NEW QUESTION 3**

Which type of licensing has Cisco historically used for its products?

- A. single-use licenses
- B. enterprise-based licenses
- C. device-based licenses
- D. user-based licenses

**Answer: A**

**NEW QUESTION 4**

Which Cisco UCM version provides access to Spark Hybrid functionality?

- A. 10.5 or higher
- B. 11.0
- C. 9.1 or higher
- D. 10.5

**Answer: A**

**Explanation:** <https://www.cisco.com/c/en/us/solutions/collateral/unified-communications/spark-hybrid-services/datasheet-c78>

**NEW QUESTION 5**

How can you drive modernization within your customer's existing environment?

- A. Hire an external consultant to convince the customer to modernize.
- B. Provide support to end of sale products.
- C. Remind customers that their competitors are modernizing.
- D. Remind customers that they reduce operational risk by keeping current products with current support

**Answer: D**

**NEW QUESTION 6**

Which option does collaboration in context refer to?

- A. design documents used to sell the solution
- B. how customers purchase collaboration solutions
- C. how the customer uses collaboration to address their needs
- D. physical collaboration components

**Answer: C**

**NEW QUESTION 7**

Which sales step identifies products that you think benefit the customer needs the most?

- A. education
- B. qualification
- C. introduction
- D. rapport

**Answer:** A

**NEW QUESTION 8**

For on-premises deployments, which option does Cisco recommend for a consistent one meeting experience and full interoperability'?

- A. Cisco Telepresence Server
- B. Cisco Meeting Server
- C. Cisco Expressway
- D. Cisco Conductor

**Answer:** B

**Explanation:** Cisco Meeting Server provides a consistent one-meeting experience for every meeting attendee, as well as open interoperability, all based on a highly scalable software architecture supporting business-quality meetings from mobile through immersive via audio, video, and web. The software has two major elements: the server software and an extension of the server in the form of an app/client that Knowledge Workers use to access and control their meetings. Cisco Meeting Server supports standards-based video endpoints, including the Cisco portfolio of telepresence endpoints as well as third-party solutions such as Skype for Business. It includes Personal Multiparty (PMP) and Shared Multiparty (SMP) licenses, Multibrand license, and Recording port licenses  
<https://www.cisco.com/c/en/us/products/collateral/unified-communications/spark-flex-plan/datasheet-c78-74039>

**NEW QUESTION 9**

Which step is the first in a converged architecture strategy and assessment?

- A. Conduct network assessment based on KPIs.
- B. Identify architecture gaps.
- C. Apply benchmark metrics.
- D. Perform business and technical analysis of infrastructure

**Answer:** D

**Explanation:** In order to establish a baseline, Cisco experts begin by conducting a network assessment. During this process, and based on Cisco architecture leading practices and key performance indicators (KPIs), a snapshot-in-time measurement is produced. Further, by applying objective benchmarking metrics to these KPIs, Cisco engineers perform a business and technical analysis of your unique infrastructure, including end-user service requirements and application performance.

[https://www.cisco.com/c/dam/global/en\\_in/services/downloads/cisco-converged-architecture-strategy-and-asses](https://www.cisco.com/c/dam/global/en_in/services/downloads/cisco-converged-architecture-strategy-and-asses)

**NEW QUESTION 10**

Which Cisco UCL plans support all Cisco user devices?

- A. Basic and Enhanced
- B. Enhanced and Enhanced Plus
- C. Essential and Enhanced Plus
- D. Essential and Basic

**Answer:** B

**Explanation:** [https://www.cisco.com/c/en/us/td/docs/voice\\_ip\\_comm/cucm/admin/10\\_0\\_1/ccmfeat/CUCM\\_BK\\_F3AC1C0F\\_](https://www.cisco.com/c/en/us/td/docs/voice_ip_comm/cucm/admin/10_0_1/ccmfeat/CUCM_BK_F3AC1C0F_)

**NEW QUESTION 10**

Which sales play focuses on B2B and B2C communication?

- A. HR
- B. facilities
- C. entertainment
- D. travel

**Answer:** D

**NEW QUESTION 14**

Which BOM tool must be referenced when design requirements are outside the scope of Cisco preferred architectures?

- A. Cisco Preferred Architecture Design Overview
- B. Cisco Solution Reference Network Designs Guide
- C. Preferred Architecture Cisco Validated Design
- D. Preferred Architecture Application Cisco Validated Design

**Answer:** B

**NEW QUESTION 18**

How is recurring revenue procured?

- A. through a time-building model
- B. through a one-time transaction
- C. through a subscription-based model

D. through massive marketing campaigns

**Answer: C**

**NEW QUESTION 20**

Which company can supply and support a full next-generation meeting deployment?

- A. Cisco
- B. Polycom
- C. Microsoft
- D. Zoom

**Answer: A**

**NEW QUESTION 23**

Which option is the only constant in the workplace?

- A. way people work
- B. way information is shared
- C. way humans interact with each other
- D. way video infrastructure communicates

**Answer: A**

**NEW QUESTION 25**

Which option lists steps to every sale?

- A. qualification and rapport
- B. rapport and awareness
- C. introduction and qualification
- D. awareness and education

**Answer: A**

**NEW QUESTION 26**

Which Cisco phone has capability for all collaboration requirements, including intelligent proximity, Wi-Fi, and video?

- A. 8865
- B. 8841
- C. 8845
- D. 8861

**Answer: A**

**NEW QUESTION 30**

How many devices does the Cisco UCL Enhanced Plus support?

- A. 10
- B. 5
- C. 2
- D. 1

**Answer: C**

**NEW QUESTION 31**

How can dramatic growth of unstructured work be addressed?

- A. flexible working environments and shared spaces
- B. increasing the number of cubicles
- C. decreasing collaboration spaces
- D. expand facilities

**Answer: C**

**NEW QUESTION 36**

Which option lists the Cisco Collaboration pillars?

- A. on-premises, hosted, and cloud
- B. cloud, hybrid, and virtual
- C. on-premises, interoperable, and hybrid
- D. on-premises, cloud, and hybrid

**Answer: D**

**Explanation:** <https://www.cisco.com/c/dam/en/us/solutions/collateral/collaboration/workplace-transformation/creating-collabo>

**NEW QUESTION 39**

How many user profiles does the Cisco UCL Enhanced Plus support?

- A. 10
- B. 1
- C. 5
- D. 2

**Answer: B**

**Explanation:** [https://www.cisco.com/c/en/us/td/docs/voice\\_ip\\_comm/cucm/admin/10\\_0\\_1/ccmfeat/CUCM\\_BK\\_F3AC1C0F\\_](https://www.cisco.com/c/en/us/td/docs/voice_ip_comm/cucm/admin/10_0_1/ccmfeat/CUCM_BK_F3AC1C0F_)

**NEW QUESTION 44**

Which sales resource is the best to use when approaching existing customers?

- A. Refresh Collab Website
- B. Promotions Center
- C. Cisco Install Base Portal
- D. Virtual Machine Placement tool

**Answer: A**

**NEW QUESTION 46**

Which Cisco collaboration product is promoted as an agile teaming application?

- A. Cisco Meeting Server
- B. Cisco WebEx Event Center
- C. Cisco Spark
- D. Cisco Immersive Endpoints

**Answer: C**

**NEW QUESTION 51**

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