

700-250 Dumps

Cisco Small and Medium Business Sales

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NEW QUESTION 1

Which Cisco solution provides end-to-end visibility from every user to any application?

- A. Cisco Overwatch
- B. ThousandEyes
- C. Meraki Dashboard
- D. Cisco Control Hub

Answer: B

Explanation:

ThousandEyes provides end-to-end visibility from every user to any application, which is crucial for maintaining optimal network performance and user experience. It offers detailed insights into network paths and application delivery, enabling IT teams to monitor and troubleshoot performance issues across the entire network, including the internet, cloud, and enterprise networks.

* 1. End-to-End Visibility: ThousandEyes provides comprehensive visibility into the entire network path, from the user to the application, regardless of the location or network segments involved.

* 2. Network and Application Performance Monitoring: It continuously monitors the performance of applications and the underlying network, identifying bottlenecks and issues affecting user experience.

* 3. Troubleshooting and Analysis: ThousandEyes offers powerful tools for diagnosing and resolving performance issues, providing detailed metrics and analysis to pinpoint the source of problems.

References:

- Cisco ThousandEyes Overview
- ThousandEyes Data Sheet
- Cisco Network Performance Monitoring Solutions

NEW QUESTION 2

Which product enhances workspaces for SMBs by accelerating the Webex platform experience?

- A. Webex Breakout Rooms
- B. Webex Control Hub
- C. Webex Boards
- D. Webex Polls

Answer: C

Explanation:

Webex Boards enhance workspaces for SMBs by accelerating the Webex platform experience. These interactive touchscreens integrate with the Webex platform, enabling seamless collaboration through video conferencing, digital whiteboarding, and content sharing. Webex Boards create an engaging and productive environment for meetings, brainstorming sessions, and team collaboration, making them a valuable tool for SMBs looking to optimize their workspace experience.

References:

- Cisco Webex Boards Product Information
- Cisco Collaboration Solutions for SMBs

NEW QUESTION 3

Environmental sustainability is very important to Cisco. What is Cisco's goal regarding net zero emissions?

- A. achieve it by 2025
- B. achieve it by 2030
- C. achieve it by 2040
- D. has already been achieved

Answer: C

Explanation:

Cisco has set a goal to achieve net zero emissions by 2040. This ambitious target reflects Cisco's commitment to environmental sustainability and its recognition of the urgent need to address climate change. Achieving net zero emissions means that Cisco aims to balance the amount of greenhouse gases emitted with an equivalent amount being removed from the atmosphere, resulting in a net zero carbon footprint. This goal involves reducing emissions across its operations and supply chain and investing in renewable energy and carbon offset projects.

References:

- Cisco Environmental Sustainability Goals
- Cisco CSR Reports

NEW QUESTION 4

According to the IDC, what is the expected spend on Future of Work technology and services in 2025?

- A. \$500 billion
- B. \$1 trillion
- C. \$1.2 trillion
- D. \$2 trillion

Answer: C

Explanation:

According to the IDC, the expected spend on Future of Work technology and services in 2025 is projected to be \$1.2 trillion. This spending encompasses investments in technologies and services that support new ways of working, including remote work infrastructure, collaboration tools, cybersecurity, and automation.

* 1. Remote Work Infrastructure: Increased investment in tools and services that support remote work, including secure connectivity and cloud services.

- * 2. Collaboration Tools: Spending on advanced collaboration platforms that facilitate seamless communication and teamwork.
- * 3. Cybersecurity: Enhanced focus on security solutions to protect distributed workforces and data.
- * 4. Automation: Investment in technologies that automate repetitive tasks and improve operational efficiency. References:
 - IDC Future of Work Spending Projections
 - Cisco Future of Work Technology Reports
 - Market Trends and Analysis on Remote Work Technologies

NEW QUESTION 5

Which Cisco solution should a community college implement to fortify DNS requests?

- A. Umbrella
- B. DNS redundancy
- C. Cisco Secure Email
- D. Duo

Answer: A

Explanation:

Cisco Umbrella is the recommended solution for a community college looking to fortify DNS requests. Cisco Umbrella provides secure DNS-layer protection, blocking malicious domains, IP addresses, and cloud applications before they can reach the network. This helps prevent phishing, malware, and other cyber threats, ensuring a safer online environment for students, faculty, and staff. The solution is cloud-based, making it easy to deploy and manage without requiring additional hardware.

References:

- Cisco Umbrella Product Overview
- Cisco DNS Security Solutions

NEW QUESTION 6

What is an important benefit of SMB experiences?

- A. teams should be in the office to be most productive
- B. does not allow for the interaction of multi-vendor collaboration tools
- C. allows a reduction in the number of people responsible for security
- D. by offering integrated solutions that allow SMBs to stay within their budget constraints

Answer: D

Explanation:

An important benefit of SMB experiences is offering integrated solutions that allow SMBs to stay within their budget constraints. SMBs typically have limited resources and need cost-effective solutions that can deliver the necessary functionality without breaking the bank. Integrated solutions help SMBs by combining multiple functions into a single package, reducing the need for multiple vendors and simplifying management.

- * 1. Cost-Effectiveness: Integrated solutions are generally more affordable as they bundle multiple functionalities into one, saving on the costs of purchasing and maintaining separate systems.
- * 2. Simplified Management: Having an integrated solution means that SMBs can manage their IT infrastructure more easily, reducing the complexity and workload for IT staff.
- * 3. Vendor Reduction: By relying on fewer vendors, SMBs can streamline their operations, reduce the need for multiple support contracts, and minimize compatibility issues.

References:

- Cisco SMB Solutions Overview
- Benefits of Integrated IT Solutions for SMBs
- Cisco Cost-Effective Solutions for Small Businesses

NEW QUESTION 7

Which solution is recommended for SMBs seeking to optimize and automate?

- A. platform-as-a-service
- B. AI powered applications
- C. business intelligence
- D. Generative Ai

Answer: B

Explanation:

For SMBs looking to optimize and automate their operations, AI-powered applications are highly recommended. These applications leverage artificial intelligence to streamline business processes, enhance decision-making, and improve efficiency. Examples of AI-powered applications include automated customer service chatbots, predictive analytics tools, and intelligent automation systems for tasks like invoicing and inventory management. By adopting AI-powered solutions, SMBs can achieve greater productivity, reduce operational costs, and stay competitive in their market.

References:

- Cisco AI Solutions for SMBs
- Cisco Automation and Optimization Technologies

NEW QUESTION 8

For which portfolio is Cisco a global leader?

- A. security
- B. cloud security
- C. networking
- D. data monitoring

Answer: C

Explanation:

Cisco is a global leader in networking. The company's extensive portfolio includes solutions for enterprise networking, data center networking, cloud networking, and more. Cisco's networking products and technologies are known for their reliability, scalability, and innovation, making them a top choice for businesses worldwide. Cisco's leadership in networking is supported by a strong ecosystem of partners and a commitment to continuous improvement and adaptation to emerging trends.

References:

- Cisco Networking Solutions
- Industry Reports on Networking Leaders

NEW QUESTION 9

Which Meraki product is used in Remote SMB work from home?

- A. Z4 teleworker gateway
- B. Meraki Insight
- C. Meraki MV
- D. Meraki MT

Answer: A

Explanation:

The Meraki Z4 teleworker gateway is specifically designed for remote SMB work-from-home scenarios. It provides secure connectivity and robust networking features to support employees working remotely, ensuring they have reliable access to corporate resources.

* 1. Secure Connectivity: The Z4 gateway provides secure VPN connections, ensuring remote workers can access corporate networks securely.

* 2. Comprehensive Networking: It offers advanced networking features such as traffic shaping, content filtering, and Wi-Fi, which are essential for remote work environments.

* 3. Easy Management: The Z4 can be managed remotely via the Meraki Dashboard, making it easy for IT teams to deploy and monitor.

References:

- Cisco Meraki Z4 Teleworker Gateway Data Sheet
- Meraki Remote Work Solutions Overview
- Cisco SMB Remote Work Product Documentation

NEW QUESTION 10

What is a benefit of using Meraki in retail SMB?

- A. quickly troubleshoot issues
- B. decentralized security
- C. manage each store's devices independently
- D. monitor performance after data has been stored in the cloud

Answer: A

Explanation:

One of the key benefits of using Meraki in retail SMBs is the ability to quickly troubleshoot issues. Meraki's cloud-based management platform provides centralized visibility and control over the entire network, enabling IT administrators to identify and resolve problems efficiently. This rapid troubleshooting capability helps minimize downtime, maintain a high level of customer service, and ensure that the retail operations run smoothly. Additionally, Meraki's intuitive dashboard simplifies network management, making it easier for retail SMBs to manage their IT infrastructure.

References:

- Cisco Meraki for Retail Solutions
- Cisco Meraki Dashboard Features

NEW QUESTION 10

Which security feature provides insights into Internet activity and facilitates real-time activity search?

- A. Control Hub
- B. Duo
- C. Cloud-Delivered AI
- D. Secure Web Gateway

Answer: D

Explanation:

Explanation

A Secure Web Gateway (SWG) provides insights into internet activity and facilitates real-time activity search. It monitors and controls web traffic, enforcing security policies to protect against threats and ensuring compliance with corporate policies. SWG solutions offer visibility into user activity on the internet and allow for the analysis and searching of real-time activity data.

* 1. Internet Activity Monitoring: SWGs provide detailed visibility into web traffic, enabling organizations to monitor user behavior and internet activity.

* 2. Real-Time Activity Search: They allow IT administrators to search and analyze real-time activity data to identify potential threats and enforce security policies.

* 3. Threat Protection: SWGs protect users from web-based threats such as malware, phishing, and malicious websites by filtering and blocking harmful content.

References:

- Cisco Secure Web Gateway Overview
- Internet Activity Monitoring Solutions
- Cisco Web Security Documentation

NEW QUESTION 15

Which feature was designed for Cisco partners to co-brand and embed on their websites?

- A. SMB Services Portal
- B. SMB Experience Explorer
- C. SMB Portfolio Explorer

D. Select Solutions Portal

Answer: B

Explanation:

Explanation

The SMB Experience Explorer is designed for Cisco partners to co-brand and embed on their websites. This feature allows partners to showcase Cisco's SMB solutions, providing an interactive way for potential customers to explore the offerings and benefits. By co-branding the SMB Experience Explorer, partners can enhance their marketing efforts and demonstrate the value of Cisco's SMB solutions to their clients.

References:

- Cisco Partner Marketing Tools
- Cisco SMB Experience Explorer Overview

NEW QUESTION 19

What enables Umbrella to offer unprecedented insight into launched and staged attacks?

- A. data set of multiple geographies and protocols
- B. understanding the types of sensitive data loss by customers
- C. DNS redundancy
- D. Umbrella's geofenced network

Answer: A

Explanation:

Explanation

Umbrella offers unprecedented insight into launched and staged attacks through its extensive data set of multiple geographies and protocols. This large and diverse data set allows Umbrella to detect and analyze patterns of malicious activity across different regions and protocols, providing early warning and comprehensive understanding of potential threats.

- * 1. Global Data Coverage: Umbrella collects data from a wide range of geographic locations, giving it a broad view of global threat activity.
- * 2. Protocol Analysis: By analyzing traffic across multiple protocols, Umbrella can identify and understand the behavior of different types of attacks.
- * 3. Threat Intelligence: The extensive data set enhances Umbrella's threat intelligence capabilities, enabling it to detect and respond to emerging threats quickly and accurately.

References:

- Cisco Umbrella Threat Intelligence Overview
- Cisco Umbrella Data Collection and Analysis Documentation
- Cisco Security Solutions for Threat Detection

NEW QUESTION 23

Which device connects remote SMB workers with power collaboration solutions and award-winning devices?

- A. Meraki Insight
- B. Cloud Meeting Solutions
- C. WebEX
- D. Meraki Systems Manager

Answer: C

Explanation:

Explanation

Webex is the device that connects remote SMB workers with powerful collaboration solutions and award-winning devices. As a leading solution in video conferencing and online meetings, Webex provides a platform for secure and effective communication and collaboration. It integrates seamlessly with various devices and applications, offering features like video conferencing, screen sharing, and real-time messaging. This makes it an ideal tool for remote SMB workers who need to stay connected and collaborate efficiently, no matter their location.

NEW QUESTION 27

Which Cisco product features Integrated Mobile Device Management?

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

Answer: C

Explanation:

Explanation

Cisco Meraki offers integrated mobile device management (MDM) as part of its cloud-managed networking solutions. The Meraki Dashboard provides centralized management of network devices, including mobile devices, which allows IT administrators to enforce security policies, monitor device compliance, and manage app deployment.

- * 1. Centralized Management: The Meraki Dashboard enables centralized control over all network devices, including mobile endpoints, through a single interface.
- * 2. Device Enrollment: Administrators can enroll mobile devices in the Meraki system for management and monitoring.
- * 3. Security Policies: Meraki allows the application of security policies to mobile devices, ensuring they meet organizational security standards.
- * 4. App Management: IT administrators can deploy, manage, and update applications on enrolled mobile devices remotely.

References:

- Cisco Meraki Mobile Device Management Data Sheet
- Cisco Meraki Dashboard Overview
- Cisco Small Business Solutions Guide

NEW QUESTION 32

Which Cisco product is part of Remote SMB for empowering IT management?

- A. ThousandEyes
- B. Umbrella
- C. Cisco Secure Endpoint
- D. Duo

Answer: B

Explanation:

Explanation

Cisco Umbrella is part of the Remote SMB solutions, empowering IT management by providing cloud-delivered security that protects users both on and off the network. Umbrella offers DNS-layer security, secure web gateway capabilities, and cloud-delivered firewall features, ensuring comprehensive protection and visibility across the entire network. It simplifies security management and enhances the ability of IT teams to protect remote workers effectively.

References:

- Cisco Umbrella Product Information
- Cisco Remote Work Solutions

NEW QUESTION 34

What does the hybrid SMB experience deliver to the customer?

- A. cloud security
- B. secure Connectivity and dynamic collaboration
- C. zero trust identity-based access
- D. less distributed applications

Answer: B

Explanation:

Explanation

The hybrid SMB experience delivered by Cisco focuses on providing secure connectivity and dynamic collaboration. This approach ensures that SMBs can maintain secure connections across various environments, whether in-office or remote, and leverage dynamic collaboration tools that enhance productivity and communication. This experience integrates Cisco's robust security protocols and collaboration solutions, such as Webex, to support a seamless and efficient work environment for SMBs, adapting to the hybrid work model that combines both remote and in-person work.

References: Cisco Small and Medium Business Sales Documentation

NEW QUESTION 37

How are customers who have not spent any money in the last 12 quarters classified?

- A. Renewed Logo
- B. Stable Logo
- C. New Logo
- D. Dormant Logo

Answer: D

Explanation:

Explanation

Customers who have not spent any money in the last 12 quarters are classified as "Dormant Logo." This classification helps businesses identify customers who have become inactive over a significant period. Understanding which customers fall into this category allows companies to develop targeted re-engagement strategies to win back their business. By identifying and addressing the needs of dormant customers, businesses can potentially reactivate these accounts and improve their overall customer retention rates.

References:

- Cisco Customer Classification Guidelines
- Cisco Sales Strategies Documentation

NEW QUESTION 41

Which role within the Cisco ecosystem is primarily focused on delivering customized technology solutions to end customers?

- A. Authorized Distributor
- B. Value-Added Reseller
- C. Independent Software Vendor
- D. Systems Integrator

Answer: B

NEW QUESTION 45

Which Cisco solution helps SMBs in creating a robust IT infrastructure with minimal technical staff?

- A. Cisco Advanced Malware Protection
- B. Cisco Start
- C. Cisco Catalyst Switches
- D. Cisco Aironet Wireless Communications

Answer: B

NEW QUESTION 46

In which industry is the application of both digital and physical security solutions most critical?

- A. Education
- B. Healthcare
- C. Agriculture
- D. Entertainment

Answer: B

NEW QUESTION 47

Which marketing asset educates partners about Cisco's overarching SMB strategy?

- A. SMB Partner Campaign Kit
- B. Select SMB Assets
- C. SMB Marketing Toolbox
- D. SMB Marketing Kit

Answer: C

Explanation:

Explanation

The SMB Marketing Toolbox is designed to educate partners about Cisco's overarching SMB strategy. This comprehensive toolkit provides resources, insights, and materials that help partners understand and effectively communicate Cisco's strategic vision for the small and medium business segment. It includes various marketing assets that detail the unique value propositions, competitive differentiators, and go-to-market strategies tailored for SMB customers, thereby enabling partners to align their sales and marketing efforts with Cisco's SMB objectives.

NEW QUESTION 51

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