

700-250 Dumps

Cisco Small and Medium Business Sales

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NEW QUESTION 1

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 2

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 3

Which percent of SMBs are using more SaaS applications?

- A. 39%
- B. 57%
- C. 80%
- D. 100%

Answer: C

Explanation:

80% of SMBs are using more SaaS applications. The adoption of Software as a Service (SaaS) has been rapidly increasing among SMBs due to its flexibility, scalability, and cost-effectiveness. SMBs find SaaS applications beneficial for enhancing productivity, collaboration, and business operations without the need for extensive on-premises infrastructure.

- * 1. Flexibility and Scalability: SaaS applications allow SMBs to easily scale their usage based on needs without significant upfront investments.
- * 2. Cost-Effectiveness: By using SaaS, SMBs can reduce costs associated with maintaining and updating on-premises hardware and software.
- * 3. Enhanced Productivity: SaaS applications often include features that improve collaboration and efficiency, making them attractive to SMBs.

References:

- Industry Reports on SaaS Adoption among SMBs
- Cisco Small Business Solutions Overview
- Market Analysis on Cloud Services and SaaS Usage

NEW QUESTION 4

Which Cisco product protects against the loss of sensitive data?

- A. Meraki Systems Manager
- B. Meraki MX
- C. DUO
- D. Umbrella

Answer: B

Explanation:

The Cisco Meraki MX series is a comprehensive security and SD-WAN appliance that includes features specifically designed to protect against the loss of sensitive data. It provides robust security measures such as advanced threat protection, content filtering, and intrusion prevention, which help safeguard sensitive data from breaches and unauthorized access.

- * 1. Advanced Threat Protection: The Meraki MX includes features like malware protection and advanced security analytics to detect and prevent data breaches.
- * 2. Content Filtering: It helps in preventing sensitive data from being sent out or accessed by filtering web content and applications.
- * 3. Intrusion Prevention System (IPS): The built-in IPS provides deep packet inspection to detect and block potential threats, ensuring sensitive data remains secure.

References:

- Cisco Meraki MX Security and SD-WAN Overview
- Cisco Meraki MX Data Sheet
- Meraki Security and Threat Protection Documentation

NEW QUESTION 5

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 6

Securing the DNS layer means blocking malicious domains, IP addresses, and cloud applications before establishing a connection. Which Cisco solution helps secure

- A. Duo
- B. ThousandEyes
- C. Umbrella
- D. Email Threat Defense

Answer: C

Explanation:

Explanation

Cisco Umbrella secures the DNS layer by blocking malicious domains, IP addresses, and cloud applications before a connection is established. This proactive security measure helps prevent threats from reaching the network and reduces the risk of malware infections and data breaches.

* 1. DNS-layer Security: Umbrella blocks malicious domains and IP addresses at the DNS layer, preventing users from accessing dangerous websites and applications.

* 2. Threat Intelligence: Umbrella leverages real-time threat intelligence to identify and block new and emerging threats.

* 3. Cloud-based Protection: As a cloud-delivered solution, Umbrella is easy to deploy and manage, providing scalable protection for users both on and off the network.

References:

- Cisco Umbrella Overview
- Cisco DNS-layer Security Whitepaper
- Cisco Umbrella Product Documentation

NEW QUESTION 7

Which devices are considered cloud-first technology?

- A. Catalyst devices
- B. IP video endpoints
- C. Meraki devices
- D. HVAC Sensors

Answer: C

Explanation:

Explanation

Meraki devices are considered cloud-first technology because they are designed to be managed through the cloud, providing centralized control and visibility over the network. This cloud-based approach simplifies the management of network infrastructure, making it more accessible and efficient for SMBs and enterprises alike. Meraki's cloud-first design allows for seamless updates, scalability, and real-time monitoring, which are crucial for modern IT environments. This contrasts with traditional on-premises devices that require more manual management and maintenance.

References:

- Cisco Meraki Product Overview
- Cisco Meraki Cloud Management Documentation

NEW QUESTION 8

Which challenge do customers face with hybrid work?

- A. hot desking
- B. collaboration spaces
- C. exponential increase in cloud data
- D. non-inclusive experiences

Answer: C

Explanation:

Explanation

One of the significant challenges customers face with hybrid work is the exponential increase in cloud data. As more employees work remotely and use cloud services, the amount of data stored and processed in the cloud grows dramatically. This increase brings challenges related to data management, security, and compliance.

- * 1. Data Management: Managing the large volumes of data generated by hybrid work environments can be complex and resource-intensive.
- * 2. Security: Ensuring the security of data across various cloud platforms and services becomes more challenging with the increased data volume.
- * 3. Compliance: Meeting regulatory requirements for data protection and privacy can be more difficult as data spreads across multiple cloud environments.

References:

- Cisco Hybrid Work Solutions Overview
- Challenges of Hybrid Work and Cloud Data Management
- Industry Reports on Hybrid Work and Cloud Data Growth

NEW QUESTION 9

What will remain a top priority because of the growing number of connected devices and geopolitical issues?

- A. cyber security
- B. collaboration tools
- C. cashflow
- D. AI-powered applications

Answer: A

Explanation:**Explanation**

Cybersecurity will remain a top priority due to the increasing number of connected devices and ongoing geopolitical issues. The proliferation of IoT devices and the interconnected nature of modern networks expand the potential attack surface, making robust cybersecurity measures essential. Additionally, geopolitical tensions can lead to state-sponsored cyber attacks, requiring businesses of all sizes to prioritize their cybersecurity strategies to protect sensitive information and ensure operational continuity.

- * 1. Growth of Connected Devices: The increasing number of IoT and other connected devices introduces new vulnerabilities and attack vectors that need to be secured.
- * 2. Geopolitical Tensions: Geopolitical issues often manifest in the digital realm through cyber espionage, attacks on critical infrastructure, and other malicious activities, highlighting the need for strong cybersecurity defenses.
- * 3. Continuous Threat Evolution: Cyber threats are continuously evolving, necessitating ongoing vigilance, updated security measures, and a proactive approach to cybersecurity.

References:

- Cisco Annual Cybersecurity Report
- Cisco Small Business Solutions Guide
- Industry Reports on Cybersecurity Priorities and Trends

NEW QUESTION 10

Which groundbreaking feature leverages Meraki Cameras?

- A. Smart Health Notifications
- B. Smart Cleaning Notifications
- C. Smart IoT Notifications
- D. Smart Secure Notifications

Answer: C

Explanation:**Explanation**

Meraki Cameras leverage Smart IoT Notifications as part of their innovative features. These notifications are part of the broader Meraki IoT (Internet of Things) ecosystem, enabling advanced capabilities such as detecting unusual activity, monitoring environmental conditions, and integrating with other IoT devices for comprehensive smart management. The cameras provide intelligent alerts and notifications based on various triggers and conditions, enhancing security and operational efficiency.

- * 1. Integration with IoT Ecosystem: Meraki Cameras can integrate with other IoT devices and systems, allowing for comprehensive monitoring and management.
- * 2. Advanced Analytics: The cameras use advanced video analytics to detect unusual patterns and activities, sending smart notifications to administrators.
- * 3. Enhanced Security: By leveraging IoT notifications, Meraki Cameras provide real-time alerts on potential security breaches or anomalies.

References:

- Cisco Meraki MV Cameras Data Sheet
- Cisco Meraki IoT Solutions Overview
- Meraki Smart Notifications and Analytics Documentation

NEW QUESTION 10

How are customers classified who have spent at least \$1 in each of the four quarters over the last 12 months?

- A. Stable Buyer
- B. Occasional Buyer
- C. Repeat Buyer
- D. Frequent Buyer

Answer: C

Explanation:**Explanation**

Customers who have spent at least \$1 in each of the four quarters over the last 12 months are classified as Repeat Buyers. This classification indicates a level of consistent purchasing behavior, reflecting customer loyalty and ongoing engagement with the company's products or services.

- * 1. Consistency in Purchases: Spending in each quarter demonstrates regular interaction and reliance on the products or services offered.
- * 2. Customer Loyalty: Regular purchasing behavior suggests a satisfaction with the products and services, indicating loyalty.
- * 3. Engagement Metrics: Repeat buyers are often seen as a key metric for customer retention and long-term business relationships.

References:

- Customer Classification and Segmentation Guidelines
- Cisco Customer Relationship Management Strategies
- Industry Standards for Customer Purchasing Behavior

NEW QUESTION 13

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 15

Which segment presents the largest opportunity for managed services?

- A. Collaboration
- B. Security
- C. Data Center
- D. Observability

Answer: B

Explanation:

Explanation

The segment that presents the largest opportunity for managed services is Security. With the increasing complexity of cyber threats and the growing need for robust security measures, businesses are turning to managed security services to protect their networks and data. Managed security services offer comprehensive solutions, including threat detection and response, vulnerability management, and compliance monitoring, providing businesses with the expertise and resources needed to maintain a secure environment.

References:

- Cisco Managed Security Services Overview
- Market Analysis Reports on Managed Security Services

NEW QUESTION 16

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 20

Why is tailoring go-to-market strategies important for Cisco when dealing with SMBs?

- A. SMBs require less attention to detail
- B. It allows for more effective alignment with SMB needs and budgets
- C. SMBs prefer one-size-fits-all solutions
- D. It reduces the necessity for Cisco to inno

Answer: B

NEW QUESTION 22

What are key applications commonly relied upon by SMBs? (Choose Two)

- A. Advanced data analysis tools
- B. Basic text editing software

- C. Customer relationship management (CRM) systems
- D. Generic, non-customizable ERP systems

Answer: AC

NEW QUESTION 27

In what way do smart solutions impact decision-making in SMBs?

- A. By providing less data for analysis
- B. Encouraging decisions based on gut feelings
- C. Delivering actionable insights from analyzed data
- D. Reducing the speed of decision-making

Answer: C

NEW QUESTION 32

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 34

How does Cisco help SMBs to be truly smart?

- A. secure connectivity
- B. operational inefficiencies
- C. employee automation
- D. utilities cost control

Answer: A

NEW QUESTION 39

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