

# Cisco

## Exam Questions 700-805

Cisco Renewals Manager



### NEW QUESTION 1

An important Cisco customer has a large number of individual licenses for Cisco One in Enterprise Networking and engages many Webex users. The customer has expressed the intention to grow both groups and needs a compelling and simplified proposal.

Which Cisco offer represents the best value for the customer?

- A. Propose to migrate to perpetual model.
- B. Suggest as implied discount DSA with the total of licenses from each product Cisco One and Webex.
- C. Ask Cisco team to engage into a Smart Account or Enterprise Agreement and propose a creation of a Customer Success Plan.
- D. Prepare a Partner Branded Managed Service deal.

**Answer: C**

#### Explanation:

The Cisco offer that represents the best value for the customer is to ask the Cisco team to engage into a Smart Account or Enterprise Agreement and propose a creation of a Customer Success Plan. A Smart Account is a centralized account management platform that gives customers full visibility and access to their Cisco software licenses, subscriptions, and services across their organization. A Smart Account simplifies license activation, usage tracking, and renewal management, as well as enables customers to move licenses across devices and locations as needed. An Enterprise Agreement is a simplified buying program that covers the entire organization's software and services needs under one agreement, one renewal date, and one set of terms. An Enterprise Agreement offers customers preferred pricing, financial predictability, investment protection, and flexible expansion options. A Customer Success Plan is a document that captures the account team's strategy and actions to achieve customer success. It defines the customer's desired outcomes, identifies the potential barriers and risks, outlines the key milestones and deliverables, and assigns roles and responsibilities to the account team members.

By engaging into a Smart Account or Enterprise Agreement and proposing a Customer Success Plan, the customer can benefit from:

A comprehensive cloud calling plan with ease, in a single unified offer.

A world-class collaboration suite built for hybrid work that provides Webex Calling, Messaging, Meetings, Polling, and Webinars in one unified offering.

A best-in-class collaboration suite that leverages AI-driven intelligence to create engaging and inclusive collaboration experiences.

A lower total cost of ownership by providing multiple best-in-class products from a single vendor.

A simplified contract management by converging software licenses, support for software, and support for hardware into one agreement, one renewal date, and one set of terms.

A trusted support from Cisco Solution Support that centralizes support across software and hardware and any third-party provider technologies in the deployment.

A guidance at every step to accelerate technology transitions through expert resources, best practices, and proven methodologies focused on industry-wide solutions.

A proactive and predictive insights powered by AI/ML-driven analytics and automation that help recognize potential problems, optimize operations, and de-risk transformation.

A blueprint for account teams to achieve customer success by defining the customer's vision, goals, metrics, milestones, deliverables, roles, responsibilities, progress, results, feedback, and recommendations.

### NEW QUESTION 2

How does Cisco define ATR?

- A. Contracts/subscriptions that are available to renew.
- B. ATR is the sum of RR and iARR, minus the attrition rate.
- C. Any customer agreement where attrition has been an issue.
- D. Contracts/subscriptions that have attrition terms revoked.

**Answer: A**

#### Explanation:

\* A. Contracts/subscriptions that are available to renew.

Comprehensive and Detailed Explanation: According to the Cisco website<sup>1</sup>, ATR stands for Available To Renew, which is defined as:

Contracts/subscriptions that are available to renew within a defined time period (usually 90, 180, or 365 days)

A key metric for measuring the renewal opportunity and performance

A report that shows the contract details, status, expiration date, product coverage, etc.

References:1: Cisco Renewals Manager - Cisco

### NEW QUESTION 3

Which action can a Renewals Manager take to drive value in the account?

- A. Removing adopt on barriers.
- B. Define the account forecast.
- C. Manage and mitigate renewal risk.
- D. Align partners on training.

**Answer: C**

#### Explanation:

An action that a Renewals Manager can take to drive value in the account is to manage and mitigate renewal risk. Renewal risk is the possibility that a customer will not renew their contract with Cisco at the end of their term, resulting in revenue loss and customer churn. Renewal risk can be caused by various factors, such as low adoption, poor satisfaction, lack of value realization, competitive pressure, budget constraints, or organizational changes. A Renewals Manager can manage and mitigate renewal risk by:

Identifying and prioritizing the accounts that have the highest risk of non-renewal, using data and tools such as ATR (Annualized Total Revenue), ARR (Annual Recurring Revenue), iARR (Incremental Annual Recurring Revenue), TPV (Total Partner Value), icebreaker (a tool that provides insights into new and unique business prospects), and Adopt on Scores (a tool that provides insight into how well customers are utilizing service and software they purchase from Cisco).

Developing and executing a risk mitigation plan for each high-risk account, involving actions such as engaging with the customer, understanding their needs and challenges, demonstrating value and ROI, addressing any issues or concerns, proposing improvements or enhancements, offering incentives or discounts, or leveraging partners or references.

Monitoring and tracking the progress and results of the risk mitigation plan, using data and tools such as CCW-R (Cisco Commerce Software Subscriptions and Services), which is a tool that allows customers and partners to quote, order, and manage their service contracts and software subscriptions from one place; and Customer Success Plan, which is a document that captures the account team's strategy and actions to achieve customer success.

Collaborating with other account team members, such as Customer Success Managers, Account Executives, or Sales Engineers, to align on the renewal strategy,

share information and insights, coordinate activities and touchpoints, and deliver a consistent and positive customer experience. By managing and mitigating renewal risk, a Renewals Manager can drive value in the account by increasing the chances of a successful renewal, retaining customers and revenue, enhancing customer satisfaction and loyalty, and creating opportunities for upsell or cross-sell.

#### NEW QUESTION 4

What does TPV mean?

- A. Total Product Value
- B. Total Partner View
- C. Telepresence Value
- D. Total Partner Value

**Answer: B**

#### NEW QUESTION 5

During which activity of the renewal process would an RM provide an appropriate co- termination timeframe and gain required internal approvals?

- A. deal strategy
- B. billing
- C. proposal build
- D. quote delivery

**Answer: C**

#### NEW QUESTION 6

Which two factors drive subscription value for customers? (Choose two)

- A. up to date security protection
- B. bundling of software and hardware
- C. freeware offers
- D. training access
- E. continuous access to innovation

**Answer: AE**

#### NEW QUESTION 7

What is the main purpose of CCW-R?

- A. to factor customer ATR, up sell and attrition
- B. to allow customers and partners to download renewal data
- C. to allow customers and partner store new software subscriptions and service contracts from one tool
- D. to capture partner and customer billing preferences

**Answer: C**

#### Explanation:

CCW-R stands for Cisco Commerce Software Subscriptions and Services, which is a tool that allows customers and partners to quote, order, and manage their service contracts and software subscriptions from one place. CCW-R enables users to create new or renew technical services and software subscription quotes, submit approved orders, and manage their contracts. CCW-R also provides features such as co-termining, contract alignment, service level changes, and deal discounts. CCW-R is designed to simplify the renewal process and enhance the customer experience

#### NEW QUESTION 8

Which action should be taken when renewing a contract with a customer? (Choose the best answer.)

- A. Assume their business needs are the same.
- B. Propose only the most important part of the solution.
- C. Start discussions after the contract has expired.
- D. Validate customer's business needs.

**Answer: D**

#### NEW QUESTION 9

A customer purchased a three-year WebEx contract of 100 seats at \$10 per seat. What is the annual recurring revenue?

- A. \$100
- B. \$1000
- C. \$3000
- D. \$ 3300

**Answer: C**

#### NEW QUESTION 10

Which critical task must be performed during the Qualification phase?

- A. validate customer inventory

- B. develop a Success Plan
- C. quote delivery
- D. Renewal Plan development

**Answer:** A

#### NEW QUESTION 10

Which case represents a risk of renewal where a mitigation analysis will help obtain a more desired outcome?

- A. The adoption rate is 50% under the expected level and the plan is six months before the expiration date.
- B. There are no open incidents 30 days before renewal dates.
- C. Customer is willing to subscribe to a recommendation case to be publicly communicated.
- D. The health index of a customer is over expected targets with no red flags.

**Answer:** A

#### NEW QUESTION 12

When renewing a contract with a customer, which action is important?

- A. Start discussions once the contract has expired.
- B. Validate customers business needs.
- C. Do not offer any financing solutions.
- D. Propose only the most important part of the solution.

**Answer:** B

#### Explanation:

When renewing a contract with a customer, it is important to validate their business needs and ensure that the current solution is still meeting their expectations and goals. By validating their business needs, you can demonstrate your understanding of their situation, identify any gaps or challenges they are facing, and propose any improvements or enhancements that can add value to their experience. Validating their business needs can also help you build trust and loyalty with the customer, as well as uncover any opportunities for upselling or cross-selling additional products or services that can benefit them.

#### NEW QUESTION 15

What is the ideal licensing option?

- A. Standby License
- B. Smart License
- C. Classic PAK
- D. Right to Use

**Answer:** B

#### NEW QUESTION 18

Customer A purchased a one-year WebEx contract of 100 seats at \$10 per seat. Customer B purchases a three-year WebEx contract of 100 seats at \$10 per seat. What is the annual recurring revenue (ARR) for each?

- A. \$1000 and \$3000
- B. \$1100 and \$3300
- C. \$1000 and \$1000
- D. \$3000 and \$3000

**Answer:** C

#### NEW QUESTION 23

What support should an RM take from the CSM?

- A. Communicate new greenfield opportunities.
- B. Communicate value and the impact of Cisco solutions.
- C. Book customer-service briefings.
- D. Oversee the closure of contracts.

**Answer:** B

#### Explanation:

Communicate value and the impact of Cisco solutions to the customer  
Help the customer achieve their desired outcomes and realize the full potential of their investment  
Provide feedback and insights on customer health, satisfaction, and adoption

#### NEW QUESTION 24

What is the goal of licensing at Cisco? (Choose the best answer.)

- A. Right to use
- B. Smart License
- C. Classic PAK
- D. Standby License

**Answer:** B

**NEW QUESTION 26**

What are the steps to develop a renewal quote?

- A. Identify the barriers to adoption, ensure that the customer is using the solution, and work with the account manager to create a quote.
- B. Ask the customer for renewal data, evaluate new requirements, and quote new services.
- C. Identify the items to renew, verify the discounts, confirm the shipping address, and verify the billing entity.
- D. Position the new technology, create a quote, and order the quote.

**Answer:** C

**NEW QUESTION 30**

Which task is the responsibility of the Renewals Manager?

- A. billing recurring revenue contracts
- B. managing recurring revenue risk
- C. driving adoption of specific technologies
- D. managing the Success Plan

**Answer:** B

**NEW QUESTION 31**

What is the implication of on-time renewals for an IT service provider company?

- A. Incentives will be paid.
- B. Customer satisfaction is improved.
- C. No disruption to recurring revenue.
- D. There is no significant impact if sales are on plan.

**Answer:** C

**NEW QUESTION 36**

Which approach should be applied when renewing a quote?

- A. Product led approach
- B. Solutions led approach
- C. Reward led approach
- D. Concerns led approach

**Answer:** B

**NEW QUESTION 41**

What is Practice Maturity?

- A. an evaluation of a partner's negotiation skills
- B. a compass of how a partner is performing against key Cisco priorities and outcomes, as well as against their peers
- C. a reflection of a partner's career length based on their employees' service duration
- D. a calculation of the number of deals won and lost

**Answer:** B

**NEW QUESTION 45**

What is the future state goal of licensing at Cisco?

- A. Smart License
- B. Standby License
- C. Classic PAK
- D. Right to use

**Answer:** A

**NEW QUESTION 48**

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