Cisco

Exam Questions 700-250

Cisco Small and Medium Business Sales

NEW QUESTION 1
Technology takes many different forms and impacts every aspect of our lives. In Cisco's view, what is the role of technology?

A. to increase costs for businesses
B. to limit global connectivity
C. to complicate processes
D. to change lives and empower people

Answer: D

Explanation:
Cisco believes that the role of technology is to change lives and empower people. This perspective underscores Cisco's commitment to developing innovative solutions that enhance connectivity, productivity, and overall quality of life. By leveraging technology, Cisco aims to bridge digital divides, enable global communication, and provide tools that help individuals and organizations achieve their full potential. Technology is seen as a positive force that drives progress and creates opportunities for personal and professional growth.
References:
•Cisco Corporate Social Responsibility Report
•Cisco Vision and Mission Statements

NEW QUESTION 2
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 3
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 4
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 5
What is a functional requirement for a secure SMB?

A. high-quality, seamless, and resilient capture capabilities
B. a holistic view of all data
C. low friction secure access process
D. zero trust identity-based access to applications with multifactor authentication

Answer: D

Explanation:
Explanation
A functional requirement for a secure SMB includes implementing zero trust identity-based access to applications with multifactor authentication (MFA). This approach ensures that only verified users can access sensitive data and applications, adding an extra layer of security through MFA. By requiring multiple forms of verification, SMBs can protect against unauthorized access and reduce the risk of security breaches, ensuring that their data and applications remain secure even if user credentials are compromised.
References:
•Cisco Zero Trust Security Solutions
•Cisco Multifactor Authentication Best Practices

NEW QUESTION 6
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 7
Which Cisco product features Integrated Mobile Device Mana,gement?

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 8
Which Cisco product is part of the smart experience for empowering IT?

A. Meraki Sensors

B. Meraki Insight
C. Umbrella
D. Meraki Cameras

Answer: B

Explanation:
Explanation
Meraki Insight is a Cisco product designed to empower IT with a smart experience by providing deep visibility and understanding of network and application performance. It helps IT administrators quickly identify and resolve issues that impact user experience, ensuring optimal network performance and reliability.
* 1. Network and Application Performance Monitoring: Meraki Insight provides insights into both network and application performance, helping IT teams troubleshoot and optimize their infrastructure.
* 2. Proactive Alerts: The system sends proactive alerts about potential issues, allowing IT to address problems before they impact users.
* 3. Detailed Analytics: Meraki Insight offers detailed analytics and reporting, enabling IT teams to make informed decisions about network management and optimization.
References:
•Cisco Meraki Insight Data Sheet
•Cisco Meraki Insight Overview
•Cisco Smart IT Solutions Documentation

NEW QUESTION 9
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 10
Which Cisco product is part of Remote SMB for enabling people?

A. Meraki Dashboard
B. Cisco Secure Client
C. Meraki Smart Cleaning
D. Meraki MV

Answer: A

Explanation:
Explanation
The Meraki Dashboard is a critical component of remote SMB solutions, enabling people to manage and monitor their network infrastructure remotely. The cloud-based dashboard provides a centralized platform for network management, configuration, and troubleshooting, making it ideal for remote work environments.
* 1. Centralized Management: The Meraki Dashboard allows administrators to manage multiple network devices from a single, intuitive interface.
* 2. Remote Access: IT staff can access the dashboard from anywhere, enabling them to support remote users and troubleshoot issues without needing to be on-site.
* 3. Comprehensive Monitoring: The dashboard provides detailed insights and analytics, helping businesses ensure network performance and security.
References:
•Cisco Meraki Dashboard Overview
•Cisco Remote Work Solutions Guide
•Meraki Cloud Management Documentation

NEW QUESTION 10
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 13
What approaches enable IT teams to manage operations more efficiently? (Choose Two)

A. Frequent restructuring of teams
B. Use of automated systems for routine tasks
C. Providing clear roles and responsibilities
D. Reducing budget for IT innovations

Answer: BC

NEW QUESTION 16
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 19
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 22
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