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Cisco Collaboration Architecture Sales Essentials (CASE)

Cisco 700-651

Version Demo

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QUESTION NO: 1

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

A. education

B. qualification

C. introduction

D. rapport

ANSWER: A

QUESTION NO: 2

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/CUC

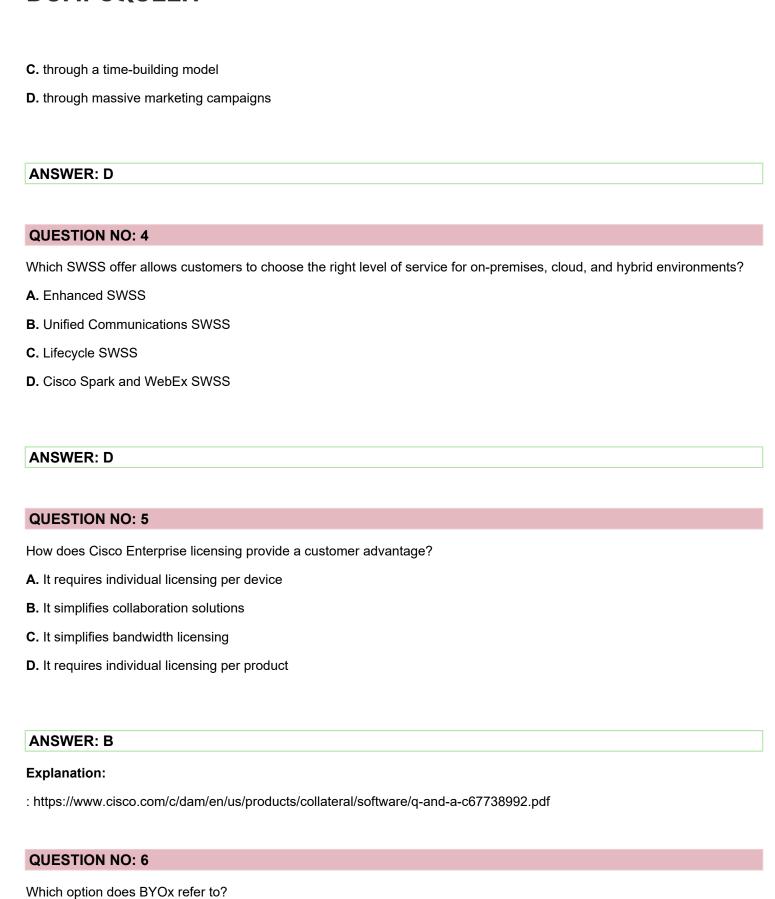M_BK_F3AC1C0F_00_cucm-features-services-guide100/CUCM_BK_F3AC1C0F_00_cucm-features-services-guide-

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QUESTION NO: 3

How is transactional revenue procured?

A. through a subscription-based model

B. through a one-time transaction

C. through a time-building model

D. through massive marketing campaigns

ANSWER: D

QUESTION NO: 4

Which SWSS offer allows customers to choose the right level of service for on-premises, cloud, and hybrid environments?

A. Enhanced SWSS

B. Unified Communications SWSS

C. Lifecycle SWSS

D. Cisco Spark and WebEx SWSS

ANSWER: D

QUESTION NO: 5

How does Cisco Enterprise licensing provide a customer advantage?

A. It requires individual licensing per device

B. It simplifies collaboration solutions

C. It simplifies bandwidth licensing

D. It requires individual licensing per product

ANSWER: B

Explanation:

: https://www.cisco.com/c/dam/en/us/products/collateral/software/q-and-a-c67738992.pdf

QUESTION NO: 6

Which option does BYOx refer to?

A. bring your own application

B. bring your own XML

C. bring your own device

D. bring your own experience

ANSWER: C

QUESTION NO: 7

Which video endpoint series is ideal for small to medium-sized meeting rooms and huddle spaces?

A. SX80 Codec

B. MX Series

C. SX10 and SX20 Series Quick Sets

D. IX Series

ANSWER: C

Explanation:

: https://www.cisco.com/c/en/us/products/collaborationendpoints/telepresence-quick-set-series/index.html#~stickynav=1

QUESTION NO: 8

Which option lists Cisco differentiators?

A. experience, premise architecture, static configurations

B. experience, cloud API, and hybrid architecture

C. cloud API, web presence, and hardware

D. premise architecture, cloud API, and static configurations

ANSWER: B

QUESTION NO: 9

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

QUESTION NO: 10

For which purpose was the Cisco Spark Flex Plan designed?

A. to simplify the transition to cloud-based collaboration solutions

B. to simplify the transition to hybrid-based collaboration solutions

C. to simplify the transition to all collaboration solutions

D. to simplify the transition to premises-based collaboration solutions

ANSWER: A