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Cisco 700-750 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Partnership Opportunities with Cisco: This topic covers the market trends influencing the SME sector, the differentiation of partner roles and types within the Cisco ecosystem and Cisco's partner strategy and its alignment with SMB objectives. It also discusses different opportunities and service-centric approaches for Managed Service Providers.
Topic 2	<ul style="list-style-type: none"> Navigating Hybrid Workforce Experiences: The topic focuses on the significance of hybrid workforce experiences. It discusses how hybrid experiences meet the needs of SMBs. Moreover, it delves into different cross-selling and upselling strategies for the SMB market. Lastly, questions about how to apply hybrid solutions across diverse industries and verticals may also appear.
Topic 3	<ul style="list-style-type: none"> Introducing Engineering Programs: It explores resources of engineering and their role in boosting sales success. The topic also discusses sub-topics related to Sales Connect and Blackbelt, Disti presales support options and the Meraki CMNA program. Benefits of Technical Assistance Center (TAC) are also discussed in this topic.
Topic 4	<ul style="list-style-type: none"> Enhancing Application Performance: This topic covers how to ensure application security, accessibility, and resiliency. It also identifies key applications on which SMBs rely. Different positioning strategies for Cisco offerings within SMB accounts are also discussed in this topic. Lastly, it focuses on those case studies and success stories that highlight application performance.
Topic 5	<ul style="list-style-type: none"> Implementing SMART IT: It discusses the interpretation of data to extract meaningful insights for informed decision-making. It also explains Cisco's smart portfolio and cross-selling and upselling strategies for the smart SMB market. Real-world use cases that demonstrate the benefits of smart solutions are also discussed in this topic.

Cisco Small and Medium Business Engineer Sample Questions (Q59-Q64):

NEW QUESTION # 59

Where does Cisco offer executive-level experiences for customers and partners to align and gain partner mindshare at the C-level?

- A. NetAcad
- **B. CXCs**
- C. LIVE
- D. Cisco U

Answer: B

Explanation:

Cisco offers executive-level experiences for customers and partners at the Cisco Customer Experience Centers (CXC). These centers are designed to align and gain partner mindshare at the C-level by providing immersive experiences that promise executive insights, enriching content, and invaluable networking opportunities¹². The CXCs serve as a platform for Cisco to showcase its commitment to partner success and customer satisfaction, as highlighted during events like the Cisco Partner Summit¹. References := <https://blogs.cisco.com/partner/owning-exceptional-customer-experiences-together-with-our-partners-partner-summit-2022-recap>

NEW QUESTION # 60

Which security challenge do SMBs face?

- A. 98% of breaches are human error
- **B. too many security products**

- C. global excess of security experts
- D. too little vendor support

Answer: B

Explanation:

Small and medium-sized businesses (SMBs) often face the challenge of navigating through an overwhelming number of security products. This can lead to complexity and confusion, making it difficult for SMBs to choose the right solutions and effectively manage their cybersecurity posture. Unlike larger organizations, SMBs typically have limited resources and may not have dedicated security personnel, which exacerbates the challenge of dealing with too many security products. The key is finding a balance between having enough security to protect against threats and not having so much that it becomes unmanageable or too costly.

References :=

*Cisco's Small Business Cybersecurity Report highlights that SMBs are tackling cybersecurity challenges and how their efforts compare to larger organizations¹.

*The 2021 Security Outcomes Study for SMBs by Cisco provides insights into the experiences of SMBs with cybersecurity, emphasizing the importance of managing risk and operating efficiently².

*Cisco's insights on cybersecurity for small and mighty businesses discuss the challenges SMBs face, including the lack of talent and skills and the need to simplify their cybersecurity approach³.

NEW QUESTION # 61

Which Cisco product secures the perimeterless, work-from-anywhere world with Zero Trust?

- A. Umbrella
- B. Meraki MX
- C. Duo
- D. Meraki Insight

Answer: C

Explanation:

Cisco's Duo is the product that secures the perimeterless, work-from-anywhere world with Zero Trust. Duo provides user-centric zero-trust security by verifying the identity of users and the health of their devices before they connect to the apps they need. It's designed to protect access to sensitive data for all users, devices, and applications, aligning with the zero trust concept of "least privilege" and continuous trust assessment¹². References :=

<https://www.cisco.com/c/en/us/products/security/duo/index.html>

NEW QUESTION # 62

Video surveillance technology is now in the middle of the same type of transformation as which technology?

- A. security
- B. Wi-Fi
- C. networks
- D. business telephone

Answer: D

Explanation:

Video surveillance technology is undergoing a transformation similar to that of business telephone systems.

Just as business telephones have evolved from traditional landlines to VoIP and unified communications, video surveillance is shifting from standalone, analog systems to integrated, digital solutions. This transformation is driven by advancements in AI, cloud computing, and IoT, which are enabling more intelligent, connected, and versatile surveillance systems¹²³. References := ¹²³

<https://www.ifsecglobal.com/advertorial/five-trends-in-video-surveillance-to-watch-in-2024/>

NEW QUESTION # 63

What is the main goal of Cisco's partner strategy in the SMB market?

- A. To maximize profit margins
- B. To reduce market presence

- C. To increase product diversity
- **D. To align with SMB objectives**

Answer: D

Explanation:

Comprehensive and Detailed In-Depth Explanation: Cisco's partner strategy in the SMB market focuses on empowering partners to deliver solutions that align with the specific objectives of small and medium businesses. This involves understanding SMB needs—such as simplicity, affordability, and scalability—and enabling partners to provide tailored technology solutions that drive business outcomes like operational efficiency, security, and growth. Programs like the Cisco Partner Program and initiatives such as GPSA (Global Partner Solution Advisors) emphasize collaboration with partners to meet SMB goals, rather than solely focusing on Cisco's profits or product diversity. For instance, Cisco equips partners with tools like the SMB Specialization and Business Value Demonstrations to ensure solutions resonate with SMB priorities, fostering long-term customer success over short-term financial gains.

* A. To maximize profit margins: While profitability is important, Cisco's strategy prioritizes partner enablement and customer success over purely maximizing margins, as evidenced by its investment in partner training and free resources like GPSA.

* C. To reduce market presence: This contradicts Cisco's goal of expanding its SMB market share through partners.

* D. To increase product diversity: While Cisco offers diverse products, the primary aim is not diversity for its own sake but ensuring those products meet SMB needs effectively.

Thus, aligning with SMB objectives (B) is the core of Cisco's partner strategy, as it builds trust and drives adoption in this segment.

References: Cisco Partner Program documentation (cisco.com/go/partners) and SMB-focused resources like the "SMB Partner Success Guide" highlight the focus on aligning with SMB goals to drive mutual success.

The 700-750 SBE exam objectives also emphasize understanding SMB needs and partner roles in meeting them.

NEW QUESTION # 64

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