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Cisco Small and Medium Business Engineer

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Cisco 700-750 Exam Syllabus Topics:

Topic	Details
Topic 1	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 2	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.
Topic 3	Understanding Business Value Demonstrations (BVDs): The significance of Business Value Demonstrations is discussed in this topic. It also discusses those tools which ensure outstanding presales engagements. Moreover, the topic focuses on the demo platforms and their application in SMB scenarios. Lastly, it measures skills to use odCloud, Topology Builder.
Topic 4	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 5	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 6	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.

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Cisco Small and Medium Business Engineer Sample Questions (Q23-Q28):

NEW QUESTION # 23

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

- A. To reduce market presence
- B. To maximize profit margins
- 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 SMBE exam objectives also emphasize understanding SMB needs and partner roles in meeting them.

NEW QUESTION # 24

What aspects should SMBs consider when adopting Cisco hybrid workforce solutions? (Choose three)

- A. Employee location preferences
- B. Price of Cisco stock
- C. Speed of internet connections
- D. Security of data and applications
- E. Scalability of solutions

Answer: C,D,E

Explanation:

Comprehensive and Detailed In-Depth Explanation: When adopting Cisco hybrid workforce solutions (e.g., Cisco Meraki, Webex, Umbrella), SMBs must evaluate several critical aspects to ensure successful implementation and operation in a hybrid work environment:

* B. Scalability of solutions: SMBs need solutions that can grow with their business. Cisco hybrid workforce solutions like Meraki are designed to scale easily—adding new devices or locations via the cloud dashboard—making this a key consideration for SMBs anticipating expansion or fluctuating workforce sizes.

* D. Security of data and applications: Protecting sensitive data and applications is paramount in hybrid setups where employees access systems remotely. Cisco solutions like Umbrella (DNS security) and Duo (multi-factor authentication) address this by ensuring secure access and safeguarding against threats, a top priority for SMBs with limited security resources.

* E. Speed of internet connections: Hybrid workforces rely heavily on reliable, fast internet for seamless collaboration and productivity. Cisco's networking solutions (e.g., Meraki SD-WAN) optimize bandwidth and performance, making internet speed a critical factor SMBs must assess to support tools like Webex or cloud-managed networks.

* A. Employee location preferences: While understanding where employees work is useful, it's not a primary technical consideration for adopting solutions; it's more of an HR or operational input rather than a Cisco solution focus.

* C. Price of Cisco stock: This is irrelevant to adopting hybrid workforce solutions, as it pertains to Cisco's corporate valuation, not the functionality or deployment of its products.

B, D, and E directly tie to the technical and operational success of Cisco's hybrid workforce offerings for SMBs.

References: Cisco's "Hybrid Work Solutions for SMBs" resources (cisco.com/go/smb) and Meraki documentation emphasize scalability, security, and network performance as key adoption factors, aligned with the 700-750 SMBE exam focus on hybrid workforce enablement.

NEW QUESTION # 25

Which Cisco product is a solution offered for SMB experiences?

- A. Catalyst IR Router
- B. Stealthwatch
- C. DNA Center
- D. Meraki

Answer: D

Explanation:

Cisco Meraki is a comprehensive solution designed for SMBs that offers simple, secure, and scalable networking. It is a cloud-managed IT solution that provides wireless, switching, security, and devices that can be centrally managed from the web. This allows SMBs to streamline their operations and manage their network with ease, without needing extensive IT expertise¹². References := <https://www.cisco.com/c/en/us/solutions/small-business.html>

NEW QUESTION # 26

New applications are deployed daily, each with requirements and concerns. How many new applications are expected by 2025?

- A. 100 million
- B. 750 million
- C. 1 trillion
- **D. 500 million**

Answer: D

Explanation:

It is estimated that by 2025, around 500 million new applications will be deployed. This projection underscores the rapid pace of digital transformation and technological innovation across industries. The surge in new applications comes with varying requirements and concerns, including security, scalability, compatibility, and performance. This growth is driven by advancements in cloud computing, AI, IoT, and the increasing need for digital solutions to meet evolving business and consumer demands. For SMBs, this trend highlights the importance of adopting flexible and scalable IT infrastructures that can support the integration and secure management of a wide array of applications.

References: Cisco Small Business Solutions

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NEW QUESTION # 27

Which strategy allows an organization to experience 53% fewer cyberattacks and breaches?

- A. multi-vendor security strategy
- B. cloud-based security strategy
- **C. proactive security strategy**
- D. decentralized security strategy

Answer: C

Explanation:

A proactive security strategy is essential for reducing the number of cyberattacks and breaches an organization experiences. This approach involves anticipating potential security threats and implementing measures to prevent them before they occur. According to research conducted by The Economist Intelligence Unit, organizations that adopt a proactive security strategy, supported by a fully engaged C-suite and board of directors, experience 53% fewer cyberattacks and breaches compared to those that do not. This strategy includes active monitoring of external threats and mobilizing the entire workforce to defend against attacks, combining the latest security technology with new business processes.

References: = The Economist Intelligence Unit report on data security, which provides insights into how a proactive security strategy can significantly reduce cyber risks¹.

NEW QUESTION # 28

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