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### Cisco 700-750 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• 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.</li></ul>

Topic 2	<ul style="list-style-type: none"> <li>• <b>Introducing Engineering Programs:</b> 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.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• <b>Exploring Platforms:</b> Role and capabilities of platforms that boost customer experiences is the focal point of this topic. The topic also explains different options for deployment and product associations within platforms, APIs, assessment of SaaS application impacts and insights, and automation integration.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• <b>Implementing SMART IT:</b> 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.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>• <b>Adapting to Remote Workforce Experiences:</b> Its primary focus is on difficulties faced by SMBs with remote or distributed teams. Evaluation of experiences, products, and opportunities is also discussed. Moreover, the topic discusses different strategies for cross-selling and upselling in the remote SMB market, and examines various remote solutions in different industries and verticals.</li> </ul>
Topic 6	<ul style="list-style-type: none"> <li>• <b>Securing the Modern Workplace:</b> In this topic, sub-topics related to digital security solutions for SMBs, physical security and environmental solutions, different techniques for cross-selling and upselling secure solutions are present. It also discusses how to apply secure solutions across different industries and verticals.</li> </ul>
Topic 7	<ul style="list-style-type: none"> <li>• <b>Exploring SMB Experiences:</b> This topic assesses major benefits of Cisco SMB experiences and those specific solutions which can be implemented in these experiences. Furthermore, the topic explains how SMBs can leverage different experiences of Cisco SMB to their full advantage.</li> </ul>
Topic 8	<ul style="list-style-type: none"> <li>• <b>Partnership Opportunities with Cisco:</b> 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.</li> </ul>

## Cisco Small and Medium Business Engineer Sample Questions (Q53-Q58):

### NEW QUESTION # 53

How do Meraki cameras perform in the smart SMB experience?

- A. building smarter security
- B. building a smarter network
- C. protecting the outside of an office space
- **D. building smarter workspaces**

**Answer: D**

Explanation:

Meraki cameras contribute to the smart SMB experience by building smarter workspaces. These intelligent cameras not only enhance security by providing high-quality video surveillance but also incorporate advanced analytics that can help businesses understand space utilization, optimize office layouts, and ensure safety protocols are followed. Features such as motion detection, people counting, and heat maps offer valuable insights into how spaces are used, enabling SMBs to make data-driven decisions to improve efficiency, productivity, and employee well-being. This goes beyond traditional security roles, as Meraki cameras can also support operational improvements and contribute to creating a more connected and intelligent workplace environment.

References: Cisco Meraki

### NEW QUESTION # 54

Which Cisco product is part of the Secure SMB experience for enabling people?

- A. Cisco Secure Email
- **B. Umbrella**
- C. Stealth watch
- D. Meraki MX

**Answer: B**

Explanation:

Cisco Umbrella is a crucial component of the Secure SMB experience, particularly in enabling people within an organization to work safely, regardless of their location. Umbrella provides a cloud-delivered security service that protects users from malicious internet destinations whether they are on or off the network. It operates by enforcing security at the DNS layer, which is the first step in internet connectivity. Umbrella's strength lies in its ability to block requests to malicious destinations before a connection is even established, offering proactive security that is both effective and easy to deploy. For SMBs, this means enhanced protection against threats like malware, phishing, and ransomware without the complexity of traditional security solutions. By securing internet access across all devices and locations, Umbrella plays a pivotal role in enabling secure and efficient remote work, making it an essential product for the Secure SMB experience.

References: Cisco Umbrella

### NEW QUESTION # 55

How is Cisco transforming the modern workplace?

- A. by modernizing public infrastructure
- B. investing in artificial intelligence and machine learning
- **C. by offering a range of solutions designed to enable, enhance, and empower the modern workplace experience**
- D. by focusing on products that drive increased revenue

**Answer: C**

Explanation:

Cisco is transforming the modern workplace by providing a suite of networking, security, cloud, and collaboration solutions that support businesses in adapting to new work environments. These solutions are aimed at creating Trusted Workplaces that enable a Safe Return to Office and support a Secure Remote Workforce. This includes technologies that automate and secure network connectivity, provide social density and proximity insights for employee health and safety, and enable collaboration through tools like Webex, which leverage AI, sensors, and alerts to facilitate work from anywhere<sup>12</sup>.

References = Cisco Shapes the Future of Work, Cisco Powers Hybrid Work

### NEW QUESTION # 56

Which outcome do Cisco products deliver for SMB Customers?

- **A. enable IT**
- B. enhance people
- C. enhance visibility
- D. enhance workspaces

**Answer: A**

Explanation:

Cisco's solutions for small and medium-sized businesses (SMBs) are designed to empower the IT infrastructure of these organizations. By enabling IT, Cisco products provide reliable, fast connections to networks and resources, which keeps employees productive and customers satisfied. Their offerings include switches, routers, wireless access points, and networking management tools that form the backbone of a robust IT environment. Additionally, Cisco's security solutions, like firewalls and VPNs, ensure that SMBs can protect their data and assets effectively. This focus on enabling IT aligns with Cisco's broader strategy to provide flexible cloud solutions and secure, intelligent workspaces for SMBs.

References = Cisco Small and Medium Business Technology Solutions - Cisco, 700-750 SMBE - Cisco, 5 Reasons Cisco Solutions Are Perfect for Small and Medium Businesses, Cisco's Small and Medium Business Technology Solutions, Small Business Networking Solutions - Cisco

### NEW QUESTION # 57

Which percentage of consumers consider a company's purpose when making a purchase decision?

- A. 75%
- B. 50%
- C. 80%
- D. 66%

**Answer: C**

Explanation:

A study conducted by Razorfish in conjunction with VICE Media found that 82% of consumers make purchase decisions with a brand's purpose in mind. This indicates that a significant majority of consumers consider a company's purpose when deciding whether to buy their products or services. The study highlights the importance of brand values and authenticity in influencing consumer behavior, with a particular emphasis on the impact of purpose-driven purchasing among younger generations like Gen Z. References: = The Razorfish study titled "The Truths, Myths and Nuances Behind Purpose," which discusses changing consumer attitudes toward brand purpose and its role in purchase decisions<sup>1</sup>.

## NEW QUESTION # 58

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