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Download: <https://drive.google.com/drive/folders/0B75b5xYLjSSNbGVFRUFuUW5TR2c?usp=sharing> QUESTION 12 Which factor

aligns with the left side of the business model canvas? A. Customer relationship. B. Customer segments. C. Cost structure. D. Revenue stream. Answer: C Explanation: There is a recommended order for working through the building blocks. The right side of the BMC is "Emotional" and the left side is "Logical." It is extremely important to understand that the value of the BMC as tool allows a

Cisco Business Architect to gain and leverage their knowledge of the business. The results of the BMC are used by the Cisco Business Architect to understand the business and generally not intended to be shared with stakeholders. A business may also have more than one business model. QUESTION 13 Which two options are roles of the business architect? A. Respond to RFPs. B.

Coordinate customer technical proof of concepts. C. Engage with business leaders. D. Develop a customer business roadmap. E.

Develop bill of materials. Answer: CD QUESTION 14 Which two descriptions of the customer journey are true? A. It is an IT-centric view of their business needs. B. The customer journey has eight phases to deliver business outcomes. C. It starts with the customer's technology vision. D. It spans the spectrum from business vision to value realization. E. It is a business-centric

view of the customer business. Answer: DE Explanation: The customer journey is a business-focused view of how the customer sees their business and what is relevant to them. The customer journey spans the spectrum from business vision to business value realization. Cisco commonly starts its engagement in the business capabilities and solutions phase of the customer journey. Business

architecture is the motivation for Cisco Business Architects to begin their engagement in the first phases of the customer journey. An early engagement enables the Cisco Business Architect to gain a more thorough understanding of the business and the customer. The value of being engaged early in the customer journey is that it helps the Cisco Business Architect to bridge the gap between the business needs and the resulting technical solutions and outcomes. The Cisco Business Architect focuses on the business to

instantiate new business capabilities and the opportunity for engagement. Business capabilities consist of people, process, and technology. Technical capabilities are needed to allow for the transformation and creation of a business capability. Business-led engagements are aligned with business capabilities and solutions instead of focusing on technical products and solutions.

QUESTION 15 Which description of a view is true? A. It is generic and can be stored in a library. B. It is a representation of a part of the system. C. It is a perspective from which a viewpoint is taken. D. It is always specific to the domain for which it is created. Answer: D Explanation: Views and Viewpoints The Cisco Business Architect will begin to instantiate their understanding of

how the customer views and viewpoints relate to their business architecture. The Cisco Business Architect can articulate how the views and viewpoints relate to identifying new business capabilities and future refinements to the business model. It is important to see things from the viewpoints of others along with your viewpoint. The definitions for views and viewpoints are aligned with

TOGAF®. ? View: 1. A view is the representation of a whole system from the perspective of a related set of concerns. 2. A view is always specific to the architecture for which it is created. ? Viewpoint: 1. A viewpoint is the perspective from which the view is taken. 2. Viewpoints are generic and can be stored in libraries for reuse. QUESTION 16 Organizations that are ISO 9001 accredited

are audited to determine their continued compliance to the standard. How often are these audits performed? A. Every 1 year. B.

Every 2 years. C. Every 3 years. D. Every 5 years. Answer: A Explanation: QUESTION 17 Which goal of the business architect in a

business architecture engagement is true? A. Lead post-sales technical support. B. Provide Cisco specific technology solutions. C. Become a trusted advisor to the customer. D. Gain experience in developing low-level designs. Answer: C Explanation: Benefits of a

Business Architecture Approach A business architecture approach is centered on creating value for the customer and their business. The Cisco Business Architect must effectively engage with the customer to gain an understanding of their business. This

engagement requires credibility and rapport with business leaders and relevant stakeholders. The Cisco Business Architect works with the customer to co-operatively identify and create the business capabilities and solutions. This activity helps the customer realize their desired business state. Adopting a business architecture approach requires a behavioral change in the way the Cisco

Business Architect engages with the customer. The benefits of adopting the business architecture approach addresses what is in it for the customer and what is in it for the Cisco Business Architect. The organization that the Cisco Business Architect is associated with also realizes benefits from a business architecture approach. What is in it for the customer? ? Ensures that business capabilities and business solutions are aligned with business priorities and long-term business strategy ? Captures and realizes business value from

defined business outcomes ? Perceives Cisco as a strategic partner for solving business challenges What is in it for the Cisco Business Architect? ? Builds credibility and rapport for the Cisco Business Architect and Cisco ? Establishes a long-term

relationship with the customer as a trusted advisor ? Ensures Cisco relevancy to business capabilities and business solutions What is in it for the business that the Business Architect is associated with? ? Preferred partner and vendor status ? Longer-term customer engagement and relationship ? Competitive advantage ? Cross-selling and upselling opportunities

QUESTION 18 Which value does Cisco Business Architecture provide to the account team? A. Establish preferred partner and vendor status. B. Provide product updates proactively. C. Increase post-sales support opportunities. D. Focus on discussing technical solutions

Answer: A

QUESTION 19 Which purpose is the business architecture domain used for tithing the open group architecture framework? A. To describe the logical software and hardware capabilities to support the deployment of business services. B. To describe the business strategy, governance, organization, and business processes. C. To identify stakeholders, create the architecture vision, and obtain initial approvals. D. To create the blueprint for the application system to be deployed to the core business processes

Answer: B

Explanation: QUESTION 20 Which statement is true? A. A viewpoint is the perspective of an individual user. B. A view can be generic and stored in libraries for later reuse. C. Some views do not have associated viewpoints. D. A view is perspective of an individual user.

Answer: A

QUESTION 21 You are proposing a solution to a group and a member of the audience is being critical of you proposal. Which tactic is recommended for engaging with this audience type? A. Acknowledge their concerns and move on. B. Defend your proposal with evidence. C. Marginalize their concerns to the rest of the group. D. Build a bond with the audience member.

Answer: B

Explanation: Multiple tactics can be employed for interacting with each audience: ? You can acknowledge the view of hostile types ? Use evidence with critical types ? Provide facts for uninformed types ? Build a bond with sympathetic types ? Use effective influencing and communication skills

QUESTION 22 Which two benefits are provided by the Cisco Business architecture approach? A. It provides high degree of interaction with business leaders and stakeholders. B. It enhances post-sales technical support capabilities. C. It allows customers to achieve measurable business value. D. It allows the sale of technology-specific products and software. E. It enables the discussion of data center technologies with the customer

Answer: AC

Explanation: Benefits of a Business Architecture Approach A business architecture approach is centered on creating value for the customer and their business. The Cisco Business Architect must effectively engage with the customer to gain an understanding of their business. This engagement requires credibility and rapport with business leaders and relevant stakeholders. The Cisco Business Architect works with the customer to co-operatively identify and create the business capabilities and solutions. This activity helps the customer realize their desired business state. Adopting a business architecture approach requires a behavioral change in the way the Cisco Business Architect engages with the customer. The benefits of adopting the business architecture approach addresses what is in it for the customer and what is in it for the Cisco Business Architect. The organization that the Cisco Business Architect is associated with also realizes benefits from a business architecture approach. What is in it for the customer? ? Ensures that business capabilities and business solutions are aligned with business priorities and long-term business strategy ? Captures and realizes business value from defined business outcomes ? Perceives Cisco as a strategic partner for solving business challenges What is in it for the Cisco Business Architect? ? Builds credibility and rapport for the Cisco Business Architect and Cisco ? Establishes a long-term relationship with the customer as a trusted advisor ? Ensures Cisco relevancy to business capabilities and business solutions What is in it for the business that the Business Architect is associated with? ? Preferred partner and vendor status ? Longer-term customer engagement and relationship ? Competitive advantage ? Cross-selling and upselling opportunities

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