

Exam Questions 700-250

Cisco Small and Medium Business Sales

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NEW QUESTION 1

Which product enhances workspaces for SMBs by accelerating the Webex platform experience?

- A. Webex Breakout Rooms
- B. Webex Control Hub
- C. Webex Boards
- D. Webex Polls

Answer: C

Explanation:

Webex Boards enhance workspaces for SMBs by accelerating the Webex platform experience. These interactive touchscreens integrate with the Webex platform, enabling seamless collaboration through video conferencing, digital whiteboarding, and content sharing. Webex Boards create an engaging and productive environment for meetings, brainstorming sessions, and team collaboration, making them a valuable tool for SMBs looking to optimize their workspace experience.

References:

- Cisco Webex Boards Product Information
- Cisco Collaboration Solutions for SMBs

NEW QUESTION 2

Environmental sustainability is very important to Cisco. What is Cisco's goal regarding net zero emissions?

- A. achieve it by 2025
- B. achieve it by 2030
- C. achieve it by 2040
- D. has already been achieved

Answer: C

Explanation:

Cisco has set a goal to achieve net zero emissions by 2040. This ambitious target reflects Cisco's commitment to environmental sustainability and its recognition of the urgent need to address climate change. Achieving net zero emissions means that Cisco aims to balance the amount of greenhouse gases emitted with an equivalent amount being removed from the atmosphere, resulting in a net zero carbon footprint. This goal involves reducing emissions across its operations and supply chain and investing in renewable energy and carbon offset projects.

References:

- Cisco Environmental Sustainability Goals
- Cisco CSR Reports

NEW QUESTION 3

According to the IDC, what is the expected spend on Future of Work technology and services in 2025?

- A. \$500 billion
- B. \$1 trillion
- C. \$1.2 trillion
- D. \$2 trillion

Answer: C

Explanation:

According to the IDC, the expected spend on Future of Work technology and services in 2025 is projected to be \$1.2 trillion. This spending encompasses investments in technologies and services that support new ways of working, including remote work infrastructure, collaboration tools, cybersecurity, and automation.

* 1. Remote Work Infrastructure: Increased investment in tools and services that support remote work, including secure connectivity and cloud services.

* 2. Collaboration Tools: Spending on advanced collaboration platforms that facilitate seamless communication and teamwork.

* 3. Cybersecurity: Enhanced focus on security solutions to protect distributed workforces and data.

* 4. Automation: Investment in technologies that automate repetitive tasks and improve operational efficiency. References:

- IDC Future of Work Spending Projections
- Cisco Future of Work Technology Reports
- Market Trends and Analysis on Remote Work Technologies

NEW QUESTION 4

Which feature results in fewer cyberattacks and breaches for an organization?

- A. security products from multiple vendors
- B. large cybersecurity team
- C. proactive security strategy
- D. multi-cloud security platform

Answer: C

Explanation:

A proactive security strategy is essential for reducing the number of cyberattacks and breaches an organization faces. This approach involves anticipating potential security threats and taking measures to prevent them before they can cause harm. Elements of a proactive security strategy include continuous monitoring, regular vulnerability assessments, timely patching of software, employee training on cybersecurity best practices, and the implementation of advanced security technologies such as intrusion detection systems and automated threat response. By staying ahead of potential threats, organizations can significantly reduce their risk of cyberattacks and breaches.

References:

- Cisco Security Strategy Documentation
- Cisco Cybersecurity Reports

NEW QUESTION 5

What is an important benefit of SMB experiences?

- A. teams should be in the office to be most productive
- B. does not allow for the interaction of multi-vendor collaboration tools
- C. allows a reduction in the number of people responsible for security
- D. by offering integrated solutions that allow SMBs to stay within their budget constraints

Answer: D

Explanation:

An important benefit of SMB experiences is offering integrated solutions that allow SMBs to stay within their budget constraints. SMBs typically have limited resources and need cost-effective solutions that can deliver the necessary functionality without breaking the bank. Integrated solutions help SMBs by combining multiple functions into a single package, reducing the need for multiple vendors and simplifying management.

* 1. Cost-Effectiveness: Integrated solutions are generally more affordable as they bundle multiple functionalities into one, saving on the costs of purchasing and maintaining separate systems.

* 2. Simplified Management: Having an integrated solution means that SMBs can manage their IT infrastructure more easily, reducing the complexity and workload for IT staff.

* 3. Vendor Reduction: By relying on fewer vendors, SMBs can streamline their operations, reduce the need for multiple support contracts, and minimize compatibility issues.

References:

- Cisco SMB Solutions Overview
- Benefits of Integrated IT Solutions for SMBs
- Cisco Cost-Effective Solutions for Small Businesses

NEW QUESTION 6

Which percent of SMBs are using more SaaS applications?

- A. 39%
- B. 57%
- C. 80%
- D. 100%

Answer: C

Explanation:

80% of SMBs are using more SaaS applications. The adoption of Software as a Service (SaaS) has been rapidly increasing among SMBs due to its flexibility, scalability, and cost-effectiveness. SMBs find SaaS applications beneficial for enhancing productivity, collaboration, and business operations without the need for extensive on-premises infrastructure.

* 1. Flexibility and Scalability: SaaS applications allow SMBs to easily scale their usage based on needs without significant upfront investments.

* 2. Cost-Effectiveness: By using SaaS, SMBs can reduce costs associated with maintaining and updating on-premises hardware and software.

* 3. Enhanced Productivity: SaaS applications often include features that improve collaboration and efficiency, making them attractive to SMBs.

References:

- Industry Reports on SaaS Adoption among SMBs
- Cisco Small Business Solutions Overview
- Market Analysis on Cloud Services and SaaS Usage

NEW QUESTION 7

Which security challenge do SMBs face?

- A. global shortage of security experts
- B. smaller attack surface
- C. lack of security products
- D. lack of knowledge in cloud security

Answer: D

Explanation:

One of the critical security challenges faced by SMBs is the global shortage of security experts. This shortage affects SMBs more acutely as they compete with larger enterprises for the limited pool of qualified security professionals. The lack of available expertise can hinder an SMB's ability to implement effective security measures, manage security infrastructure, and respond to incidents.

* 1. High Demand, Low Supply: The cybersecurity field is experiencing a high demand for skilled professionals, but the supply of qualified individuals is insufficient.

* 2. Recruitment Challenges: SMBs may struggle to attract and retain security experts due to limited budgets and resources compared to larger companies.

* 3. Impact on Security Posture: Without access to skilled security professionals, SMBs may face challenges in maintaining robust security defenses and addressing vulnerabilities promptly.

References:

- Cisco Security Workforce Studies
- Global Information Security Workforce Study (GISWS)
- Cisco Small Business Cybersecurity Report

NEW QUESTION 8

How are Cisco's SMB experiences designed to cater to the unique challenges and needs of SMBs?

- A. providing generalized training and support
- B. offering dedicated support lines and training modules specifically for SMB customers
- C. reducing confusion by limiting deployment options
- D. building SMB experiences around on-premises devices so internet outages do not affect productivity

Answer: B

Explanation:

Cisco's SMB experiences are tailored to address the unique challenges faced by small and medium businesses. These include limited IT resources, budget constraints, and the need for efficient and easy-to-manage solutions. To cater to these needs, Cisco provides dedicated support lines and training modules specifically designed for SMB customers. This approach ensures that SMBs receive focused and specialized assistance, which helps them effectively utilize Cisco's technology and maximize their investment. By offering these dedicated resources, Cisco enhances the overall experience for SMBs, enabling them to deploy and manage their IT infrastructure with greater confidence and efficiency.

References:

- Cisco SMB Solutions Overview
- Cisco SMB Support and Resources Documentation

NEW QUESTION 9

For which portfolio is Cisco a global leader?

- A. security
- B. cloud security
- C. networking
- D. data monitoring

Answer: C

Explanation:

Cisco is a global leader in networking. The company's extensive portfolio includes solutions for enterprise networking, data center networking, cloud networking, and more. Cisco's networking products and technologies are known for their reliability, scalability, and innovation, making them a top choice for businesses worldwide. Cisco's leadership in networking is supported by a strong ecosystem of partners and a commitment to continuous improvement and adaptation to emerging trends.

References:

- Cisco Networking Solutions
- Industry Reports on Networking Leaders

NEW QUESTION 10

By which margin are MSPs expected to grow in the next year?

- A. 9%
- B. 11%
- C. 15%
- D. 17%

Answer: C

Explanation:

MSPs (Managed Service Providers) are projected to grow by a margin of 15% in the next year. This growth is driven by the increasing reliance of businesses on managed services for their IT needs, as well as the ongoing shift towards digital transformation and cloud adoption. The demand for managed services is rising as SMBs look to outsource their IT management to specialized providers to enhance efficiency, security, and performance.

- * 1. Market Demand: The growing complexity of IT environments and the need for specialized expertise are fueling the demand for MSPs.
- * 2. Digital Transformation: Businesses are increasingly adopting digital tools and cloud services, which MSPs help to manage and optimize.
- * 3. Security Needs: With the rise in cyber threats, SMBs are turning to MSPs for robust security solutions.

References:

- Industry Reports on MSP Market Growth
- Cisco Managed Services Overview
- Market Analysis on IT Services and Managed Services Growth

NEW QUESTION 10

What is a benefit of using Meraki in retail SMB?

- A. quickly troubleshoot issues
- B. decentralized security
- C. manage each store's devices independently
- D. monitor performance after data has been stored in the cloud

Answer: A

Explanation:

One of the key benefits of using Meraki in retail SMBs is the ability to quickly troubleshoot issues. Meraki's cloud-based management platform provides centralized visibility and control over the entire network, enabling IT administrators to identify and resolve problems efficiently. This rapid troubleshooting capability helps minimize downtime, maintain a high level of customer service, and ensure that the retail operations run smoothly. Additionally, Meraki's intuitive dashboard simplifies network management, making it easier for retail SMBs to manage their IT infrastructure.

References:

- Cisco Meraki for Retail Solutions
- Cisco Meraki Dashboard Features

NEW QUESTION 15

Which security feature provides insights into Internet activity and facilitates real-time activity search?

- A. Control Hub
- B. Duo
- C. Cloud-Delivered AI
- D. Secure Web Gateway

Answer: D

Explanation:

Explanation

A Secure Web Gateway (SWG) provides insights into internet activity and facilitates real-time activity search. It monitors and controls web traffic, enforcing security policies to protect against threats and ensuring compliance with corporate policies. SWG solutions offer visibility into user activity on the internet and allow for the analysis and searching of real-time activity data.

* 1. Internet Activity Monitoring: SWGs provide detailed visibility into web traffic, enabling organizations to monitor user behavior and internet activity.

* 2. Real-Time Activity Search: They allow IT administrators to search and analyze real-time activity data to identify potential threats and enforce security policies.

* 3. Threat Protection: SWGs protect users from web-based threats such as malware, phishing, and malicious websites by filtering and blocking harmful content.

References:

- Cisco Secure Web Gateway Overview
- Internet Activity Monitoring Solutions
- Cisco Web Security Documentation

NEW QUESTION 17

Which visibility product empowers IT by providing insight into application performance?

- A. Duo
- B. ThousandEyes
- C. Webex Control Hub
- D. Umbrella

Answer: B

Explanation:

Explanation

ThousandEyes empowers IT by providing in-depth insights into application performance. It enables IT teams to monitor, troubleshoot, and optimize the performance of applications across the entire network, ensuring a seamless user experience. ThousandEyes offers visibility into the performance of SaaS applications, internal applications, and the underlying network infrastructure.

* 1. Application Performance Monitoring: ThousandEyes provides detailed metrics on application performance, helping IT teams identify and address issues that impact user experience.

* 2. Network Path Analysis: It offers visibility into the network paths that applications take, allowing for precise identification of where performance degradation occurs.

* 3. Proactive Alerts and Reporting: ThousandEyes sends proactive alerts about performance issues and provides comprehensive reports to help IT teams maintain optimal application performance.

References:

- Cisco ThousandEyes Data Sheet
- ThousandEyes Application Performance Monitoring Guide
- Cisco IT Performance Management Solutions

NEW QUESTION 19

What is a functional requirement for a secure SMB?

- A. high-quality, seamless, and resilient capture capabilities
- B. a holistic view of all data
- C. low friction secure access process
- D. zero trust identity-based access to applications with multifactor authentication

Answer: D

Explanation:

Explanation

A functional requirement for a secure SMB includes implementing zero trust identity-based access to applications with multifactor authentication (MFA). This approach ensures that only verified users can access sensitive data and applications, adding an extra layer of security through MFA. By requiring multiple forms of verification, SMBs can protect against unauthorized access and reduce the risk of security breaches, ensuring that their data and applications remain secure even if user credentials are compromised.

References:

- Cisco Zero Trust Security Solutions
- Cisco Multifactor Authentication Best Practices

NEW QUESTION 22

Which challenge do customers face with hybrid work?

- A. hot desking
- B. collaboration spaces
- C. exponential increase in cloud data
- D. non-inclusive experiences

Answer: C

Explanation:

Explanation

One of the significant challenges customers face with hybrid work is the exponential increase in cloud data. As more employees work remotely and use cloud services, the amount of data stored and processed in the cloud grows dramatically. This increase brings challenges related to data management, security, and compliance.

* 1. Data Management: Managing the large volumes of data generated by hybrid work environments can be complex and resource-intensive.

* 2. Security: Ensuring the security of data across various cloud platforms and services becomes more challenging with the increased data volume.

* 3. Compliance: Meeting regulatory requirements for data protection and privacy can be more difficult as data spreads across multiple cloud environments.

References:

- Cisco Hybrid Work Solutions Overview
- Challenges of Hybrid Work and Cloud Data Management

•Industry Reports on Hybrid Work and Cloud Data Growth

NEW QUESTION 24

What enables Umbrella to offer unprecedented insight into launched and staged attacks?

- A. data set of multiple geographies and protocols
- B. understanding the types of sensitive data loss by customers
- C. DNS redundancy
- D. Umbrella's geofenced network

Answer: A

Explanation:

Explanation

Umbrella offers unprecedented insight into launched and staged attacks through its extensive data set of multiple geographies and protocols. This large and diverse data set allows Umbrella to detect and analyze patterns of malicious activity across different regions and protocols, providing early warning and comprehensive understanding of potential threats.

- * 1. Global Data Coverage: Umbrella collects data from a wide range of geographic locations, giving it a broad view of global threat activity.
- * 2. Protocol Analysis: By analyzing traffic across multiple protocols, Umbrella can identify and understand the behavior of different types of attacks.
- * 3. Threat Intelligence: The extensive data set enhances Umbrella's threat intelligence capabilities, enabling it to detect and respond to emerging threats quickly and accurately.

References:

- Cisco Umbrella Threat Intelligence Overview
- Cisco Umbrella Data Collection and Analysis Documentation
- Cisco Security Solutions for Threat Detection

NEW QUESTION 27

Which Cisco product is part of the smart experience for empowering IT?

- A. Meraki Sensors
- B. Meraki Insight
- C. Umbrella
- D. Meraki Cameras

Answer: B

Explanation:

Explanation

Meraki Insight is a Cisco product designed to empower IT with a smart experience by providing deep visibility and understanding of network and application performance. It helps IT administrators quickly identify and resolve issues that impact user experience, ensuring optimal network performance and reliability.

- * 1. Network and Application Performance Monitoring: Meraki Insight provides insights into both network and application performance, helping IT teams troubleshoot and optimize their infrastructure.
- * 2. Proactive Alerts: The system sends proactive alerts about potential issues, allowing IT to address problems before they impact users.
- * 3. Detailed Analytics: Meraki Insight offers detailed analytics and reporting, enabling IT teams to make informed decisions about network management and optimization.

References:

- Cisco Meraki Insight Data Sheet
- Cisco Meraki Insight Overview
- Cisco Smart IT Solutions Documentation

NEW QUESTION 31

Which Cisco product is part of the smart experience for enabling workspaces?

- A. Cisco Secure Email
- B. Meraki insight
- C. Meraki Systems Manager
- D. Meraki Camera

Answer: B

Explanation:

Explanation

Meraki Insight is a Cisco product that is part of the smart experience for enabling workspaces. It provides deep visibility into network and application performance, allowing organizations to proactively identify and troubleshoot issues that could impact user experience. By leveraging Meraki Insight, businesses can optimize their network performance, ensure seamless application delivery, and enhance overall productivity in the workspace.

References:

- Cisco Meraki Insight Product Overview
- Cisco Smart Workspaces Solutions

NEW QUESTION 34

How are customers classified who have spent at least \$1 in each of the four quarters over the last 12 months?

- A. Stable Buyer
- B. Occasional Buyer
- C. Repeat Buyer
- D. Frequent Buyer

Answer: C

Explanation:

Explanation

Customers who have spent at least \$1 in each of the four quarters over the last 12 months are classified as Repeat Buyers. This classification indicates a level of consistent purchasing behavior, reflecting customer loyalty and ongoing engagement with the company's products or services.

* 1. Consistency in Purchases: Spending in each quarter demonstrates regular interaction and reliance on the products or services offered.

* 2. Customer Loyalty: Regular purchasing behavior suggests a satisfaction with the products and services, indicating loyalty.

* 3. Engagement Metrics: Repeat buyers are often seen as a key metric for customer retention and long-term business relationships.

References:

- Customer Classification and Segmentation Guidelines
- Cisco Customer Relationship Management Strategies
- Industry Standards for Customer Purchasing Behavior

NEW QUESTION 36

Which segment presents the largest opportunity for managed services?

- A. Collaboration
- B. Security
- C. Data Center
- D. Observability

Answer: B

Explanation:

Explanation

The segment that presents the largest opportunity for managed services is Security. With the increasing complexity of cyber threats and the growing need for robust security measures, businesses are turning to managed security services to protect their networks and data. Managed security services offer comprehensive solutions, including threat detection and response, vulnerability management, and compliance monitoring, providing businesses with the expertise and resources needed to maintain a secure environment.

References:

- Cisco Managed Security Services Overview
- Market Analysis Reports on Managed Security Services

NEW QUESTION 39

How are customers who have not spent any money in the last 12 quarters classified?

- A. Renewed Logo
- B. Stable Logo
- C. New Logo
- D. Dormant Logo

Answer: D

Explanation:

Explanation

Customers who have not spent any money in the last 12 quarters are classified as "Dormant Logo." This classification helps businesses identify customers who have become inactive over a significant period. Understanding which customers fall into this category allows companies to develop targeted re-engagement strategies to win back their business. By identifying and addressing the needs of dormant customers, businesses can potentially reactivate these accounts and improve their overall customer retention rates.

References:

- Cisco Customer Classification Guidelines
- Cisco Sales Strategies Documentation

NEW QUESTION 43

Why are service-centric approaches by Managed Service Providers critical for SMB success with Cisco?

- A. They prioritize short-term engagements
- B. They focus on lowering service quality to reduce costs
- C. They ensure long-term operational efficiency and adaptability
- D. They disregard customer-specific needs

Answer: C

NEW QUESTION 46

Which Cisco solution helps SMBs in creating a robust IT infrastructure with minimal technical staff?

- A. Cisco Advanced Malware Protection
- B. Cisco Start
- C. Cisco Catalyst Switches
- D. Cisco Aironet Wireless Communications

Answer: B

NEW QUESTION 47

In which industry is the application of both digital and physical security solutions most critical?

- A. Education
- B. Healthcare
- C. Agriculture

D. Entertainment

Answer: B

NEW QUESTION 50

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

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

Answer: A

NEW QUESTION 55

How does Cisco help SMBs to be truly smart?

- A. secure connectivity
- B. operational inefficiencies
- C. employee automation
- D. utilities cost control

Answer: A

NEW QUESTION 58

Where do SMB partners find free-to-use customizable campaigns and assets?

- A. Cisco Solutions Velocity Central
- B. The Life Cycle Advantage Portal
- C. Cisco Velocity Advantage Portal
- D. Cisco Marketing Velocity Central

Answer: D

NEW QUESTION 63

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