Cisco

Exam 810-440

Adopting The Cisco Business Architecture Approach (DTBAA)

Version: 8.0

[Free Demo]

Question No : 65

Which option is the leading reason that technology projects fail, according to research?

A.
too many stakeholders
B.
lack of a business model canvas
C.
poor stakeholder management
D.
lack of budget

Answer: B

Question No : 66

Which decision-making style leans towards ad hoc approaches?

A. A catalyst
B. Motivator
C. Visionary
D. Guardian
E. flexible

Answer: E

Question No : 67

Which two options are benefits of Cisco's overall portfolio with respect to the set of buyers?

(Choose two.)

A.
increased business performance
B.
enhanced accountability
C.
real-time business intelligence
D.
higher service availability

Answer: A,B

Question No : 68

Refer to the exhibit.

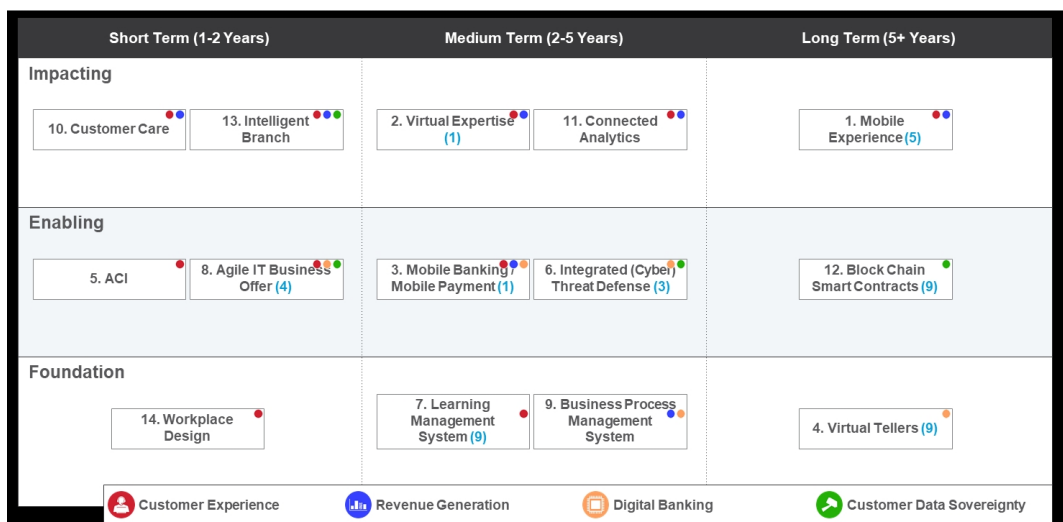Which options does the exhibit describe?

A. Technology project plan
B. Account plan
C. Business roadmap
D. Technical reference architecture

Answer: C
Explanation:

Business Roadmap

The value of a business architecture approach is the creation of a business roadmap. The business roadmap establishes the plan that enables the business to transform from its current business state to its target business state. Throughout the business-led engagement, the Cisco Business Architect works with the customer to align business priorities with business outcomes. This alignment is done by defining the business capabilities and business solutions.

Short Term (1-2 Years)		Medium Term (2-5 Years)		Long Term (5+ Years)
Impacting				
10. Customer Care	13. Intelligent Branch	2. Virtual Expertise (1)	11. Connected Analytics	1. Mobile Experience (5)
Enabling				
5. ACI	8. Agile IT Business Offer (4)	3. Mobile Banking / Mobile Payment (1)	6. Integrated (Cyber) Threat Defense (3)	12. Block Chain Smart Contracts (9)
Foundation				
	14. Workplace Design	7. Learning Management System (9)	9. Business Process Management System	4. Virtual Tellers (9)

Customer Experience　　Revenue Generation　　Digital Banking　　Customer Data Sovereignty

The business roadmap aligns business priorities and solutions to deliver business capabilities. An implementation timeline is established that is based on the importance of the priority and the business outcomes.

Each business solution is categorized as a foundation, enabling, or impacting solution:

Foundation: Solutions needed to provide a reliable foundation upon which to build business applications and services

Enabling: Solutions that support business priorities or higher-level solutions

Impacting: Highest impact to the business priorities that are potentially transformational or absolutely essential for the business

The four priorities in the roadmap are customer experience, revenue generation, digital banking, and customer data sovereignty. The priorities have defined business solutions.

Customer Experience

1. Cross Sales and Service Channels

2. Business and IT Agility

Revenue Generation

1. Integrated Product Marketing and Fulfillment

2. Seamless and automated Business Processes

Digital Banking

1. Digitized business processes impacting customer-facing business functions

2. Improved Cybersecurity policies for employees and customers

Customer Data Sovereignty

1. Deliver the audit trail for advisory interactions

2. Leveraging technology as a service to lower the upfront capital cost

A practicing Cisco Business Architect has the skills and capabilities to develop a business roadmap that drives business transformation.

Question No : 69

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.
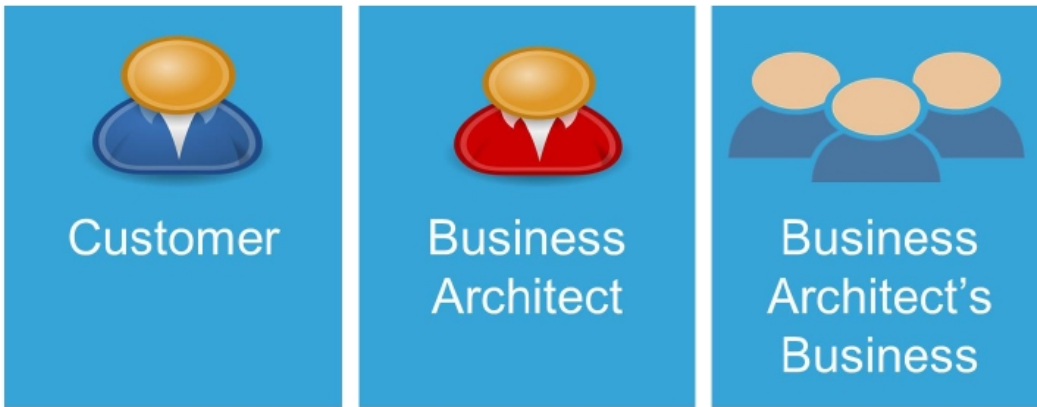
What is in it for the customer?

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 No : 70

Which description or the ISO 9001 standard is true?

A. It is a set of documents that describe a technical design ?

B. It is a set of guidelines and documents that establish a quality management and assurance framework.

C. It is a document from the Internet Engineering Task Force that is the result of committee drafting and subsequent review by interested parties

D. It is a set of guidelines and documents that establish an architectural framework

Answer: B