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Cisco Collaboration Architecture Sales Essentials (CASE)

Cisco 700-651

Version Demo

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QUESTION NO: 1

Which sales step identifies products that you think benefit the customer needs the most?

- A. education
- B. qualification
- C. introduction
- D. rapport

ANSWER: A

QUESTION NO: 2

Which video endpoint series is ideal for small to medium-sized meeting rooms and huddle spaces?

- A. SX80 Codec
- B. MX Series
- C. SX10 and SX20 Series Quick Sets
- D. IX Series

ANSWER: C

Explanation:

: <https://www.cisco.com/c/en/us/products/collaborationendpoints/telepresence-quick-set-series/index.html#~stickynav=1>

QUESTION NO: 3

How does Cisco Enterprise licensing provide a customer advantage?

- A. It requires individual licensing per device
- B. It simplifies collaboration solutions
- C. It simplifies bandwidth licensing

D. It requires individual licensing per product

ANSWER: B

Explanation:

: <https://www.cisco.com/c/dam/en/us/products/collateral/software/q-and-a-c67738992.pdf>

QUESTION NO: 4

Which option lists Cisco differentiators?

- A. experience, premise architecture, static configurations
- B. experience, cloud API, and hybrid architecture
- C. cloud API, web presence, and hardware
- D. premise architecture, cloud API, and static configurations

ANSWER: B

QUESTION NO: 5

Which Cisco UCL plans support all Cisco user devices?

- A. Basic and Enhanced
- B. Enhanced and Enhanced Plus
- C. Essential and Enhanced Plus
- D. Essential and Basic

ANSWER: B

Explanation:

: https://www.cisco.com/c/en/us/td/docs/voice_ip_comm/cucm/admin/10_0_1/ccmfeat/CUCM_BK_F3AC1C0F_00_cucm-features-services-guide100/CUCM_BK_F3AC1C0F_00_cucm-features-services-guide-100_chapter_0100101.html#CUCM_RF_U75FBF1E_00

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QUESTION NO: 6

Which SWSS offer allows customers to choose the right level of service for on-premises, cloud, and hybrid environments?

- A. Enhanced SWSS
- B. Unified Communications SWSS
- C. Lifecycle SWSS
- D. Cisco Spark and WebEx SWSS

ANSWER: D**QUESTION NO: 7**

For which purpose was the Cisco Spark Flex Plan designed?

- A. to simplify the transition to cloud-based collaboration solutions
- B. to simplify the transition to hybrid-based collaboration solutions
- C. to simplify the transition to all collaboration solutions
- D. to simplify the transition to premises-based collaboration solutions

ANSWER: A**QUESTION NO: 8**

How is transactional revenue procured?

- A. through a subscription-based model
- B. through a one-time transaction
- C. through a time-building model
- D. through massive marketing campaigns

ANSWER: D

QUESTION NO: 9

How is recurring revenue procured?

- A. through a time-building model
- B. through a one-time transaction
- C. through a subscription-based model
- D. through massive marketing campaigns

ANSWER: C

QUESTION NO: 10

Which option does BYOx refer to?

- A. bring your own application
- B. bring your own XML
- C. bring your own device
- D. bring your own experience

ANSWER: C