



## **Cisco**

### **Exam Questions 700-250**

Cisco Small and Medium Business Sales

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### NEW QUESTION 1

Technology takes many different forms and impacts every aspect of our lives. In Cisco's view, what is the role of technology?

- A. to increase costs for businesses
- B. to limit global connectivity
- C. to complicate processes
- D. to change lives and empower people

**Answer: D**

#### Explanation:

Cisco believes that the role of technology is to change lives and empower people. This perspective underscores Cisco's commitment to developing innovative solutions that enhance connectivity, productivity, and overall quality of life. By leveraging technology, Cisco aims to bridge digital divides, enable global communication, and provide tools that help individuals and organizations achieve their full potential. Technology is seen as a positive force that drives progress and creates opportunities for personal and professional growth.

References:

- Cisco Corporate Social Responsibility Report
- Cisco Vision and Mission Statements

### NEW QUESTION 2

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 3

Which solution is recommended for SMBs seeking to optimize and automate?

- A. platform-as-a-service
- B. AI powered applications
- C. business intelligence
- D. Generative AI

**Answer: B**

#### Explanation:

For SMBs looking to optimize and automate their operations, AI-powered applications are highly recommended. These applications leverage artificial intelligence to streamline business processes, enhance decision-making, and improve efficiency. Examples of AI-powered applications include automated customer service chatbots, predictive analytics tools, and intelligent automation systems for tasks like invoicing and inventory management. By adopting AI-powered solutions, SMBs can achieve greater productivity, reduce operational costs, and stay competitive in their market.

References:

- Cisco AI Solutions for SMBs
- Cisco Automation and Optimization Technologies

### NEW QUESTION 4

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 5

Which Cisco product protects against the loss of sensitive data?

- A. Meraki Systems Manager
- B. Meraki MX
- C. DUO
- D. Umbrella

**Answer: B**

#### Explanation:

The Cisco Meraki MX series is a comprehensive security and SD-WAN appliance that includes features specifically designed to protect against the loss of sensitive data. It provides robust security measures such as advanced threat protection, content filtering, and intrusion prevention, which help safeguard sensitive data from breaches and unauthorized access.

\* 1. Advanced Threat Protection: The Meraki MX includes features like malware protection and advanced security analytics to detect and prevent data breaches.

\* 2. Content Filtering: It helps in preventing sensitive data from being sent out or accessed by filtering web content and applications.

\* 3. Intrusion Prevention System (IPS): The built-in IPS provides deep packet inspection to detect and block potential threats, ensuring sensitive data remains secure.

References:

- Cisco Meraki MX Security and SD-WAN Overview
- Cisco Meraki MX Data Sheet
- Meraki Security and Threat Protection Documentation

#### NEW QUESTION 6

Securing the DNS layer means blocking malicious domains, IP addresses, and cloud applications before establishing a connection. Which Cisco solution helps secure

- A. Duo
- B. ThousandEyes
- C. Umbrella
- D. Email Threat Defense

**Answer: C**

#### Explanation:

Explanation

Cisco Umbrella secures the DNS layer by blocking malicious domains, IP addresses, and cloud applications before a connection is established. This proactive security measure helps prevent threats from reaching the network and reduces the risk of malware infections and data breaches.

\* 1. DNS-layer Security: Umbrella blocks malicious domains and IP addresses at the DNS layer, preventing users from accessing dangerous websites and applications.

\* 2. Threat Intelligence: Umbrella leverages real-time threat intelligence to identify and block new and emerging threats.

\* 3. Cloud-based Protection: As a cloud-delivered solution, Umbrella is easy to deploy and manage, providing scalable protection for users both on and off the network.

References:

- Cisco Umbrella Overview
- Cisco DNS-layer Security Whitepaper
- Cisco Umbrella Product Documentation

#### NEW QUESTION 7

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 8

What will remain a top priority because of the growing number of connected devices and geopolitical issues?

- A. cyber security
- B. collaboration tools
- C. cashflow
- D. AI-powered applications

**Answer: A**

#### Explanation:

#### Explanation

Cybersecurity will remain a top priority due to the increasing number of connected devices and ongoing geopolitical issues. The proliferation of IoT devices and the interconnected nature of modern networks expand the potential attack surface, making robust cybersecurity measures essential. Additionally, geopolitical tensions can lead to state-sponsored cyber attacks, requiring businesses of all sizes to prioritize their cybersecurity strategies to protect sensitive information and ensure operational continuity.

\* 1. Growth of Connected Devices: The increasing number of IoT and other connected devices introduces new vulnerabilities and attack vectors that need to be secured.

\* 2. Geopolitical Tensions: Geopolitical issues often manifest in the digital realm through cyber espionage, attacks on critical infrastructure, and other malicious activities, highlighting the need for strong cybersecurity defenses.

\* 3. Continuous Threat Evolution: Cyber threats are continuously evolving, necessitating ongoing vigilance, updated security measures, and a proactive approach to cybersecurity.

#### References:

- Cisco Annual Cybersecurity Report
- Cisco Small Business Solutions Guide
- Industry Reports on Cybersecurity Priorities and Trends

#### NEW QUESTION 9

Which device connects remote SMB workers with power collaboration solutions and award-winning devices?

- A. Meraki Insight
- B. Cloud Meeting Solutions
- C. WebEX
- D. Meraki Systems Manager

**Answer: C**

#### Explanation:

##### Explanation

Webex is the device that connects remote SMB workers with powerful collaboration solutions and award-winning devices. As a leading solution in video conferencing and online meetings, Webex provides a platform for secure and effective communication and collaboration. It integrates seamlessly with various devices and applications, offering features like video conferencing, screen sharing, and real-time messaging. This makes it an ideal tool for remote SMB workers who need to stay connected and collaborate efficiently, no matter their location.

#### NEW QUESTION 10

Which groundbreaking feature leverages Meraki Cameras?

- A. Smart Health Notifications
- B. Smart Cleaning Notifications
- C. Smart IoT Notifications
- D. Smart Secure Notifications

**Answer: C**

#### Explanation:

##### Explanation

Meraki Cameras leverage Smart IoT Notifications as part of their innovative features. These notifications are part of the broader Meraki IoT (Internet of Things) ecosystem, enabling advanced capabilities such as detecting unusual activity, monitoring environmental conditions, and integrating with other IoT devices for comprehensive smart management. The cameras provide intelligent alerts and notifications based on various triggers and conditions, enhancing security and operational efficiency.

\* 1. Integration with IoT Ecosystem: Meraki Cameras can integrate with other IoT devices and systems, allowing for comprehensive monitoring and management.

\* 2. Advanced Analytics: The cameras use advanced video analytics to detect unusual patterns and activities, sending smart notifications to administrators.

\* 3. Enhanced Security: By leveraging IoT notifications, Meraki Cameras provide real-time alerts on potential security breaches or anomalies.

#### References:

- Cisco Meraki MV Cameras Data Sheet
- Cisco Meraki IoT Solutions Overview
- Meraki Smart Notifications and Analytics Documentation

#### NEW QUESTION 10

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 15

How can digital workspaces be enhanced to improve employee productivity?

- A. By limiting software tools
- B. Through high customization of workspaces
- C. Decreasing digital communication channels
- D. Ignoring user experience design

**Answer:** B

**NEW QUESTION 19**

Why is tailoring go-to-market strategies important for Cisco when dealing with SMBs?

- A. SMBs require less attention to detail
- B. It allows for more effective alignment with SMB needs and budgets
- C. SMBs prefer one-size-fits-all solutions
- D. It reduces the necessity for Cisco to inno

**Answer:** B

**NEW QUESTION 21**

What are key applications commonly relied upon by SMBs? (Choose Two)

- A. Advanced data analysis tools
- B. Basic text editing software
- C. Customer relationship management (CRM) systems
- D. Generic, non-customizable ERP systems

**Answer:** AC

**NEW QUESTION 24**

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 29**

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 30**

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