



Cisco

Exam Questions 700-250

Cisco Small and Medium Business Sales

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

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

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 4

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 5

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 6

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 7

Which Cisco product features Integrated Mobile Device Management?

- A. Duo
- B. Umbrella
- C. Meraki
- D. Webex

Answer: C

Explanation:

Explanation

Cisco Meraki offers integrated mobile device management (MDM) as part of its cloud-managed networking solutions. The Meraki Dashboard provides centralized management of network devices, including mobile devices, which allows IT administrators to enforce security policies, monitor device compliance, and manage app deployment.

- * 1. Centralized Management: The Meraki Dashboard enables centralized control over all network devices, including mobile endpoints, through a single interface.
- * 2. Device Enrollment: Administrators can enroll mobile devices in the Meraki system for management and monitoring.
- * 3. Security Policies: Meraki allows the application of security policies to mobile devices, ensuring they meet organizational security standards.
- * 4. App Management: IT administrators can deploy, manage, and update applications on enrolled mobile devices remotely.

References:

- Cisco Meraki Mobile Device Management Data Sheet
- Cisco Meraki Dashboard Overview
- Cisco Small Business Solutions Guide

NEW QUESTION 8

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 9

Which Cisco product is part of the Secure SMB experience for enhancing workspaces?

- A. Duo
- B. Umbrella
- C. DNA Center
- D. Meraki Cameras

Answer: D

Explanation:

Explanation

Meraki Cameras are part of the Secure SMB experience, designed to enhance workspaces by providing advanced security and surveillance capabilities. These cloud-managed smart cameras offer high-definition video monitoring, analytics, and easy integration with other security systems. Meraki Cameras help SMBs improve physical security, monitor business operations, and ensure the safety of their employees and assets. The simplicity of deployment and management through the Meraki Dashboard makes them a suitable choice for SMBs looking to bolster their security infrastructure.

References:

- Cisco Meraki Cameras Product Information
- Cisco Secure SMB Solutions

NEW QUESTION 10

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 10

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 12

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 15

How can SMBs utilize Cisco's network management tools to their advantage?

- A. By maintaining old, outdated hardware systems
- B. Through intelligent network automation and monitoring
- C. By minimizing data analytics capabilities
- D. Limiting remote access capabilities

Answer: B

NEW QUESTION 19

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 21

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 26

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