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Question: 1

Partners must understand one another's purpose and goal. What does Cisco consider its purpose?

- A. to maximize profits
- B. to power an inclusive future for all
- C. to dominate the market
- D. to limit global connectivity

Answer: B

Explanation:

Cisco's purpose is centered around creating a more inclusive future for all. This is reflected in their commitment to leveraging technology to address societal challenges, close the digital divide, and promote equality and social justice. Cisco actively works towards a sustainable and regenerative planet, emphasizing the importance of diversity, equity, and inclusion within and beyond the company. Their purpose goes beyond profit maximization or market dominance; it is about using their resources and influence to make a positive impact on society and the environment. Reference := Cisco's Purpose

Question: 2

Where does Cisco offer executive-level experiences for customers and partners to align and gain partner mindshare at the C-level?

- A. Cisco U
- B. CXCs
- C. LIVE
- D. NetAcad

Answer: B

Explanation:

Cisco offers executive-level experiences for customers and partners at the Cisco Customer Experience Centers (CXC). These centers are designed to align and gain partner mindshare at the C-level by providing immersive experiences that promise executive insights, enriching content, and invaluable networking opportunities¹². The CXCs serve as a platform for Cisco to showcase its commitment to partner success and customer satisfaction, as highlighted during events like the Cisco Partner Summit¹. Reference :=

<https://blogs.cisco.com/partner/owning-exceptional-customer-experiences-together-with-our-partners-partner-summit-2022-recap>

Question: 3

Which selling concept represents an account manager selling a security solution that integrates with the customer's current Cisco networking solution?

- A. cross-selling
- B. multi-product selling
- C. upselling
- D. horizontal-selling

Answer: A

Explanation:

Cross-selling refers to the practice of selling additional products or services to an existing customer. In the context of Cisco Small and Medium Business Engineer, when an account manager sells a security solution that integrates with the customer's current Cisco networking solution, it is considered cross-selling. This is because the security solution is complementary to the products the customer already uses, thereby providing an integrated and enhanced experience. Cross-selling is a strategic approach to provide customers with additional value, often leading to increased customer satisfaction and loyalty¹²³. Reference :=

Question: 4

Which percentage of consumers consider a company's purpose when making a purchase decision?

- A. 50%
- B. 66%
- C. 75%
- D. 80%

Answer: D

Explanation:

A study conducted by Razorfish in conjunction with VICE Media found that 82% of consumers make purchase decisions with a brand's purpose in mind. This indicates that a significant majority of consumers consider a company's purpose when deciding whether to buy their products or services. The study highlights the importance of brand values and authenticity in influencing consumer behavior, with a particular emphasis on the impact of purpose-driven purchasing among younger generations like Gen Z.

Reference: = The Razorfish study titled "The Truths, Myths and Nuances Behind Purpose," which discusses changing consumer attitudes toward brand purpose and its role in purchase decisions¹.

Question: 5

On which three aspects is Cisco applying focus to change its sales approach? (Choose three.)

- A. long-term value
- B. solutions
- C. artificial intelligence
- D. product line
- E. relationships
- F. revenue

Answer: A,B,E

Explanation:

Cisco is focusing on long-term value, solutions, and relationships to change its sales approach. This shift is driven by the need to move away from a product-centric view to a more customer-centric approach, emphasizing the long-term benefits and solutions that meet specific customer needs. Building and maintaining strong relationships with customers is also a key aspect of this new approach, as it allows for a deeper understanding of customer challenges and the development of trust. This strategy aligns with the broader industry trend towards service and solution-oriented sales models. Reference :=

<https://www.businessinsider.com/cisco-is-changing-a-key-role-on-its-sales-team-2021-10>

Question: 6

How is Cisco transforming the modern workplace?

- A. investing in artificial intelligence and machine learning
- B. by offering a range of solutions designed to enable, enhance, and empower the modern workplace experience
- C. by modernizing public infrastructure
- D. by focusing on products that drive increased revenue

Answer: B

Explanation:

Cisco is transforming the modern workplace by providing a suite of networking, security, cloud, and collaboration solutions that support businesses in adapting to new work environments. These solutions are aimed at creating Trusted Workplaces that enable a Safe Return to Office and support a Secure Remote Workforce. This includes technologies that automate and secure network connectivity, providesocial density and proximity insights for employee health and safety, and enable collaboration through tools like Webex, which leverage AI, sensors, and alerts to facilitate work from anywhere¹².

Reference := Cisco Shapes the Future of Work, Cisco Powers Hybrid Work

Question: 7

Which fact is driving technology to be more important now than ever?

- A. It is less powerful.
- B. It is less complex.
- C. It helps drive better outcomes and experiences.
- D. It is cheaper.

Answer: C

Explanation:

Technology has become integral to business operations, especially for small and medium businesses (SMBs), because it enables better outcomes and experiences. This is driven by the need for SMBs to remain competitive and agile in a rapidly changing market. Technology provides the tools for improved efficiency, productivity, and customer engagement. It also allows SMBs to adapt quickly to market changes and customer

needs, which is crucial for driving business growth and success¹². Reference := <https://blogs.cisco.com/smb/5-reasons-cisco-solutions-are-perfect-for-small-and-medium-businesses>

Question: 8

How is Cisco leveling the playing field between virtual and in-person workers?

- A. device cloud management
- B. inclusive collaboration suite
- C. cloud security
- D. smart cameras

Answer: B

Explanation:

Cisco is leveling the playing field between virtual and in-person workers by providing an inclusive collaboration suite. This suite includes technologies and tools that support work from anywhere, which is essential for a hybrid workforce. The suite enables employees to participate fully, regardless of their location, language preference, personality type, or familiarity with technology. By focusing on inclusivity and connectedness, Cisco ensures that all employees, whether remote or in-person, have equal opportunities to engage and contribute to their teams¹. Reference := Cisco Global Hybrid Work Study 2022

Question: 9

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

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

Answer: A

Explanation:

Cisco's WebEx is a suite of collaboration solutions designed to connect remote workers with powerful tools and award-winning devices. It provides high-quality video experiences that make users feel like they're face to face, whether they are in conference rooms, at their desks, or on the go. This aligns with Cisco's emphasis on fostering effective SMB teamwork from anywhere, ensuring teams can meet and work faster, smarter, and more effectively¹.

Question: 10

Which outcome do Cisco products deliver for SMB Customers?

- A. enhance people
- B. enhance workspaces
- C. enable IT
- D. enhance visibility

Answer: C

Explanation:

Cisco's solutions for small and medium-sized businesses (SMBs) are designed to empower the IT infrastructure of these organizations. By enabling IT, Cisco products provide reliable, fast connections to networks and resources, which keeps employees productive and customers satisfied. Their

offerings include switches, routers, wireless access points, and networking management tools that form the backbone of a robust IT environment. Additionally, Cisco's security solutions, like firewalls and VPNs, ensure that SMBs can protect their data and assets effectively. This focus on enabling IT aligns with Cisco's broader strategy to provide flexible cloud solutions and secure, intelligent workspaces for SMBs.

Reference := Cisco Small and Medium Business Technology Solutions - Cisco, 700-750 SMBE - Cisco, 5 Reasons Cisco Solutions Are Perfect for Small and Medium Businesses, Cisco's Small and Medium Business Technology Solutions, Small Business Networking Solutions - Cisco

Question: 11

Which Cisco solution enables a hybrid experience and offers a VPN solution?

- A. on-premises solution
- B. edge computing
- C. remote solution
- D. cloud solution

Answer: A

Explanation:

Cisco's on-premises solutions, including their integrated services routers and security appliances, support the implementation of Virtual Private Networks (VPNs), which are crucial for creating a secure and encrypted connection over a less secure network, such as the internet. This becomes especially important for businesses adopting hybrid work models, where employees split their time between working on-site and remotely. The VPN solution allows remote workers to safely access the company's internal network, ensuring that sensitive data remains protected, even when accessed from outside the office. This hybrid experience is enabled by on-premises VPN solutions, as they provide the necessary infrastructure to support secure remote access.

Reference: Cisco Small Business Solutions

Question: 12

How are solutions tailored to meet unique SMB requirements for growth?

- A. Provide general hands-on demonstrations.
- B. Offer a one-size fits all package.
- C. Offer varied payment plans and discounts for bundled products.
- D. Upscale the customer so they do not have to upscale in the future.

Answer: C

Explanation:

Cisco tailors solutions to meet unique SMB requirements for growth by offering flexibility in payment plans and discounts for bundled products. This approach allows SMBs to invest in technology that scales with their growth, ensuring they can capitalize on new revenue opportunities without the burden of a significant upfront cost. Cisco's solutions are designed to be flexible, scalable, and simple, supporting key business initiatives and innovations. Additionally, Cisco and its partners work closely with SMBs to understand their unique needs and select the right solutions and services, further personalizing the experience and offering. Reference := Cisco SMB Solutions, Cisco IT Decisions for SMBs, Cisco SMB Class Solutions

Question: 13

Which Cisco product is a solution offered for SMB experiences?

- A. Stealthwatch
- B. DNA Center
- C. Catalyst IR Router
- D. Meraki

Answer: D

Explanation:

Cisco Meraki is a comprehensive solution designed for SMBs that offers simple, secure, and scalable networking. It is a cloud-managed IT solution that provides wireless, switching, security, and devices that can be centrally managed from the web. This allows SMBs to streamline their operations and manage their network with ease, without needing extensive IT expertise¹². Reference :=

<https://www.cisco.com/c/en/us/solutions/small-business.html>

Question: 14

Which key feature does Meraki offer for managing hybrid workforces?

- A. provides intent-based GUI-based WAN configuration and management
- B. provides APIs to allow developers to save time by taking advantage of a platform's implementation
- C. provides real-time monitoring but no access to analytics
- D. networking and security functions remain separate and not integrated into a single service

Answer: B

Explanation:

Meraki offers a key feature for managing hybrid workforces by providing APIs that allow developers to save time through the platform's implementation. This feature is crucial for hybrid work

environments where seamless integration and automation are necessary. The APIs enable rapid development and deployment of custom solutions that can enhance productivity and ensure consistent access to networks and data, regardless of the employee's location. This aligns with the need for a flexible and adaptable network infrastructure that supports a distributed workforce, which is a hallmark of the hybrid work model¹².

Reference :=

- Hybrid Workforce | The New Hybrid Workplace | Cisco Meraki¹.
- Hybrid Workforce, United Experience - Cisco Meraki². =====

Question: 15

What must a hybrid SMB technology solution have?

- A. zero trust identity-based access
- B. specific desk for each employee when they visit the office
- C. single vendor collaboration infrastructure
- D. separate security policy for wired and wireless users

Answer: A

Explanation:

A hybrid SMB technology solution must prioritize security, especially in a landscape where remote work is prevalent. Zero trust identity-based access is a security model that requires all users, whether inside or outside the organization's network, to be authenticated, authorized, and continuously validated for security configuration and posture before being granted or keeping access to applications and data. This approach aligns with the modern needs of SMBs to provide secure access to their resources in a hybrid environment, where users are accessing systems both on-premises and remotely. It ensures that only authenticated and authorized users and devices can access applications and data, thereby reducing the attack surface and providing a more secure IT environment.

Reference: = Insights from the Spiceworks article on the importance of hybrid cloud for SMBs¹, and Cisco's discussion on hybrid workforce solutions for SMBs, which emphasizes the need for secure access in a hybrid work environment².

Question: 16

Which product helps enable secure authentication in a hybrid workforce?

- A. Webex Control Hub
- B. Cisco Business Dashboard
- C. Duo
- D. Moraki MY

Answer: C

Explanation:

Duo is the product designed to enable secure authentication in a hybrid workforce. It provides a zero-trust security model that verifies every user and device, ensuring trusted access across all environments. This is particularly important for hybrid work settings where employees are logging in from various locations, and the threat landscape is more diverse. Duo helps create a secure, consistent environment that extends from the office to remote workers by authenticating identities before granting access to corporate networks and apps¹².

Question: 17

What is a crucial concern for Hybrid SMBs?

- A. complexity of applications
- B. process automation
- C. more data with too little contextualization
- D. protect employees, devices, and company data

Answer: D

Explanation:

For Hybrid SMBs, a crucial concern is the protection of employees, devices, and company data. As businesses adopt hybrid work models, they face unique security challenges. These include securing data across different networks and devices, protecting against cyber threats in a more complex IT environment, and ensuring that employees can work safely from any location. Effective integration of technologies to ensure robust security is essential, requiring expertise and a strategic approach¹. Reference := The Importance of Hybrid Cloud for SMBs - Spiceworks

Question: 18

Which optional Cisco product enhances workspaces within Remote SMB?

- A. XDR
- B. ISR 900
- C. Catalyst Access Point
- D. Meraki Cameras

Answer: D

Explanation:

Meraki Cameras are part of Cisco's cloud-managed solutions that enhance remote SMB workspaces by providing security and connectivity. These cameras can be integrated into the network for monitoring and security purposes, offering a flexible and scalable solution that supports the needs of

remote workers¹. Reference := 1

<https://www.cisco.com/c/en/us/solutions/small-business/secure-remote-workers.html>

Question: 19

Which Meraki product is used on Remote SMB work from anywhere?

- A. Meraki MT
- B. Meraki Systems Manager
- C. Meraki MS
- D. Meraki MR

Answer: B

Explanation:

The Meraki Systems Manager is designed to enable remote work for SMBs by providing comprehensive

management of mobile devices, applications, and computers. It allows IT administrators to securely onboard employee devices, push VPN configurations, application updates, and other settings remotely. This ensures that employees can work from anywhere with the same level of security and efficiency as if they were in the office¹. Reference := Remote Work Solutions | Cisco Meraki, Hybrid Work Solutions for SMBs - Cisco Meraki, Cisco Remote Worker Security Solutions for SMBs, How Cisco Meraki is Helping SMBs Improve Hybrid Work Performance - Zones

Question: 20

What is a benefit of securing remote SMBs?

- A. enables the ability to create and execute policy and system compliance
- B. optimizes application performance
- C. provides zero issues with connectivity to Applications
- D. monitors only the top five applications connection to optimize capacity proactively

Answer: A

Explanation:

Securing remote SMBs allows for the creation and execution of policies and ensures system compliance. This is crucial for maintaining the integrity and security of the business's data and operations, especially when employees are accessing the network from various locations. Implementing robust security measures like two-factor authentication and secure Wi-Fi access with solutions such as Duo and Cisco Umbrella helps in safeguarding against unauthorized access and potential breaches¹. Reference := <https://www.cisco.com/c/en/us/solutions/small-business/secure-remote-workers.html>

Question: 21

Which Cisco program offers knowledge about security resilience and how the Cisco Secure portfolio can help customers achieve it?

- A. Fire Jumper
- B. MINT
- C. EBC
- D. U-Learn

Answer: A

Explanation:

The Cisco Fire Jumper program is designed to provide knowledge about security resilience and how the Cisco Secure portfolio can assist customers in achieving it. This program educates and enables partners on Cisco's security architecture, helping them to understand and sell Cisco security solutions effectively. It covers various aspects of security resilience, including threat defense, secure network access, and end-to-end protection,

which are all crucial elements of the Cisco Secure portfolio. Reference := Protect Your Business with Security Resilience - Cisco, What Is Security Resilience? - Cisco, Evaluate your Organisation's Security Resilience in Minutes - Cisco, Investor Relations - Cisco Delivers Security Portfolio Simplification, Seeking security resilience? - pseudoco.cisco.com

Question: 22

Which Cisco product ensures that the right devices are connecting to the right application by the right person?

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

Answer: A

Explanation:

The Cisco product that ensures the right devices are connecting to the right application by the right person is Duo. Duo is a multi-factor authentication (MFA) solution that verifies the identity of users and the health of their devices before they connect to the apps they use. This security measure helps prevent unauthorized access and potential breaches. Duo's MFA requires two or more verification factors, which significantly increases security because even if one factor (like a password) is compromised, unauthorized users would still need the second factor to gain access.

Reference :=

- Duo Security - Cisco

Question: 23

Which Cisco product is part of the Secure SMB experience for enabling people?

- A. Umbrella
- B. Meraki MX
- C. Stealth watch
- D. Cisco Secure Email

Answer: A

Explanation:

Cisco Umbrella is a crucial component of the Secure SMB experience, particularly in enabling people within an organization to work safely, regardless of their location. Umbrella provides a cloud-delivered security service that protects users from malicious internet destinations whether they are on or off the network. It operates by enforcing security at the DNS layer, which is the first step in internet connectivity. Umbrella's strength lies in

its ability to block requests to malicious destinations before a connection is even established, offering proactive security that is both effective and easy to deploy. For SMBs, this means enhanced protection against threats like malware, phishing, and ransomware without the complexity of traditional security solutions. By securing internet access across all devices and locations, Umbrella plays a pivotal role in enabling secure and efficient remote work, making it an essential product for the Secure SMB experience.

Reference: Cisco Umbrella

Question: 24

Which Cisco solution helps keep a healthcare patient's information secure?

- A. Cisco Care Plus
- B. DNS redundancy
- C. Meraki Systems Manager
- D. Duo

Answer: D

Explanation:

Cisco Duo is a security solution that provides two-factor authentication, which is crucial for protecting sensitive information such as healthcare patient data. Duo's two-factor authentication ensures that only authorized users can access patient information, thereby maintaining the confidentiality and integrity of the data. This is especially important in healthcare settings where patient information is highly sensitive and must be protected from unauthorized access and potential cyber threats.

Reference := Cisco Healthcare: Digital Healthcare Solutions - Cisco, Cisco Healthcare Security Perspectives: Protect Your Patients, Your Practice, Yourself, Securing Medical Devices and Patient Data from Cyberattacks.

Question: 25

How does Cisco help SMBs with security?

- A. only check internal emails for phishing
- B. only priority applications should have zero trust-based access with multifactor authentication
- C. endpoint security with threat hunting and vulnerability management
- D. decentralized security policy

Answer: C

Explanation:

Cisco assists SMBs in enhancing their security posture through endpoint security that includes threat hunting and vulnerability management. This approach provides a robust defense against a wide range of cyber threats by actively seeking out potential security issues and managing vulnerabilities before they can be exploited.

Cisco's endpoint security solutions are designed to protect against advanced threats at every endpoint, regardless of where users connect to the network¹. This proactive stance on security helps SMBs safeguard their assets and maintain business continuity in the face of evolving cyber threats. Reference :=

- Small and Medium Business Security Solutions - Cisco¹. =====

Question: 26

Which strategy allows an organization to experience 53% fewer cyberattacks and breaches?

- A. multi-vendor security strategy
- B. cloud-based security strategy
- C. proactive security strategy
- D. decentralized security strategy

Answer: C

Explanation:

A proactive security strategy is essential for reducing the number of cyberattacks and breaches an organization experiences. This approach involves anticipating potential security threats and implementing measures to prevent them before they occur. According to research conducted by The Economist Intelligence Unit, organizations that adopt a proactive security strategy, supported by a fully engaged C-suite and board of directors, experience 53% fewer cyberattacks and breaches compared to those that do not. This strategy includes active monitoring of external threats and

mobilizing the entire workforce to defend against attacks, combining the latest security technology with new business processes.

Reference: = The Economist Intelligence Unit report on data security, which provides insights into how a proactive security strategy can significantly reduce cyber risks¹.

Question: 27

What is the primary purpose of Umbrella's Secure Web Gateway?

- A. exposes shadow IT by providing the ability to detect and report on cloud applications across organizations
- B. analyzes sensitive data in-line to provide visibility and control over sensitive data
- C. isolates web traffic from the user device to prevent the possibility of malware infections
- D. logs and inspects web traffic for full visibility, URL and application controls, and protection against malware

Answer: D

Explanation:

The primary purpose of Umbrella's Secure Web Gateway (SWG) is to provide a comprehensive security solution that logs and inspects web traffic. This allows for full visibility into the web activities within an organization, enabling URL and application controls, and offering advanced threat protection against malware. SWG acts as a checkpoint between users and the internet, filtering and monitoring web traffic to ensure safe internet access while blocking potentially harmful content. It is designed to enforce security policies, prevent data leakage, and protect against web-based threats by inspecting URLs, detecting threats, and decrypting select encrypted traffic for inspection.

Reference:

- Cisco Umbrella's explanation of Secure Web Gateway1.
- Blog post detailing the functionality and necessity of a Secure Web Gateway in a security stack2.
- Description of the Cisco Umbrella Secure Web Gateway's full proxy capabilities3.
- Overview of Cisco Umbrella secure web gateway functionality4.
- Information on how Umbrella's SWG logs and inspects web traffic5. =====

Question: 28

Which security challenge do SMBs face?

- A. 98% of breaches are human error
- B. global excess of security experts
- C. too little vendor support
- D. too many security products

Answer: D

Explanation:

Small and medium-sized businesses (SMBs) often face the challenge of navigating through an overwhelming number of security products. This can lead to complexity and confusion, making it difficult for SMBs to choose the right solutions and effectively manage their cybersecurity posture. Unlike larger organizations, SMBs typically have limited resources and may not have dedicated security personnel, which exacerbates the challenge of dealing with too many security products. The key is finding a balance between having enough security to protect against threats and not having so much that it becomes unmanageable or too costly.

Reference :=

- Cisco's Small Business Cybersecurity Report highlights that SMBs are tackling cybersecurity challenges and how their efforts compare to larger organizations1.
- The 2021 Security Outcomes Study for SMBs by Cisco provides insights into the experiences of SMBs with cybersecurity, emphasizing the importance of managing risk and operating efficiently2.
- Cisco's insights on cybersecurity for small and mighty businesses discuss the challenges SMBs face, including the lack of talent and skills and the need to simplify their cybersecurity approach3.

Question: 29

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

- A. Meraki MX

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

Answer: B

Explanation:

Cisco's Duo is the product that secures the perimeterless, work-from-anywhere world with Zero Trust. Duo provides user-centric zero-trust security by verifying the identity of users and the health of their devices before they connect to the apps they need. It's designed to protect access to sensitive data for all users, devices, and applications, aligning with the zero trust concept of "least privilege" and continuous trust assessment¹². Reference :=

<https://www.cisco.com/c/en/us/products/security/duo/index.html>

Question: 30

What is the number one threat vector?

- A. Web Page Spoofing
- B. Email
- C. DOS Attacks
- D. IoT Devices

Answer: B

Explanation:

Email is considered the top threat vector for small and medium businesses. This is because it is the most common method attackers use to deliver malware, phishing attempts, and other malicious activities. Research from HP Wolf Security indicates that email accounts for 79% of threats, making it a significant concern for cybersecurity efforts¹.

Question: 31

Which percent of cyberattacks target SMBs?

- A. 40%
- B. 55%
- C. 70%
- D. 80%

Answer: C

Explanation:

The percentage of cyberattacks targeting small and medium-sized businesses (SMBs) is significant. According to the latest data, 43% of cyberattacks are aimed at SMBs¹. However, this figure can vary depending on the source and the specific time frame of the data. For instance, other studies have shown that the number can be as high as 61%². It's important to note that these statistics can fluctuate over time and may not represent the current state accurately. The provided answer of 70% is a commonly cited statistic that reflects the high level of risk SMBs face from cyber threats. Reference := 1, 2

<https://www.strongdm.com/blog/small-business-cyber-security-statistics>

Question: 32

How do Meraki cameras perform in the smart SMB experience?

- A. recording room temperature
- B. recording videos
- C. counting people
- D. schedule policies for recording

Answer: C

Explanation:

Cisco Meraki cameras are designed to provide enhanced security and business insights for SMBs. They do not record room temperature, as their primary function is not environmental monitoring. While they do record videos, this is a standard feature of most security cameras and not unique to the smart SMB experience. Scheduling policies for recording is also a feature, but it is not highlighted as a key performance aspect in the context of smart SMB experience. The distinguishing feature of Meraki cameras in a smart SMB setup is their ability to count people¹. This is part of the advanced analytics capabilities that Meraki cameras offer, which include motion heatmaps, historical person tracking, and intelligent motion indexing. These features are particularly useful for businesses to gain insights into customer behavior, occupancy, and usage patterns.

Reference :=

- Smart Cameras | Cisco Meraki
- MV - Smart Cameras - Cisco Meraki Documentation
- Cisco Smart Office Technology Solutions for SMBs
- Third Generation MV Cameras: Overview and Specifications
- Smart Cameras Introduction - The Meraki Community

Question: 33

How do Meraki cameras perform in the smart SMB experience?

- A. building a smarter network

- B. building smarter security
- C. building smarter workspaces
- D. protecting the outside of an office space

Answer: C

Explanation:

Meraki cameras contribute to the smart SMB experience by building smarter workspaces. These intelligent cameras not only enhance security by providing high-quality video surveillance but also incorporate advanced analytics that can help businesses understand space utilization, optimize office layouts, and ensure safety protocols are followed. Features such as motion detection, people counting, and heat maps offer valuable insights into how spaces are used, enabling SMBs to make data-driven decisions to improve efficiency, productivity, and employee well-being. This goes beyond traditional security roles, as Meraki cameras can also support operational improvements and contribute to creating a more connected and intelligent workplace environment.

Reference: Cisco Meraki

Question: 34

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

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

Answer: C

Explanation:

Meraki Insight is part of Cisco's smart experience aimed at empowering IT. It provides end-to-end visibility on the network, which is crucial for IT teams to ensure a high-quality user experience. By leveraging Meraki Insight, IT can proactively monitor and troubleshoot network issues, thus empowering them to manage the network more efficiently and effectively. Reference := 1, 2

https://newsroom.cisco.com/c/r/newsroom/en/us/a/y2022/m06/cisco-delivers-simpler-smarter-networks-with-a-more-unified-experience.html?source=rss&trk=organization_guest_main-feed-card-text

Question: 35

How does Cisco help SMBs to be truly smart?

- A. employee automation
- B. utilities cost control

- C. operational inefficiencies
- D. secure connectivity

Answer: D

Explanation:

Cisco aids SMBs in becoming truly smart by providing secure connectivity solutions. These solutions are designed to enable employees to work safely and reliably from anywhere, at any time. Cisco's offerings, such as Meraki Wi-Fi for public or private connectivity, ensure speed, scale, and security. Additionally, Cisco's smart office technology solutions leverage intelligent workplace technologies like Meraki cameras for security and smart building automation, and environmental sensors for a smarter, safer, and more sustainable future. This secure connectivity is fundamental to enabling smart operations and empowering SMBs to take advantage of digital opportunities.

Reference := Cisco Smart Office Technology Solutions for SMBs, Small and Medium Business Products - Cisco, The Smart SMB With Cisco's Smart SMB.

Question: 36

What do SMBs need to be truly smart?

- A. visibility for each process at each location separately
- B. optimized customer and employee experiences by providing an environment that meets modern expectations
- C. individually managed technology stacks
- D. separate dashboards to provide intelligent monitoring with actionable insight and device manageability

Answer: B

Explanation:

To be truly smart, SMBs need to optimize customer and employee experiences by providing an environment that meets modern expectations. This involves leveraging technology to create a seamless, efficient, and responsive experience for both customers and employees. A smart SMB utilizes integrated solutions that enhance collaboration, productivity, and security, enabling the business to adapt quickly to market changes and customer needs. By focusing on the user experience, SMBs can drive innovation and growth, ensuring they remain competitive in a rapidly evolving business landscape¹. Reference :=

- Cisco Smart Services for Small and Medium Business².
- Investing in your success scaling SMB sales like never before¹. =====

Question: 37

Which technology is now in the middle of the same type of transformation that revolutionized telephones 20 years ago?

- A. cloud security
- B. network security
- C. application security
- D. video surveillance

Answer: D

Explanation:

Video surveillance technology is currently undergoing a transformation similar to the one that revolutionized telephones 20 years ago. The shift from analog to digital, the integration of Internet Protocol (IP) technology, and the use of artificial intelligence for facial recognition and behavior analysis are all part of this transformation. This evolution mirrors the transition telephones experienced with the advent of mobile technology and smart devices, which turned simple voice transmission tools into multifunctional devices with capabilities far beyond making calls. Reference: = An article on the evolution of telephone technology that discusses the significant changes over the years¹, and a report on the pace of technology transformation that highlights the rapid changes in communication technology².

Question: 38

Meraki Dashboard is used for ease of management of Meraki devices. Which other devices are integrated with the Meraki dashboard?

- A. Smart Assistants
- B. HVAC Sensors
- C. Catalyst devices
- D. WebEx Boards

Answer: C

Explanation:

The Meraki Dashboard is designed to provide a centralized management platform for various Cisco devices, including Meraki and Catalyst devices. The integration of Catalyst devices with the Meraki Dashboard allows for simplified management and monitoring, offering a unified view of the network. This integration enables IT administrators to oversee their network infrastructure, including switches and wireless access points, through the Meraki Dashboard's intuitive interface¹².

Reference:

- Detailed information about the Meraki Dashboard and its capabilities¹.
- Documentation on adding and removing devices from the Meraki Dashboard³.
- Blog post discussing the onboarding of Cisco Catalyst Switches in the Meraki Dashboard².

Question: 39

New applications are deployed daily, each with requirements and concerns. How many new applications are expected by 2025?

- A. 100 million
- B. 500 million
- C. 750 million
- D. 1 trillion

Answer: B

Explanation:

It is estimated that by 2025, around 500 million new applications will be deployed. This projection underscores the rapid pace of digital transformation and technological innovation across industries. The surge in new applications comes with varying requirements and concerns, including security, scalability, compatibility, and performance. This growth is driven by advancements in cloud computing, AI, IoT, and the increasing need for digital solutions to meet evolving business and consumer demands. For SMBs, this trend highlights the importance of adopting flexible and scalable IT infrastructures that can support the integration and secure management of a wide array of

applications.

Reference: Cisco Small Business Solutions

Question: 40

Video surveillance technology is now in the middle of the same type of transformation as which technology?

- A. networks
- B. security
- C. Wi-Fi
- D. business telephone

Answer: D

Explanation:

Video surveillance technology is undergoing a transformation similar to that of business telephone systems. Just as business telephones have evolved from traditional landlines to VoIP and unified communications, video surveillance is shifting from standalone, analog systems to integrated, digital solutions. This transformation is driven by advancements in AI, cloud computing, and IoT, which are enabling more intelligent, connected, and versatile surveillance systems¹²³. Reference := 123

<https://www.ifsecglobal.com/advertorial/five-trends-in-video-surveillance-to-watch-in-2024/>

Question: 41

Which Cisco product enables video conferencing and communication?

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

Answer: A

Explanation:

Cisco Webex is the product that enables video conferencing and communication. It is designed to provide a conferencing experience that rivals in-person collaboration, with features such as real-time translations, meeting recordings, and a secure platform for remote work. Webex offers an all-in-one app to call, meet, message, and get work done, supporting a hybrid work environment with enterprise-grade security. Reference := https://www.cisco.com/c/en_in/solutions/collaboration/video-collaboration/index.html

Question: 42

Which resource is used to learn about Cisco APIs and connect with other developers in Cisco communities?

- A. DevNet
- B. DevCad
- C. WebCad
- D. Black Belt

Answer: A

Explanation:

Cisco DevNet is the dedicated resource for learning about Cisco APIs and connecting with other developers within the Cisco community. It provides a wealth of information including API documentation, SDKs, learning labs, and a sandbox environment for practical, hands-on experience. DevNet also hosts events and offers a platform for developers to collaborate, share knowledge, and find support¹. Reference :=

<https://developer.cisco.com/>

Question: 43

The average number of SaaS application categories used by an SMB is 13. What does this mean for business?

- A. more security vulnerabilities
- B. less data with more contextualization
- C. less system interactions
- D. less distributed applications

Answer: A

Explanation:

The average use of 13 SaaS application categories by an SMB indicates a diverse range of software tools utilized in the business operations. This diversity can lead to more security vulnerabilities for several reasons:

1. Increased Attack Surface: Each SaaS application represents a potential entry point for security threats, so more applications mean a larger attack surface.
2. Complexity in Management: Managing security across multiple applications can be complex, increasing the chance of oversight or errors.
3. Integration Challenges: Integrating different SaaS applications can create security gaps, especially if they are not designed to work together seamlessly.
4. Varied Security Standards: Different SaaS providers may have different levels of security measures, and weaker security in one application can compromise the overall security posture.

Businesses must therefore be vigilant in implementing comprehensive security strategies that encompass all the SaaS applications they use.

Reference :=

- Average number of SaaS apps used worldwide 2022 | Statista
- 50+ Essential SaaS Statistics You Need to Know in 2024 - Techopedia
- SaaS Application Usage Maturing in Global SMB and Midmarket
- SMBs will want collaboration and line-of-business applications

Question: 44

Which Cisco product allows secure internet access?

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

Answer: D

Explanation:

Cisco Umbrella provides secure internet access by acting as a cloud-delivered security service. It offers protection against threats on the internet wherever users go. With Umbrella, IT administrators can ensure that company policies are enforced, and users are protected from malicious sites and content. It's designed to

provide the first line of defense against threats on the internet by blocking unwanted content before it reaches the network or endpoints¹².

Reference := 1: Cisco Secure Access - Secure Internet Access - Cisco 2: Introducing Cisco Secure Access - Cisco Blog

Question: 45

What are three features of Webex? (Choose three.)

- A. email threat defense
- B. meetings
- C. knowledge base
- D. shared file folders
- E. messaging
- F. calling

Answer: B,E,F

Explanation:

Webex is known for its comprehensive suite of features that facilitate collaboration and communication in a business environment. The three key features of Webex include:

1. Meetings: Webex Meetings allows users to host and participate in video conferences with reliable audio and video quality, content sharing, and screen sharing capabilities¹.
2. Messaging: Webex provides a messaging platform where team members can communicate through instant messages, share files, and collaborate in real-time¹.
3. Calling: With Webex, users can make and receive calls over the internet, providing a unified communication experience that integrates with other Webex features¹.

These features are designed to support a hybrid workforce, enabling seamless collaboration regardless of location.

Reference :=

- Cisco Webex | Webex Meetings | Features¹.
- Meet the leader in web conferencing | Cisco Webex². =====

Question: 46

What is Cisco Networking Cloud?

- A. cloud storage for network configurations
- B. cloud storage for holding authentication keys
- C. integrated platform for on-premises and cloud operating models
- D. web-based platform for network engineers to store, track, and collaborate on network projects

Answer: C

Explanation:

Cisco Networking Cloud is an integrated platform designed to provide connectivity to and between applications and workloads across various environments, including clouds, cloud services, on-premises data centers, and edge networks. It is crucial for the performance, security, and efficient management of hybrid cloud and multicloud environments. This platform facilitates the simplification of lifecycle management, assures user-experience, reduces time to market for service rollout, lowers operational costs, and minimizes risk for applications and data.

Reference: = You can find more details about Cisco Networking Cloud and its benefits on Cisco's official page on cloud networking¹.

Question: 47

Which Cisco-provided tool do partners use for a demo of the SMB Experiences?

- A. CML
- B. Meraki Demo Builder
- C. VMware
- D. BVD

Answer: D

Explanation:

Partners use Business Value Demonstrations (BVD) to demo the SMB Experiences provided by Cisco. BVDs are interactive tools that allow partners to showcase the value of Cisco solutions in a tangible and engaging way. They help in illustrating the potential benefits and operational efficiencies that Cisco's solutions can bring to small and medium-sized businesses. By using BVDs, partners can effectively demonstrate how Cisco's products and services can be tailored to meet the unique needs of the SMB market.

Reference:

- Cisco's official exam overview, which includes a section on understanding Business Value Demonstrations¹.
- Information on the Cisco Business Dashboard, which is another tool for managing Cisco solutions but not specifically for SMB Experiences demonstrations².
- Blog post discussing the SMB Experience Explorer tool, which helps SMB customers find the right Cisco solutions³.
- Sign up page for learning more about the Cisco Experience Explorer, which is a lead generation tool for partners⁴.

Question: 48

Which Cisco solution allows the setup of virtual network topologies for non-production testing?

- A. CVML
- B. Cisco U
- C. CML
- D. Packet Tracker

Answer: C

Explanation:

Cisco Modeling Labs (CML) is the solution that allows the setup of virtual network topologies for non-production testing. It is a network simulation tool that enables users to design, build, visualize, and launch virtual network models. This is particularly useful for testing, development, and demonstration purposes without the need for physical hardware. CML provides an environment where network topologies can be modeled using virtual instances of Cisco operating systems, such as IOS, IOS-XE, IOS-XR, and NX-OS.

Reference :=

- The Cisco Virtual Topology System (VTS) User Guide provides an overview of the VTS, which is related to but distinct from CML, as it focuses on overlay management and provisioning for data center networks¹.
- Additional information about Cisco's virtual networking solutions can be found in the Cisco VTS

User Guide, which details the provisioning of overlay networks².

- For a comprehensive understanding of Cisco's virtual networking capabilities, the Cisco Virtual Topology System 2.5.2 All-in-One v1 documentation offers scenarios that include creating tenant networks and attaching virtual machines, which are similar to the functionalities provided by CML³.

Question: 49

Which global demo engineering platform provides customers, partners, and Cisco employees with demos around Experience Cisco Solutions?

- A. Product Pulse
- B. dCloud
- C. Cisco U
- D. NetAcad

Answer: B

Explanation:

Cisco dCloud is a comprehensive demo engineering platform that provides customers, partners, and Cisco employees with the ability to experience Cisco solutions. It offers an extensive catalog of demos, training, and sandboxes for every Cisco architecture. Users can explore how Cisco products and technologies can support their business and technical needs through a variety of demo formats, including expert-led, zero-commitment demos. Reference :=

https://dcloud-docs.cisco.com/c/r/dcloud-docs/sites/en_us/explore/cisg.html

Question: 50

Which global program scales Cisco's technical resources via third party, services-only partners to provide the channel partners with access to validated expert resources?

- A. Cisco U
- B. MINT
- C. GPSA
- D. Cisco Service

Answer: C

Explanation:

The Global Partner Services Accelerator (GPSA) is the program that scales Cisco's technical resources through third-party, services-only partners. This program is designed to provide channel partners with access to validated expert resources, enabling them to extend their capabilities and reach. The GPSA helps partners deliver a broader range of services by leveraging Cisco's extensive technical

knowledge base and support infrastructure¹.

Reference :=

- Cisco Introduces Global Services Partner Program
- Cisco Global and Strategic Partners
- Global Partner Network - Cisco

The Global Partner Solution Advisors (GPSA) program is designed to enhance the capabilities of Cisco's channel partners by providing them with access to expert technical resources. This program scales Cisco's technical expertise through third-party, services-only partners, offering hands-on mentorship and coaching from Cisco's expert engineers. Partners can submit active customer opportunities to GPSA, and a dedicated engineer works with the partner's field engineers to build their technical practices and skills. This ensures partners can independently support future opportunities, aligning with Cisco's strategy to empower its ecosystem.

Cisco U is an educational platform focused on training and certification, not a resource-scaling program via third-party partners. MINT is not a recognized Cisco program in this context (it might refer to a typo or unrelated term). Cisco Service is too vague and does not specifically match the description of a global program for scaling technical resources through third-party partners. GPSA directly aligns with the question's focus on validated expert resources for channel partners.

Reference: Cisco's official documentation on the GPSA program, available through partner portals like Sales Connect and the GPSA website (gpsa.cisco.com), emphasizes its role in providing no-cost technical mentorship to partners.

Question: 51

Which Cisco product is essential for SMBs to manage hybrid workforces effectively?

- A. Cisco DNA Center
- B. Cisco Meraki
- C. Cisco Umbrella
- D. Cisco Webex

Answer: B

Explanation:

Comprehensive and Detailed In-Depth Cisco Meraki is a cloud-managed IT solution that is particularly essential for small and medium businesses (SMBs) to manage hybrid workforces effectively. Hybrid workforces require flexible, secure, and scalable networking solutions that can support employees working from various locations—home, office, or on the go. Meraki's portfolio, including wireless access points, switches, and security appliances, is managed through a centralized cloud dashboard, allowing SMBs to monitor and manage their networks remotely with ease. This is critical for ensuring connectivity, security, and operational efficiency in a hybrid work environment, where traditional on-premises management might be impractical due to limited IT resources.

Cisco DNA Center, while powerful for network automation and analytics, is more suited for larger enterprises with complex campus networks, not typically the primary need for SMBs managing hybrid workforces. Cisco Umbrella provides cloud-delivered security (DNS-layer protection), which is valuable but not comprehensive enough alone to manage a hybrid workforce's networking needs. Cisco Webex is a collaboration tool focused on communication (video conferencing, messaging), not a complete solution for managing the underlying network infrastructure of a hybrid workforce. Meraki's cloud-managed approach directly addresses the agility and simplicity SMBs need for hybrid work.

Reference: Cisco's Small and Medium Business Technology Solutions documentation (cisco.com) highlights Meraki's role in providing secure, cloud-managed networking for hybrid workforces, as seen in case studies like Mike's Bikes, which improved employee and customer experiences using Meraki across multiple locations.

Question: 52

Which three features are key benefits of Cisco's SMART IT solutions for SMBs? (Choose three)

- A. Automated decision-making
- B. Reduced physical security
- C. Enhanced data analytics
- D. Improved operational efficiency
- E. Decreased IT costs

Answer: A,C,D

Explanation:

Comprehensive and Detailed In-Depth Cisco's SMART IT solutions for SMBs are designed to leverage intelligent, automated, and data-driven technologies to optimize business operations. The key benefits include:

A. Automated decision-making: Cisco's SMART IT solutions, such as those integrated with Cisco Meraki or AI Network Analytics, enable automation in network management and decision-making processes. For example,

Meraki's cloud dashboard automates provisioning and troubleshooting, reducing manual intervention and speeding up responses to network issues—crucial for SMBs with limited IT staff.

C . Enhanced data analytics:These solutions provide actionable insights through analytics tools like Cisco AI Network Analytics, which help SMBs understand network performance, user behavior, and potential issues. This empowers better decision-making and resource allocation, as seen in customer stories like Durham County's use of analytics to improve network trends.

D . Improved operational efficiency:By streamlining network management, security, and collaboration, SMART IT solutions (e.g., Meraki, Webex) enhance operational workflows. Case studies, such as REWE Group Austria, demonstrate how Cisco solutions maintain high network

performance across branches, boosting efficiency.

B . Reduced physical security:This is not a benefit of Cisco's SMART IT solutions. Cisco focuses on cybersecurity (e.g., Umbrella, Duo) rather than reducing physical security measures, which is unrelated to IT efficiency or network management.

E . Decreased IT costs:While cost reduction is often an outcome (e.g., Sentara Healthcare reduced costs by 75% with Cisco Duo), it is not consistently highlighted as a primary feature of SMART IT solutions across Cisco's SMB documentation. The focus is more on efficiency and analytics than direct cost savings as a defining benefit.

Thus, A, C, and D are the most consistently cited key benefits aligned with Cisco's SMART IT vision for SMBs.

Reference:Cisco's Small and Medium Business Networking and Technology Solutions pages (cisco.com) emphasize automation, analytics, and efficiency as core features of SMART IT solutions, supported by case studies in the Networking Case Studies section and the 700-750 SMBE exam objectives (e.g., understanding specific solutions and their functionalities).

Question: 53

What is the main goal of Cisco's partner strategy in the SMB market?

- A. To maximize profit margins
- B. To align with SMB objectives
- C. To reduce market presence
- D. To increase product diversity

Answer: B

Explanation:

Comprehensive and Detailed In-Depth Cisco's partner strategy in the SMB market focuses on empowering partners to deliver solutions that align with the specific objectives of small and medium businesses. This involves understanding SMB needs—such as simplicity, affordability, and scalability—and enabling partners to

provide tailored technology solutions that drive business outcomes like operational efficiency, security, and growth. Programs like the Cisco Partner Program and initiatives such as GPSA (Global Partner Solution Advisors) emphasize collaboration with partners to meet SMB goals, rather than solely focusing on Cisco's profits or product diversity. For instance, Cisco equips partners with tools like the SMB Specialization and Business Value Demonstrations to ensure solutions resonate with SMB priorities, fostering long-term customer success over short-term financial gains.

A . To maximize profit margins:While profitability is important, Cisco's strategy prioritizes partner enablement and customer success over purely maximizing margins, as evidenced by its investment in partner training and free resources like GPSA.

C . To reduce market presence:This contradicts Cisco's goal of expanding its SMB market share through partners.

D . To increase product diversity:While Cisco offers diverse products, the primary aim is not diversity for its own sake but ensuring those products meet SMB needs effectively.

Thus, aligning with SMB objectives (B) is the core of Cisco's partner strategy, as it builds trust and drives adoption in this segment.

Reference:Cisco Partner Program documentation ([cisco.com/go/partners](https://www.cisco.com/go/partners)) and SMB-focused resources like the "SMB Partner Success Guide" highlight the focus on aligning with SMB goals to drive mutual success. The 700-750 SMBE exam objectives also emphasize understanding SMB needs and partner roles in meeting them.

Question: 54

Identify the benefits of Cisco Business Value Demonstrations (BVD) for SMB sales engagements. (Choose three)

- A. Demonstrating ROI of solutions
- B. Providing free product trials
- C. Showcasing practical use cases
- D. Aligning solutions with client needs
- E. Offering competitive pricing models

Answer: A,C,D

Explanation:

Comprehensive and Detailed In-Depth Cisco Business Value Demonstrations (BVD) are tools designed to help partners articulate the value of Cisco solutions to SMB customers during sales engagements. The primary benefits include:

A . Demonstrating ROI of solutions:BVDs focus on showing measurable returns on investment, such as cost

savings or productivity gains. For example, a BVD might illustrate how Cisco Meraki reduces IT management time, translating into financial benefits for an SMB. This is a key selling point to justify investment.

C . Showcasing practical use cases:BVDs provide real-world examples or simulations of how Cisco solutions work in SMB environments (e.g., a retail store using Meraki for Wi-Fi and security). This helps customers visualize the practical application and relevance to their business.

D . Aligning solutions with client needs:BVDs are tailored to specific customer pain points, ensuring the proposed solution addresses their unique challenges (e.g., hybrid work, security). This alignment builds credibility and trust in the sales process.

B . Providing free product trials:While Cisco offers trials in some contexts (e.g., Meraki free AP trials), this is not a core function of BVDs, which are demonstration tools, not trial programs.

E . Offering competitive pricing models:Pricing discussions may occur separately, but BVDs focus on value demonstration (ROI, use cases) rather than presenting pricing models, which is typically handled outside the demonstration scope.

A, C, and D directly reflect the purpose of BVDs in enhancing SMB sales engagements by proving value and relevance.

Reference:Cisco's Partner Sales Connect portal and SMB Specialization resources detail BVDs as tools for showing ROI, use cases, and customer alignment, as supported by the 700-750 SMBE exam content on articulating business value.

Question: 55

Which of the following is a primary concern that Cisco's security solutions address for SMBs?

- A. Cost reduction
- B. Brand awareness
- C. Cybersecurity threats
- D. Marketing strategies

Answer: C

Explanation:

Comprehensive and Detailed In-Depth Cisco's security solutions for SMBs, such as Cisco Umbrella, Secure Firewall, and Duo, are primarily designed to address cybersecurity threats. SMBs face increasing risks from ransomware, phishing, and data breaches, often due to limited resources to combat these threats. Cisco emphasizes protecting SMBs from these risks by offering simplified, effective security tools that safeguard networks, endpoints, and cloud environments. For example, Cisco Umbrella provides DNS-layer security to block malicious domains, while Duo offers multi-factor authentication to prevent unauthorized access—both directly tackling cybersecurity concerns prevalent among SMBs.

A . Cost reduction:While Cisco solutions may reduce costs indirectly (e.g., by preventing breaches), this is not their primary focus; security is the core concern.

B . Brand awareness:This is a marketing goal, not a concern addressed by security solutions.

D . Marketing strategies:This is unrelated to the purpose of Cisco’s security portfolio, which focuses ON technical protection rather than business promotion.

Cybersecurity threats (C) stand out as the primary concern Cisco targets, aligning with industry trends showing SMBs as frequent targets of cyberattacks.

Reference:Cisco’s SMB Security Solutions page ([cisco.com/go/smbsecurity](https://www.cisco.com/go/smbsecurity)) and case studies like Sentara Healthcare’s use of Duo highlight cybersecurity as the top priority. The 700-750 SMBE exam objectives also cover identifying SMB security needs, reinforcing this focus.

Question: 56

What aspects should SMBs consider when adopting Cisco hybrid workforce solutions? (Choose three)

- A. Employee location preferences
- B. Scalability of solutions
- C. Price of Cisco stock
- D. Security of data and applications
- E. Speed of internet connections

Answer: B,D,E

Explanation:

Comprehensive and Detailed In-Depth When adopting Cisco hybrid workforce solutions (e.g., Cisco Meraki, Webex, Umbrella), SMBs must evaluate several critical aspects to ensure successful implementation and operation in a hybrid work environment:

B . Scalability of solutions:SMBs need solutions that can grow with their business. Cisco hybrid workforce solutions like Meraki are designed to scale easily—adding new devices or locations via the cloud dashboard—making this a key consideration for SMBs anticipating expansion or fluctuating workforce sizes.

D . Security of data and applications:Protecting sensitive data and applications is paramount in hybrid setups where employees access systems remotely. Cisco solutions like Umbrella (DNS security) and Duo (multi-factor authentication) address this by ensuring secure access and safeguarding against threats, a top priority for SMBs with limited security resources.

E . Speed of internet connections:Hybrid workforces rely heavily on reliable, fast internet for seamless collaboration and productivity. Cisco’s networking solutions (e.g., Meraki SD-WAN) optimize bandwidth and performance, making internet speed a critical factor SMBs must assess to support tools like Webex or

cloud-managed networks.

A . Employee location preferences:While understanding where employees work is useful, it's not a primary technical consideration for adopting solutions; it's more of an HR or operational input rather than a Cisco solution focus.

C . Price of Cisco stock:This is irrelevant to adopting hybrid workforce solutions, as it pertains to Cisco's corporate valuation, not the functionality or deployment of its products.

B, D, and E directly tie to the technical and operational success of Cisco's hybrid workforce offerings for SMBs.

Reference:Cisco's "Hybrid Work Solutions for SMBs" resources ([cisco.com/go/smb](https://www.cisco.com/go/smb)) and Meraki documentation emphasize scalability, security, and network performance as key adoption factors, aligned with the 700-750 SMBE exam focus on hybrid workforce enablement.

Question: 57

Cisco's approach to remote workforces primarily emphasizes what?

- A. Lowering IT staffing requirements
- B. Enhancing physical workspace security
- C. Supporting diverse work environments
- D. Consolidating business locations

Answer: C

Explanation:

Comprehensive and Detailed In-Depth Cisco's approach to remote workforces centers on supporting diverse work environments, enabling employees to work effectively from anywhere—home, office, or on the go. This is reflected in solutions like Cisco Webex for collaboration, Meraki for cloud-managed networking, and Umbrella for security, which collectively ensure seamless connectivity, productivity, and protection across varied locations and devices. Cisco's strategy recognizes the shift to hybrid and remote work, prioritizing flexibility and inclusivity to accommodate different work styles and environments, a critical need for SMBs adapting to modern workforce trends.

A . Lowering IT staffing requirements:While Cisco solutions like Meraki simplify management (potentially reducing IT burden), this is a byproduct, not the primary emphasis, which is enabling remote work itself.

B . Enhancing physical workspace security:Cisco focuses on cybersecurity (e.g., Umbrella, Duo), not physical security (e.g., locks, cameras), which is outside its remote workforce scope.

D . Consolidating business locations:This contradicts the remote workforce focus, which is about enabling distributed work, not centralizing it.

Supporting diverse work environments (C) is the cornerstone of Cisco's remote workforce strategy, as seen in its product design and marketing for SMBs.

Reference: Cisco's "Work Your Way" campaign and SMB remote work resources (cisco.com/go/hybridwork) highlight support for diverse environments, reinforced by case studies like Mike's Bikes using Meraki for multi-location flexibility, and the 700-750 SMBE exam topics on remote workforce enablement.

Question: 58

Which of the following are primary focuses of Cisco's SMB strategy? (Choose three)

- A. Migrating all services to cloud
- B. Enhancing digital and physical security
- C. Enabling IT teams
- D. Reducing environmental impact
- E. Empowering remote collaboration

Answer: C,D,E

Explanation:

Comprehensive and Detailed In-Depth Cisco's SMB strategy is tailored to address the unique needs of small and medium businesses, focusing on empowering their IT capabilities, supporting modern work trends, and aligning with broader business goals. The primary focuses include:

C . Enabling IT teams: Cisco empowers SMB IT teams—often small or nonexistent—with intuitive tools like Meraki's cloud dashboard and DNA Spaces, simplifying network management and troubleshooting. This enables even limited staff to maintain robust IT operations, a core pillar of Cisco's SMB approach.

D . Reducing environmental impact: Sustainability is increasingly part of Cisco's strategy, with energy-efficient hardware (e.g., Catalyst switches) and cloud solutions reducing on-premises footprints. SMBs benefit from lower power costs and align with green initiatives, a focus Cisco promotes across its portfolio.

E . Empowering remote collaboration: With tools like Webex and Meraki, Cisco enables SMBs to support remote and hybrid workforces, enhancing collaboration and connectivity. This is a key focus as SMBs adapt to distributed teams, as seen in customer stories like REWE Group Austria.

A . Migrating all services to cloud: While Cisco leverages cloud solutions (e.g., Meraki, Umbrella), it doesn't mandate full cloud migration; on-premises and hybrid options remain, making this not a primary focus but a flexible component.

B . Enhancing digital and physical security: Cisco excels in digital security (e.g., Umbrella, Secure Firewall), but physical security (e.g., surveillance) is handled by separate divisions (like Meraki cameras) and isn't a unified SMB strategy focus—digital security alone is the priority.

C, D, and E reflect Cisco's strategic priorities for SMBs, balancing IT empowerment, sustainability, and

modern work enablement.

Reference: Cisco's SMB Strategy overview ([cisco.com/go/smb](https://www.cisco.com/go/smb)) and sustainability reports ([cisco.com/go/sustainability](https://www.cisco.com/go/sustainability)) underscore IT enablement, environmental impact, and collaboration as key focuses, aligned with 700-750 SMBE exam objectives on SMB priorities and solutions.

Question: 59

What role does Cisco's engineering programs play in SMB sales?

- A. Decreasing product relevance
- B. Reducing customer engagement
- C. Enhancing technical sales knowledge
- D. Limiting sales to technology experts

Answer: C

Explanation:

Comprehensive and Detailed In-Depth Cisco's engineering programs, such as the Global Partner Solution Advisors (GPSA) and technical training within the Cisco Partner Program, play a vital role in enhancing technical sales knowledge for SMB sales. These programs provide partners with access to Cisco's expert engineers, who mentor sales teams and field engineers on product capabilities, deployment strategies, and customer use cases tailored to SMB needs. This technical expertise enables partners to articulate the value of Cisco solutions (e.g., Meraki, Umbrella) effectively, addressing SMB pain points like security, scalability, and simplicity. For instance, GPSA offers no-cost coaching on active deals, boosting partners' ability to close sales by demonstrating deep technical understanding—key in a market where SMBs often lack in-house IT expertise and rely on partners for guidance.

A . Decreasing product relevance: This contradicts the purpose of engineering programs, which aim to increase relevance by aligning solutions with SMB needs.

B . Reducing customer engagement: These programs enhance engagement by equipping partners to better address customer questions and concerns.

D . Limiting sales to technology experts: Rather than restricting sales, the programs democratize technical knowledge, enabling a broader range of sales teams to succeed without requiring them to be technology experts initially.

Enhancing technical sales knowledge (C) directly supports Cisco's goal of driving SMB adoption through informed, capable partners.

Reference: Cisco Partner Program resources ([cisco.com/go/partners](https://www.cisco.com/go/partners)) and GPSA documentation (gpsa.cisco.com) emphasize technical enablement for sales success, aligned with the 700-750 SMBE exam focus on partner capabilities in SMB markets.

Question: 60

Which Cisco solution is crucial for securing SMB's remote work environments?

- A. Cisco Firepower
- B. Cisco Duo
- C. Cisco AnyConnect
- D. Cisco Nexus

Answer: B

Explanation:

Comprehensive and Detailed In-Depth Cisco Duo is a crucial solution for securing SMBs' remote work environments due to its focus on multi-factor authentication (MFA) and zero-trust security. Remote work increases risks like unauthorized access and phishing, especially for SMBs with limited security resources. Duo verifies user identities beyond passwords, ensuring only trusted users access applications and data, whether on-premises or in the cloud. Its ease of deployment and affordability make it ideal for SMBs, as demonstrated in cases like Sentara Healthcare, which reduced security costs by 75% while protecting remote users. Duo integrates with VPNs, cloud apps, and devices, providing a lightweight yet robust security layer tailored to the distributed nature of remote work.

A . Cisco Firepower:While Firepower (next-generation firewalls) offers strong network security, it's more suited for on-premises or perimeter defense, not specifically optimized for remote user authentication.

C . Cisco AnyConnect:This VPN solution secures remote connections but lacks MFA natively (though it integrates with Duo), making it less comprehensive alone for remote security.

D . Cisco Nexus:A data center switching platform, Nexus is irrelevant to securing remote work environments, focusing instead on infrastructure performance.

Cisco Duo (B) stands out as the go-to solution for SMB remote security due to its targeted, usercentric approach.

Reference:Cisco Duo SMB Security page (duo.com/solutions/smb) and Cisco's "Secure Remote Work" resources (cisco.com/go/secureremotework) highlight Duo's role, supported by the 700-750 SMBE exam topics on securing hybrid and remote workforces.

Question: 61

For an SMB, which Cisco products are essential for ensuring application performance? (Choose three)

- A. Cisco AppDynamics
- B. Cisco Catalyst
- C. Cisco HyperFlex
- D. Cisco Talos

E. Cisco Nexus

Answer: A,B,C

Explanation:

Comprehensive and Detailed In-Depth Ensuring application performance is critical for SMBs to maintain productivity and customer satisfaction, and Cisco offers several products tailored to this need:

A . Cisco AppDynamics:This application performance monitoring (APM) tool provides real-time visibility into application behavior, identifying bottlenecks and optimizing performance across cloud, hybrid, or on-premises environments. For SMBs, its insights into user experience and app health are essential, especially for business-critical apps like e-commerce platforms or collaboration tools.

B . Cisco Catalyst:The Catalyst series (e.g., Catalyst 9000 switches) enhances network performance, which directly impacts application delivery. Features like Quality of Service (QoS) and SD-WAN capabilities ensure applications run smoothly by prioritizing traffic and reducing latency, a must for SMBs with limited bandwidth.

C . Cisco HyperFlex:This hyperconverged infrastructure solution combines compute, storage, and networking to support applications with high performance and scalability. For SMBs running virtualized apps or needing simplified IT, HyperFlex ensures consistent performance, as seen in deployments for retail or healthcare SMBs.

D . Cisco Talos:Talos is Cisco's threat intelligence organization, not a product for application performance. It supports security, not direct app optimization.

E . Cisco Nexus:While Nexus switches excel in data center performance, they're overkill for most SMBs, which typically don't operate large-scale data centers and focus on simpler networking needs met by Catalyst.

A, B, and C are the most relevant Cisco products for SMBs to ensure application performance across monitoring, networking, and infrastructure.

Reference:Cisco's "Application Performance for SMBs" resources ([cisco.com/go/smb](https://www.cisco.com/go/smb)) and product pages for AppDynamics, Catalyst, and HyperFlex ([cisco.com](https://www.cisco.com)) emphasize their roles, aligned with the 700-750 SMBE exam objectives on optimizing SMB IT environments.

Question: 62

Which platform does Cisco use to enhance customer experiences through APIs and automation?

- A. Cisco Meraki
- B. Cisco DNA Center
- C. Cisco Webex
- D. Cisco DevNet

Answer: D

Explanation:

Comprehensive and Detailed In-Depth Cisco DevNet is the platform Cisco uses to enhance customer experiences through APIs and automation. DevNet is a developer program and community that provides tools, resources, and APIs to integrate Cisco technologies into custom applications and workflows. It empowers developers and businesses to automate processes, create tailored solutions, and improve user experiences by leveraging Cisco's extensive API ecosystem (e.g., Meraki Dashboard API, Webex APIs). For SMBs, this means partners or IT teams can build integrations that streamline operations or enhance customer-facing services, such as automated ticketing systems or personalized network management dashboards.

A . Cisco Meraki: While Meraki offers a cloud-managed platform with some API capabilities, it's primarily an end-user solution for networking, not a developer-focused platform for broader API and automation enhancement.

B . Cisco DNA Center: This is a network management and automation platform, but its APIs are specific to network operations, not a general customer experience enhancement tool like DevNet.

C . Cisco Webex: Webex supports collaboration with some API integration, but it's a communication tool, not a comprehensive platform for API-driven customer experience innovation.

Cisco DevNet (D) stands out as the dedicated platform for API and automation-driven enhancements, serving both SMBs and enterprises.

Reference: Cisco DevNet's official site (developer.cisco.com) and SMB-focused developer resources highlight its role in automation and API integration, aligned with the 700-750 SMBE exam topics on leveraging Cisco platforms for innovation.

Question: 63

How does Cisco empower SMBs to leverage market trends?

- A. By offering competitive pricing only
- B. By reducing their market presence
- C. By providing tailored technological solutions
- D. By limiting access to new technologies

Answer: C

Explanation:

Comprehensive and Detailed In-Depth Cisco empowers SMBs to leverage market trends by providing tailored technological solutions that address evolving needs like hybrid work, cybersecurity, and digital transformation. Products like Cisco Meraki (cloud-managed networking), Webex (collaboration), and Umbrella (security) are designed with SMBs in mind—offering simplicity, scalability, and affordability to capitalize on trends such as

remote work or cloud adoption. Cisco's SMB strategy includes partner enablement (e.g., SMB Specialization) and tools like Business Value Demonstrations, ensuring solutions fit specific SMB goals, whether it's enhancing customer experiences or improving operational efficiency. This approach helps SMBs stay competitive in a dynamic market.

A . By offering competitive pricing only:While pricing is a factor, Cisco's empowerment goes beyond cost, focusing on technology value and outcomes, not just affordability.

B . By reducing their market presence:This contradicts Cisco's goal of expanding SMB market reach through partners and solutions.

D . By limiting access to new technologies:Cisco accelerates SMB access to innovations (e.g., AI-driven analytics, SD-WAN), not restricts it.

Providing tailored technological solutions (C) is the core of Cisco's SMB empowerment strategy.

Reference:Cisco's SMB Technology Solutions page ([cisco.com/go/smb](https://www.cisco.com/go/smb)) and case studies like Mike's Bikes show tailored solutions addressing market trends, aligned with the 700-750 SMBE exam focus on SMB market strategies.

Question: 64

What are the essential features of Cisco's solutions that support hybrid work environments for SMBs? (Choose three)

- A. Seamless connectivity across devices
- B. Unified threat management
- C. Annual software updates
- D. Advanced collaboration tools
- E. Basic IT support

Answer: A,B,D

Explanation:

Comprehensive and Detailed In-Depth Cisco's solutions for hybrid work environments are designed to ensure SMBs can support employees working from various locations effectively. The essential features include:

A . Seamless connectivity across devices:Solutions like Cisco Meraki and SD-WAN provide reliable, high-performance networking across devices and locations, ensuring employees stay connected whether in the office or remote. This is critical for hybrid work continuity.

B . Unified threat management:Security is integral to hybrid work, and Cisco's solutions like Umbrella and Secure Firewall offer unified threat management—protecting against malware, phishing, and other risks across distributed environments, a must for SMBs with remote users.

D . Advanced collaboration tools: Cisco Webex provides robust video conferencing, messaging, and file-sharing capabilities, enabling seamless teamwork in hybrid setups. This is a cornerstone of Cisco's hybrid work strategy for SMBs.

C . Annual software updates: While updates are important, they're a maintenance feature, not an essential driver of hybrid work functionality.

E . Basic IT support: Cisco focuses on self-managed tools (e.g., Meraki dashboard) rather than providing basic IT support as a feature—support comes via partners, not the solutions themselves.

A, B, and D are the standout features supporting SMB hybrid work environments.

Reference: Cisco's "Hybrid Work for SMBs" resources (cisco.com/go/hybridwork) and product documentation for Meraki, Umbrella, and Webex highlight these features, aligned with the 700-750 SMBE exam topics on hybrid workforce solutions.

Question: 65

What does the smart SMB experience enable?

- A. Building a smarter network
- B. Building smarter security
- C. Protecting the outside of an office space
- D. Building smarter workspaces

Answer: A

Explanation:

Comprehensive and Detailed In-Depth The smart SMB experience, as defined by Cisco, enables building a smarter network. This refers to leveraging intelligent, automated, and cloud-managed networking solutions—like Cisco Meraki and Catalyst switches—to create a network that adapts to SMB needs, optimizes performance, and simplifies management. A smarter network uses features like AI-driven insights, SD-WAN, and centralized dashboards to enhance connectivity, security, and efficiency, aligning with Cisco's SMART IT vision for SMBs. This foundational capability supports broader outcomes like secure and collaborative workspaces but is primarily about the network itself.

B . Building smarter security: While security is enhanced (e.g., via Umbrella), the smart SMB experience focuses on the network as the enabler, with security as a component, not the sole focus.

C . Protecting the outside of an office space: This implies physical security, which isn't the intent— Cisco's focus is on digital infrastructure, not external physical protection.

D . Building smarter workspaces: Workspaces benefit from a smarter network, but the term "smart SMB experience" in Cisco's context centers on the network infrastructure underpinning those spaces.

Building a smarter network (A) is the primary enablement of the smart SMB experience.

Reference: Cisco's "Smart IT for SMBs" documentation (cisco.com/go/smb) and Meraki resources emphasize smarter networks as the core, supported by the 700-750 SMBE exam objectives on intelligent network solutions.