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**Question: 1**

Which critical task must be performed during the Qualification phase?

- A. validate customer inventory
- B. develop a Success Plan
- C. quote delivery
- D. Renewal Plan development

**Answer: A**

Explanation:

[According to the Cisco website<sup>1</sup>](#), one of the critical tasks during the Qualification phase is to validate customer inventory, which includes:

Reviewing the Available to Renew (ATR) report and identifying any discrepancies or missing items

Confirming the accuracy of the contract end dates, product IDs, serial numbers, and quantities

Updating the ATR report with any changes or corrections

**Question: 2**

During which activity of the renewal process would an RM provide an appropriate co-termination timeframe and gain required internal approvals?

- A. deal strategy
- B. billing
- C. proposal build
- D. quote delivery

**Answer: C**

Explanation:

[According to a practice exam question from TestPrep2](#), the correct answer is C. proposal build.

During this activity, an RM would:

Provide an appropriate co-termination timeframe and gain required internal approvals

Align with the account team on the renewal strategy and value proposition

Create a renewal proposal that meets customer needs and expectations

### **Question: 3**

Which licensing model is the most complex for a customer to manage?

A. Managed service agreement

B. Subscription

C. Enterprise agreement

D. A La Carte

**Answer: D**

Explanation:

A La Carte licensing model is the most complex for a customer to manage because it requires the customer to purchase and activate individual licenses for each product and feature they want to use. This can result in a large number of licenses to track and renew, as well as compatibility issues between different products and versions. [A La Carte licensing also does not provide the benefits of Cisco's Software Buying Programs, such as financial predictability, access to incentives, and subscription co-termination1.](#)

[Reference: 1](#): Cisco Software Licensing Guide - Cisco

#### Question: 4

Which licensing model represents the highest value?

- A. Transactional
- B. Subscription
- C. Pay as you go
- D. Enterprise Agreements

**Answer: D**

Explanation:

Enterprise Agreements (EAs) represent the highest value for customers who want to simplify their software licensing and management across their organization. EAs provide customers with:

Unlimited access to a suite of Cisco software products within a defined technology domain for a fixed term and price

The ability to deploy software anytime, anywhere, without additional costs or approvals

The flexibility to grow and adjust their software usage without overage fees or penalties

The convenience of co-terminating all their subscriptions at the end of the EA term

[The option to include Cisco services and support in their EA2](#)

[Reference: 2](#): Cisco Enterprise Agreement - Cisco

#### Question: 5

Who do Renewals Managers (RMs) work with?

- A. RMs work with account managers to drive ongoing revenue risk assessments and plays.
- B. RMs work with pre-sales engineers and build customer solutions.
- C. RMs work by themselves to develop a high level view customer requirements and objectives.
- D. RMs work with service delivery teams and monitor engagements.

**Answer: A**

Explanation:

[According to the Cisco website<sup>1</sup>](#), RMs work with account managers to drive ongoing revenue risk assessments and plays, which include:

Identifying and prioritizing renewal opportunities

Developing and executing renewal strategies

Negotiating and closing renewal deals

Collaborating with other Cisco teams and partners to ensure customer satisfaction and retention

[Reference: 1](#): Cisco Renewals Manager - Cisco

### Question: 6

Which strategy for successful renewal of service contracts calls for discussing changes in the network and identifying any uncovered add ons to the network?

- A. validate the customer's business needs
- B. focus on benefits
- C. lock in revenue streams through co-termination
- D. explore up sell opportunities

**Answer: D**

Explanation:

one of the strategies for successful renewal of service contracts is to explore up sell opportunities, which means:

Discussing changes in the network and identifying any uncovered additions to the network

Recommending new or upgraded products or services that can enhance customer value and outcomes

Aligning with the account team on the up sell value proposition and proposal

[Reference: 2](#): Cisco Renewals Manager (700-805 CRM) Practice Exam - TestPrep

### Question: 7

What is the future state goal of licensing at Cisco?

A. Smart License

B. Standby License

C. Classic PAK

D. Right to use

**Answer: A**

Explanation:

Smart License is the future state goal of licensing at Cisco, which aims to:

Simplify and streamline license management across Cisco products and solutions

Provide customers with a flexible and transparent way to consume Cisco software

Enable customers to view and manage their licenses through a single portal (Cisco Smart Software Manager)

Reduce operational costs and complexity for customers and partners

[Reference: 3](#): Cisco Smart Licensing - Cisco

**Question: 8**

How does Cisco define Business Critical Services?

- A. subscription-based services covering the lifecycle of a technology
- B. Pay-as-you-go, services covering business-critical functions
- C. hardware replacement
- D. Pay-as-you-go, technology-based services

**Answer: A**

Explanation:

Business Critical Services are subscription-based services covering the lifecycle of a technology, which provide customers with:

Expert guidance and best practices to optimize their network performance, security, and availability

Proactive support and automation to prevent issues, reduce risks, and accelerate outcomes

Insights and analytics to measure and improve their operational efficiency, agility, and innovation

[Reference: 4: Business Critical Services - Cisco](#)

**Question: 9**

Which two actions can a partner or customer perform within CCW-R? (Choose two.)

- A. set up billing
- B. download hardware, software and services datasheets
- C. change Customer Address
- D. view and manage their contracts
- E. order new services

**Answer: CD**

Explanation:

[According to the CCW-R User Guide](#)<sup>5</sup>, some of the actions that a partner or customer can perform within CCW-R are:

Change Customer Address: This allows the user to update the customer address information for a quote or an order.

View and Manage their Contracts: This allows the user to view their contract details, status, expiration date, product coverage, etc., as well as request a quote or renew their contracts.

[Reference: 5](#): CCW-R User Guide - Cisco

### Question: 10

How does Cisco define AT R?

- A. Contracts/subscriptions that are available to renew.
- B. ATR is the sum of RR and iARR, minus the attrition rate.
- C. Any customer agreement where attrition has been an issue.
- D. Contracts/subscriptions that have attrition terms revoked.

**Answer: A**

Explanation:

A) Contracts/subscriptions that are available to renew.

[Comprehensive and Detailed Explanation: According to the Cisco website](#)<sup>1</sup>, ATR stands for Available

To Renew, which is defined as:

Contracts/subscriptions that are available to renew within a defined time period (usually 90, 180, or 365 days)

A key metric for measuring the renewal opportunity and performance

A report that shows the contract details, status, expiration date, product coverage, etc.

[Reference: 1](#): Cisco Renewals Manager - Cisco

**Question: 11**

Which three financial metrics are critical in renewing subscriptions? (Choose three.)

- A. net new sales
- B. annual recurring revenue
- C. close rate
- D. training costs
- E. renewal rate

**Answer: BDE**

Explanation:

**Question: 12**

What support should an RM take from the CSM?

- A. Communicate new greenfield opportunities.
- B. Communicate value and the impact of Cisco solutions.
- C. Book customer-service briefings.
- D. Oversee the closure of contracts.

**Answer: B**

Explanation:

Communicate value and the impact of Cisco solutions to the customer

Help the customer achieve their desired outcomes and realize the full potential of their investment

Provide feedback and insights on customer health, satisfaction, and adoption

### Question: 13

Which services are contained in the CX portfolio?

- A. Support Services, Business Critical Services, Professional Services and Managed Services
- B. Support Services, Business Critical Services and Professional Services
- C. Support Services and Business Critical Services
- D. Support Services, Business Critical Services, Professional Services, Managed Services, and Learning Services

**Answer: D**

Explanation:

CX portfolio consists of five service categories that cover the entire lifecycle of a technology:

**Support Services:** Provide technical support, software updates, and smart capabilities to help customers maintain network availability, security, and performance

**Business Critical Services:** Provide expert guidance, best practices, proactive support, and insights to help customers optimize their network performance, security, and availability

**Professional Services:** Provide consulting, design, implementation, integration, optimization, and migration services to help customers deploy and adopt Cisco solutions

**Managed Services:** Provide end-to-end management, monitoring, and operation of customer's network infrastructure and applications by Cisco or certified partners

**Learning Services:** Provide training, certification, and enablement programs to help customers develop their skills and capabilities on Cisco technologies

[Reference: 4: Services - Cisco](#)

**Question: 14**

Which strategy contributes to the successful renewal of service contracts?

- A. Offer discounts.
- B. Lock in revenue streams through co-termination.
- C. Communicate product performance, pricing, and position.
- D. Discount multi-year service agreements.

**Answer: C**

Explanation:

**Question: 15**

Which of the Cisco Security product offerings focuses on identifying abnormal or suspicious network behaviors?

- A. Meraki
- B. Stealth watch
- C. Tetration
- D. App Dynamics

**Answer: B**

Explanation:

Stealthwatch is one of the Cisco Security product offerings that focuses on identifying abnormal or suspicious network behaviors, which can help customers with:

- Detecting and responding to advanced threats across their network
- Gaining visibility and control over their network traffic and activity

Improving their network performance, security, and compliance

[Reference: 2](#): Cisco Stealthwatch - Cisco

### Question: 16

Which task is the responsibility of the Renewals Manager?

- A. billing recurring revenue contracts
- B. managing recurring revenue risk
- C. driving adoption of specific technologies
- D. managing the Success Plan

**Answer: B**

Explanation:

one of the tasks that is the responsibility of the Renewals Manager is to manage recurring revenue risk, which includes:

Identifying and prioritizing renewal opportunities and challenges

Developing and executing renewal strategies and plans

Collaborating with other Cisco teams and partners to ensure customer satisfaction and retention

Negotiating and closing renewal deals

[Reference: 2](#): Cisco Renewals Manager - Cisco

### Question: 17

Which action should a Renewals Manager take first?

- A. Assign an RS to priority accounts
- B. Meet and confirm the AM, CSS, CSM and their resources
- C. Meet the customer and perform a renewals diagnosis
- D. Download contract data and develop a renewals strategy

**Answer: D**

Explanation:

the first action that a Renewals Manager should take is to download contract data and develop a **renewals strategy, which involves:**

Using tools such as TPV, icebreaker, or CCW-R to access and analyze contract data

Segmenting contracts based on their size, complexity, expiration date, product coverage, etc.

Defining objectives, actions, timelines, and resources for each segment

Aligning with the account team on the renewals strategy and value proposition

### **Question: 18**

Which statement is the most accurate description of the Health Index?

- A. a tool for service providers to determine what stage of the lifecycle to offering training solutions
- B. an ongoing measurement of customer sentiment
- C. a measurement tool for resolving specific product quality issues and adoption barriers
- D. an ongoing measurement of several key customer health indicators

**Answer: D**

**Explanation:**

the Health Index is:

An ongoing measurement of several key customer health indicators, such as adoption, satisfaction, retention, and expansion

A tool that helps Cisco and partners monitor and improve customer outcomes and experiences

A score that ranges from 0 to 100, where higher scores indicate better health

[Reference: 1](#): Customer Health Index - Cisco

**Question: 19**

Which statement best summarizes the intended outcome of the Success Plan?

A. development of a customer-centric view for achieving value from their portfolio

B. provide scheduling for resolving customer quality issues

C. generate financial data that indicates a customer's propensity to renew

D. grow incremental annual recurring revenue

**Answer: A**

**Explanation:**

the Success Plan is:

A document that outlines the customer's goals, challenges, desired outcomes, and success metrics

A collaborative effort between Cisco, partners, and customers to align on the customer's vision and strategy

A roadmap that guides the customer through the lifecycle stages of plan, build, adopt, and renew

A development of a customer-centric view for achieving value from their portfolio

[Reference: 1](#): Success Plan - Cisco

**Question: 20**

Which is the first step in a solutions-led sales approach?

- A. present quote to customer
- B. examine previous purchases
- C. identify the latest technology release
- D. understand the customer's objectives

**Answer: D**

**Explanation:**

a solutions-led sales approach is:

A sales methodology that focuses on understanding the customer's business needs, challenges, and objectives

A consultative process that involves discovering, proposing, validating, and closing solutions that deliver value and outcomes for the customer

A way of differentiating Cisco and partners from competitors by offering integrated solutions that leverage Cisco's portfolio and expertise

The first step in a solutions-led sales approach is to understand the customer's objectives, which includes:

Asking open-ended questions to uncover the customer's pain points, goals, and priorities

Listening actively and empathetically to the customer's responses

Confirming and summarizing the customer's objectives and expectations

[Reference: 2: Solutions-Led Sales Approach - Cisco](#)

**Question: 21**

What is the key implication on-time renewals have for an IT provider company?

- A. incentives will be paid
- B. improved customer satisfaction
- C. no major impact if sales are on plan
- D. recurring business is preserved

**Answer: B**

Explanation:

**Question: 22**

Which business benefit of on-time renewals on Cisco products and services is valid?

- A. ability to ensure that our TAC cases get priority over others
- B. exclusive relationship with the customer
- C. access to training programs and material
- D. rebates and discounts from Cisco

**Answer: D**

Explanation:

On-time renewals on Cisco products and services can provide various business benefits to customers, such as ensuring continuous support, access to the latest software updates, and improved security and performance. One of the benefits that is valid according to the Cisco Renewals Manager exam is rebates and discounts from Cisco. This means that customers who renew their contracts on time can enjoy lower prices and incentives from Cisco, which can help them reduce their total cost of ownership and increase their return on investment.

### Question: 23

Which service offering helps define the customer's IT vision and strategy?

- A. Support
- B. Advisory
- C. Optimization
- D. Training

**Answer: B**

Explanation:

Cisco offers different types of service offerings to help customers achieve their IT vision and strategy, such as support, optimization, training, and advisory. Among these options, the one that best helps define the customer's IT vision and strategy is advisory. Advisory services from Cisco provide expert

guidance and insights to help customers design and deploy new solutions, streamline existing operations, or optimize their IT. [Advisory services can also help customers align their IT goals with their business priorities, identify opportunities for innovation and growth, and measure and report on key performance indicators.](#)

### Question: 24

What is the Cisco definition of a Reusable Non-Standard Discount (RNSD)?

- A. A discount applied to Cisco products and/or service list pricing and for a continual or ongoing basis.
- B. A limited time discount applied to Cisco products and/or services.
- C. A priority discount applied to third-party products for perpetuity.
- D. A discount applied to refurbished or reused Cisco hardware that includes service contracts.

**Answer: B**

Explanation:

**Question: 25**

What is the main purpose of CCW-R?

- A. to factor customer ATR, up sell and attrition
- B. to allow customers and partners to download renewal data
- C. to allow customers and partner store new software subscriptions and service contracts from one tool
- D. to capture partner and customer billing preferences

**Answer: C**

Explanation:

CCW-R stands for Cisco Commerce Software Subscriptions and Services, which is a tool that allows customers and partners to quote, order, and manage their service contracts and software subscriptions from one place. CCW-R enables users to create new or renew technical services and software subscription quotes, submit approved orders, and manage their contracts. CCW-R also provides features such as co-terming, contract alignment, service level changes, and deal discounts. [CCW-R is designed to simplify the renewal process and enhance the customer experience](#)

**Question: 26**

What does TPV mean?

- A. Total Product Value
- B. Total Partner View
- C. Telepresence Value
- D. Total Partner Value

**Answer: B**

Explanation:

**Question: 27**

Which statement best describes the Success Plan?

- A. a document capturing a comprehensive view of all customer health scores
- B. a tool for reporting actions to management
- C. a shareable document that captures all account activities

D. the blueprint for account teams to achieve customer success

**Answer: B**

Explanation:

**Question: 28**

Which steps to develop a renewal quote are valid?

- A. Identify the barriers to adoption, Ensure the customers is using the solution, Work with the Account Manager to create a Quote.
- B. Identify the Item store new, Verify the Discounts, Confirm the Shipping address, Verify the Billing entity.
- C. Ask the customer for Renewal data, Evaluate new requirement, Quote new services.
- D. Position the new technology, create a Quote, Order the Quote.

**Answer: A**

Explanation:

**Question: 29**

When renewing a contract with a customer, which action is important?

- A. Start discussions once the contract has expired.
- B. Validate customers business needs.
- C. Do not offer any financing solutions.
- D. Propose only the most important part of the solution.

**Answer: B**

Explanation:

When renewing a contract with a customer, it is important to validate their business needs and ensure that the current solution is still meeting their expectations and goals. By validating their business needs, you can demonstrate your understanding of their situation, identify any gaps or challenges they are facing, and propose any improvements or enhancements that can add value to their experience. [Validating their business needs can also help you build trust and loyalty with the customer, as well as uncover any opportunities for upselling or cross-selling additional products or services that can benefit them.](#)

**Question: 30**

Which case represents a risk of renewal where a mitigation analysis will help obtain a more desired outcome?

- A. The adoption rate is 50% under the expected level and the plan is six months before the expiration date.
- B. There are no open incidents 30 days before renewal dates.
- C. Customer is willing to subscribe to a recommendation case to be publicly communicated.
- D. The health index of a customer is over expected targets with no red flags.

**Answer: A**

Explanation:

This case represents a risk of renewal where a mitigation analysis will help obtain a more desired outcome. A low adoption rate indicates that the customer is not fully utilizing the solution or deriving the expected value from it. This can lead to dissatisfaction, reduced engagement, and increased likelihood of churn. A mitigation analysis can help identify the root causes of the low adoption rate, such as lack of training, technical issues, poor fit, or misalignment of expectations. Based on the analysis, a mitigation plan can be developed and implemented to address the issues and increase the adoption rate. For example, the plan could include providing more support, education, or guidance to the customer, resolving any bugs or glitches, customizing or adjusting the solution to better suit their needs, or redefining the success criteria and metrics. [A mitigation analysis and plan can help improve the customer's satisfaction, retention, and loyalty, as well as increase the chances of a successful renewal.](#)

### Question: 31

Which approach should be applied when renewing a quote?

- A. Product led approach
- B. Solutions led approach
- C. Reward led approach
- D. Concerns led approach

**Answer: B**

Explanation:

A solutions led approach should be applied when renewing a quote. A solutions led approach focuses on understanding the customer's pain points, challenges, goals, and desired outcomes, and then proposing a solution that can address them effectively. A solutions led approach is different from a product led approach, which focuses on highlighting the features and benefits of a product or service without considering the customer's specific needs or situation. A solutions led approach can help create more value for the customer, as well as differentiate your offering from competitors. A solutions led approach can also help build trust and rapport with the customer, as well as increase their satisfaction and loyalty. [By applying a solutions led approach when renewing a quote, you can demonstrate your commitment to helping the customer achieve their objectives, as well as showcase your expertise and credibility in providing the best solution for them](#)

### Question: 32

What is the ATR on a \$10,000 one year recurring revenue contract?

- A. \$10,000
- B. 10% of \$10,000
- C. \$10,000 divided by 12
- D. \$1,200

**Answer: A**

Explanation:

ATR stands for Annualized Total Revenue, which is a metric that measures the total revenue generated by a customer contract over a 12-month period. ATR is calculated by multiplying the monthly recurring revenue (MRR) by 12. For example, if a customer pays \$100 per month for a service, the ATR is  $\$100 \times 12 = \$1,200$ .

Therefore, the ATR on a \$10,000 one year recurring revenue contract is simply \$10,000, since the MRR is already \$10,000. [ATR is useful for comparing the revenue potential of different contracts with different billing cycles or durations](#)

### Question: 33

Which statement regarding which tools can be added as value to customer and partners is invalid?

- A. Adopt on Scores which provide insight into how well customers are utilizing service and software they purchase
- B. help manage Discounts for Quoting
- C. gain insight into new and unique business prospects for your customers and expand sales potential
- D. Trusted Data Source for Hardware Refresh and Software renewal insights

**Answer: B**

Explanation:

The statement that is invalid regarding which tools can be added as value to customer and partners is B. help manage Discounts for Quoting. This is because discounts are not a tool, but a pricing strategy that can be used to attract or retain customers, increase sales volume, or clear inventory. Discounts are not something that can be added as value to customer and partners, but rather something that can reduce the value or profit margin of the seller. Tools that can be added as value to customer and partners are those that can help them solve their problems, improve their performance, or enhance their experience. For example, some of the tools that Cisco offers to its customers and partners are:

Adopt on Scores: This tool provides insight into how well customers are utilizing service and software they purchase from Cisco. It helps customers measure their adoption progress, identify gaps and opportunities, and optimize their outcomes.

Trusted Data Source: This tool provides hardware refresh and software renewal insights for customers and partners. It helps them plan ahead, stay current, and reduce risks.

Business Insights: This tool provides data-driven insights into new and unique business prospects for customers and partners. [It helps them discover new markets, segments, or opportunities, and expand their sales potential.](#)

### Question: 34

Which architecture addresses customer needs for voice, video, and data?

- A. Security
- B. Data Center
- C. Collaboration
- D. Enterprise networking

**Answer: C**

Explanation:

The architecture that addresses customer needs for voice, video, and data is C. Collaboration. Collaboration is one of the four main architectures that Cisco offers to its customers and partners, along with Security, Data Center, and Enterprise Networking. Collaboration is the architecture that enables people to communicate and work together effectively across different locations, devices, and applications. It includes solutions for voice over IP (VoIP), video conferencing, unified communications, contact center, webex meetings, and more.

[Collaboration helps customers and partners improve productivity, efficiency, innovation, and customer satisfaction.](#)

### Question: 35

Which statement best describes an Ask the Expert session?

- A. A pre-recorded webinar from an expert

- B. A hosted educational webinar with live expert Q and A
- C. A 24-7 phone line providing expert advice
- D. A one on one coaching engagement covering specific use cases

**Answer: C**

Explanation:

**Question: 36**

What is the primary measurement of success for a Renewals Manager?

- A. upsell percentage
- B. percentage of contracts closed
- C. renewal success rate
- D. iARR rate

**Answer: C**

Explanation:

The primary measurement of success for a Renewals Manager is the renewal success rate, which is the percentage of customers who renew their contracts with Cisco at the end of their term. The renewal success rate reflects the Renewals Manager's ability to retain customers and revenue, as well as to increase customer satisfaction and loyalty. The renewal success rate is calculated by dividing the number of customers who renew by the number of customers who are eligible to renew in a given period. The renewal success rate is different from other metrics such as upsell percentage, percentage of contracts closed, or iARR rate, which are not directly related to the Renewals Manager's role or performance.

### Question: 37

Which task should a Renewals Manager perform during the Prospect phase?

- A. Risk Assessment
- B. Risk Mitigation
- C. Review new opportunities
- D. Terms negotiation

**Answer: A**

Explanation:

### Question: 38

What does iARR measure?

- A. our ability to monitor product utilization, and financial growth collectively
- B. our ability to increase renewal rates through pricing controls
- C. our ability to expand upon existing customer value
- D. our ability to internally align renewable resources

**Answer: C**

Explanation:

### Question: 39

Which area of the Success Plan is the Renewal Manager responsible?

- A. Barriers Predicted
- B. Solution Renewal
- C. Adoption Barriers Overcome
- D. Success Plan Hypothesis

**Answer: B**

Explanation:

The area of the Success Plan that the Renewal Manager is responsible for is Solution Renewal. The Success Plan is a document that captures the account team's strategy and actions to achieve customer success. It defines the customer's desired outcomes, identifies the potential barriers and risks, outlines the key milestones and deliverables, and assigns roles and responsibilities to the account team members. The Solution Renewal area of the Success Plan covers the activities related to renewing the customer's contract, such as reviewing the current solution, assessing the customer's satisfaction and value realization, proposing any improvements or enhancements, negotiating the terms and conditions, and executing the renewal agreement.

[The Renewal Manager](#)

[is in charge of leading and managing the Solution Renewal area of the Success Plan, as well as collaborating with other account team members, such as Customer Success Managers, Account Executives, or Sales](#)

[Engineers.](#)

### Question: 40

Which discussion point helps up sell a customer?

- A. Focus on what the customer already has covered on the network.
- B. Discuss changes in the network and identify any uncovered additions to the network.
- C. Focus on how much it will cost the customer.
- D. Discuss your priorities and why you need the sale.

**Answer: B**

Explanation:

A discussion point that helps up sell a customer is to discuss changes in the network and identify any uncovered additions to the network. This discussion point can help us understand the customer's current situation, needs, and challenges, as well as uncover any gaps or opportunities for improvement. By discussing changes in the network, we can show our interest and curiosity in the customer's business, as well as demonstrate our expertise and credibility in providing solutions. By identifying any uncovered additions to the network, we can highlight the risks and costs of not having adequate protection or support for those additions, as well as propose relevant products or services that can address those issues. This discussion point can help us create value for the customer, as well as differentiate our offering from competitors.

### Question: 41

What is the primary customer value of the Cisco Services Portfolio?

- A. Services priced based on usage
- B. Services packages tailored to specific customer needs
- C. Customers can develop their own service offerings
- D. On-call, 24/7 service technicians at all levels

**Answer: B**

Explanation:

The primary customer value of the Cisco Services Portfolio is that it offers services packages tailored to specific customer needs. The Cisco Services Portfolio is a comprehensive set of services that help customers achieve their IT vision and strategy, optimize their IT operations, and accelerate their business outcomes. The Cisco Services Portfolio includes four types of services: Support, Advisory, Optimization, and Training. Each type of service provides different levels of value and benefits to customers, depending on their needs and goals. Customers can choose the services that best suit their situation, budget, and expectations, and customize them to their specific use cases and scenarios. [The Cisco Services Portfolio enables customers to get the most out of their Cisco products and solutions, as well as address their challenges and opportunities in a flexible and effective way.](#)

### Question: 42

An important Cisco customer has a large number of individual licenses for Cisco One in Enterprise Networking and engages many Webex users. The customer has expressed the intention to grow both groups and needs a compelling and simplified proposal.

Which Cisco offer represents the best value for the customer?

- A. Propose to migrate to perpetual model.
- B. Suggest as implied discount DSA with the total of licenses from each product Cisco One and Webex.
- C. Ask Cisco team to engage into a Smart Account or Enterprise Agreement and propose a creation of a Customer Success Plan.
- D. Prepare a Partner Branded Managed Service deal.

**Answer: C**

Explanation:

The Cisco offer that represents the best value for the customer is to ask the Cisco team to engage into a Smart Account or Enterprise Agreement and propose a creation of a Customer Success Plan. A Smart Account is a centralized account management platform that gives customers full visibility and access to their Cisco software licenses, subscriptions, and services across their organization. A Smart Account simplifies license activation, usage tracking, and renewal management, as well as enables customers to move licenses across devices and

locations as needed. An Enterprise Agreement is a simplified buying program that covers the entire organization's software and services needs under one agreement, one renewal date, and one set of terms. An Enterprise Agreement offers customers preferred pricing, financial predictability, investment protection, and flexible expansion options. A Customer Success Plan is a document that captures the account team's strategy and actions to achieve customer success. It defines the customer's desired outcomes, identifies the potential barriers and risks, outlines the key milestones and deliverables, and assigns roles and responsibilities to the account team members.

By engaging into a Smart Account or Enterprise Agreement and proposing a Customer Success Plan, the customer can benefit from:

A comprehensive cloud calling plan with ease, in a single unified offer.

A world-class collaboration suite built for hybrid work that provides Webex Calling, Messaging, Meetings, Polling, and Webinars in one unified offering.

A best-in-class collaboration suite that leverages AI-driven intelligence to create engaging and inclusive collaboration experiences.

A lower total cost of ownership by providing multiple best-in-class products from a single vendor.

A simplified contract management by converging software licenses, support for software, and support for hardware into one agreement, one renewal date, and one set of terms.

A trusted support from Cisco Solution Support that centralizes support across software and hardware and any third-party provider technologies in the deployment.

A guidance at every step to accelerate technology transitions through expert resources, best practices, and proven methodologies focused on industry-wide solutions.

A proactive and predictive insights powered by AI/ML-driven analytics and automation that help recognize potential problems, optimize operations, and de-risk transformation.

A blueprint for account teams to achieve customer success by defining the customer's vision, goals, metrics, milestones, deliverables, roles, responsibilities, progress, results, feedback, and

recommendations.

### Question: 43

Which success indicator for a Renewals Manager is valid?

- A. increased deployment of licenses
- B. stabilized customer satisfaction scores
- C. new product introductions
- D. on-time renewal

**Answer: D**

Explanation:

A success indicator for a Renewals Manager that is valid is on-time renewal. On-time renewal measures the percentage of customers who renew their contracts with Cisco before or on the expiration date. On-time renewal reflects the Renewals Manager's ability to retain customers and revenue, as well as to increase customer satisfaction and loyalty. On-time renewal also reduces the risk of losing customers to competitors or alternative solutions. On-time renewal is calculated by dividing the number of customers who renew on time by the number of customers who are eligible to renew in a given period. [On-time renewal is different from other metrics such as increased deployment of licenses, stabilized customer satisfaction scores, or new product introductions, which are not directly related to the Renewals Manager's role or performance.](#)

### Question: 44

Which statement best describes an Accelerator?

- A. An on-call service for customer support

- B. A one-on-one deep dive on network issues
- C. A one-on-one coaching engagement covering specific use cases
- D. A hosted one-to-many educational webinar with live expert Q and A

**Answer: C**

Explanation:

An Accelerator is a one-on-one coaching engagement covering specific use cases that Cisco offers to its customers and partners to help them implement new technology faster and more easily. An Accelerator is a remote session with a fixed scope and a demonstrable benefit at completion. An Accelerator can cover topics such as design, configuration, migration, integration, optimization, or troubleshooting of Cisco products and solutions. [An Accelerator is different from an on-call service, a deep dive on network issues, or a hosted webinar, which are not part of the Cisco Accelerator program](#)

**Question: 45**

Which service offering assists the customer in preparing for emerging industry trends?

- A. Training
- B. Trending Technical
- C. Advisory
- D. Managed

**Answer: A**

Explanation:

**Question: 46**

Customer A purchased a one-year WebEx contract of 100 seats at \$10 per seat. Customer B purchases a three-year WebEx contract of 100 seats at \$10 per seat.

What is the annual recurring revenue (ARR) for each?

- A. \$1000 and \$3000
- B. \$1100 and \$3300
- C. \$1000 and \$1000
- D. \$3000 and \$3000

**Answer: C**

Explanation:

The annual recurring revenue (ARR) for each customer is \$1000 and \$1000. ARR is the total amount of money the company expects to receive from its subscribers over a year. It is calculated by summing up customers' monthly or quarterly subscription fees and multiplying them by 12 (for an annual period). It excludes one-time fees, transactional charges, and other non-recurring revenue sources. In this case, both Customer A and Customer B pay \$10 per seat per month for 100 seats of WebEx. Therefore, their monthly recurring revenue (MRR) is  $\$10 \times 100 = \$1000$ . To calculate their ARR, we multiply their MRR by 12:  $\$1000 \times 12 = \$12000$ . [The length of the contract does not affect the ARR calculation, as it only considers the revenue generated within one year.](#)

**Question: 47**

Which product addresses network segment a in issues and is comprised of Viptela and Meraki products?

- A. Tetration
- B. SD-WAN
- C. Security applications
- D. Cloud services

## Answer: B

Explanation:

SD-WAN is the product that addresses network segmentation issues and is comprised of Viptela and Meraki products. SD-WAN stands for Software-Defined Wide Area Network, which is a technology that simplifies the management and operation of a WAN by decoupling the networking hardware from its control mechanism.

SD-WAN enables enterprises to use multiple types of transport services, such as MPLS, broadband, LTE, or 5G, to securely connect users to applications hosted in data centers or the cloud. SD-WAN also provides centralized visibility and control, dynamic path selection, application optimization, and security policies for the entire network.

Viptela and Meraki are two of Cisco's SD-WAN solutions that cater to different customer needs and preferences. Viptela is a cloud-first SD-WAN solution that offers advanced routing, segmentation, and security capabilities for complex enterprise networks. Viptela can be deployed on-premises or in the cloud, and supports multiple transport options, including cellular wireless. Meraki is a cloud-managed SD-WAN solution that offers simplicity, reliability, and automation for lean IT environments. Meraki can be deployed using plug-and-play devices, and provides easy configuration, monitoring, and troubleshooting through a web-based dashboard.

Both Viptela and Meraki products help enterprises address network segmentation issues by enabling them to create secure virtual networks that isolate traffic based on business intent and policy. [Network segmentation improves network performance, security, and compliance by reducing congestion, preventing unauthorized access, and enforcing granular rules.](#)

## Question: 48

Which two factors drive subscription value for customers? (Choose two)

- A. up to date security protection
- B. bundling of software and hardware
- C. freeware offers

D. training access

E. continuous access to innovation

**Answer: AE**

Explanation:

Two factors that drive subscription value for customers are up to date security protection and continuous access to innovation. These factors reflect the benefits that customers can gain from subscribing to Cisco products and services, such as:

Up to date security protection: Customers can enjoy the peace of mind that their networks, devices, and data are always protected from the latest threats and vulnerabilities. Cisco provides regular security updates, patches, and enhancements to its products and services, as well as proactive threat intelligence and prevention. Customers can also leverage Cisco's security portfolio, which covers the entire network from edge to cloud, and provides integrated solutions for identity, endpoint, cloud, email, web, and network security.

Continuous access to innovation: Customers can access the latest features and functionalities that Cisco delivers through its products and services, without having to purchase new hardware or software licenses. Cisco provides frequent software updates, upgrades, and releases that introduce new capabilities, improve performance, and optimize user experience. Customers can also take advantage of Cisco's innovation ecosystem, which includes partners, developers, researchers, and customers who collaborate to create cutting-edge solutions for various industries and use cases.

### **Question: 49**

Which action can a Renewals Manager take to drive value in the account?

A. Removing adopt on barriers.

B. Define the account forecast.

C. Manage and mitigate renewal risk.

D. Align partners on training.

**Answer: C**

Explanation:

An action that a Renewals Manager can take to drive value in the account is to manage and mitigate renewal risk. Renewal risk is the possibility that a customer will not renew their contract with Cisco at the end of their term, resulting in revenue loss and customer churn. Renewal risk can be caused by various factors, such as low adoption, poor satisfaction, lack of value realization, competitive pressure, budget constraints, or organizational changes. A Renewals Manager can manage and mitigate renewal risk by:

Identifying and prioritizing the accounts that have the highest risk of non-renewal, using data and tools such as ATR (Annualized Total Revenue), ARR (Annual Recurring Revenue), iARR (Incremental Annual Recurring Revenue), TPV (Total Partner Value), icebreaker (a tool that provides insights into new and unique business prospects), and Adopt on Scores (a tool that provides insight into how well customers are utilizing service and software they purchase from Cisco).

Developing and executing a risk mitigation plan for each high-risk account, involving actions such as engaging with the customer, understanding their needs and challenges, demonstrating value and ROI, addressing any issues or concerns, proposing improvements or enhancements, offering incentives or discounts, or leveraging partners or references.

Monitoring and tracking the progress and results of the risk mitigation plan, using data and tools such as CCW-R (Cisco Commerce Software Subscriptions and Services), which is a tool that allows customers and partners to quote, order, and manage their service contracts and software subscriptions from one place; and Customer Success Plan, which is a document that captures the account team's strategy and actions to achieve customer success.

Collaborating with other account team members, such as Customer Success Managers, Account Executives, or Sales Engineers, to align on the renewal strategy, share information and insights, coordinate activities and touchpoints, and deliver a consistent and positive customer experience.

[By managing and mitigating renewal risk, a Renewals Manager can drive value in the account by increasing the chances of a successful renewal, retaining customers and revenue, enhancing customer satisfaction and loyalty, and creating opportunities for upsell or cross-sell.](#)

**Question: 50**

Which group of products are enterprise networking products?

A. WAN, LAN, Wireless

B. Routing, Switching, Access Points

C. iWAN, Viptela, Meraki

D. Salesforce, Box, AWS

**Answer: A**

Explanation:

**Question: 51**

Which service offering helps define the IT vision and strategy of the customer?

A. optimization

B. support

C. training

D. advisory

**Answer: D**

Explanation:

[According to the Cisco website1](#), advisory services from Cisco and their partners provide expert guidance and data-driven insights to help customers architect and optimize their IT environment.

Advisory services can help customers with:

IT strategy and planning

Business and technology alignment

IT governance and operating models

IT transformation and innovation

IT performance and optimization

[Reference: 1](#): Services - Cisco

## Question: 52

Which detail is provided in the scorecard by using the Total Program View tool?

A. renewal rate

B. new products

C. EOL products

D. program rate

**Answer: A**

Explanation:

[According to the Total Program View \(TPV\) User Guide<sup>1</sup>](#), the scorecard is a dashboard that provides a summary of the partner's performance across different programs and metrics. One of the metrics that is provided in the scorecard is the renewal rate, which is defined as:

The percentage of recurring revenue that is retained or renewed within a defined time period (usually 90, 180, or 365 days)

A key indicator of customer satisfaction, retention, and loyalty

A factor that affects the partner's incentives and rebates

[Reference: 1](#): TPV User Guide - Cisco