



## **Cisco**

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

Cisco Small and Medium Business Sales

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### NEW QUESTION 1

Which Cisco solution provides end-to-end visibility from every user to any application?

- A. Cisco Overwatch
- B. ThousandEyes
- C. Meraki Dashboard
- D. Cisco Control Hub

**Answer: B**

#### Explanation:

ThousandEyes provides end-to-end visibility from every user to any application, which is crucial for maintaining optimal network performance and user experience. It offers detailed insights into network paths and application delivery, enabling IT teams to monitor and troubleshoot performance issues across the entire network, including the internet, cloud, and enterprise networks.

\* 1. End-to-End Visibility: ThousandEyes provides comprehensive visibility into the entire network path, from the user to the application, regardless of the location or network segments involved.

\* 2. Network and Application Performance Monitoring: It continuously monitors the performance of applications and the underlying network, identifying bottlenecks and issues affecting user experience.

\* 3. Troubleshooting and Analysis: ThousandEyes offers powerful tools for diagnosing and resolving performance issues, providing detailed metrics and analysis to pinpoint the source of problems.

References:

- Cisco ThousandEyes Overview
- ThousandEyes Data Sheet
- Cisco Network Performance Monitoring Solutions

### NEW QUESTION 2

Environmental sustainability is very important to Cisco. What is Cisco's goal regarding net zero emissions?

- A. achieve it by 2025
- B. achieve it by 2030
- C. achieve it by 2040
- D. has already been achieved

**Answer: C**

#### Explanation:

Cisco has set a goal to achieve net zero emissions by 2040. This ambitious target reflects Cisco's commitment to environmental sustainability and its recognition of the urgent need to address climate change. Achieving net zero emissions means that Cisco aims to balance the amount of greenhouse gases emitted with an equivalent amount being removed from the atmosphere, resulting in a net zero carbon footprint. This goal involves reducing emissions across its operations and supply chain and investing in renewable energy and carbon offset projects.

References:

- Cisco Environmental Sustainability Goals
- Cisco CSR Reports

### NEW QUESTION 3

According to the IDC, what is the expected spend on Future of Work technology and services in 2025?

- A. \$500 billion
- B. \$1 trillion
- C. \$1.2 trillion
- D. \$2 trillion

**Answer: C**

#### Explanation:

According to the IDC, the expected spend on Future of Work technology and services in 2025 is projected to be \$1.2 trillion. This spending encompasses investments in technologies and services that support new ways of working, including remote work infrastructure, collaboration tools, cybersecurity, and automation.

\* 1. Remote Work Infrastructure: Increased investment in tools and services that support remote work, including secure connectivity and cloud services.

\* 2. Collaboration Tools: Spending on advanced collaboration platforms that facilitate seamless communication and teamwork.

\* 3. Cybersecurity: Enhanced focus on security solutions to protect distributed workforces and data.

\* 4. Automation: Investment in technologies that automate repetitive tasks and improve operational efficiency. References:

- IDC Future of Work Spending Projections
- Cisco Future of Work Technology Reports
- Market Trends and Analysis on Remote Work Technologies

### NEW QUESTION 4

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

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

**Answer: B**

#### Explanation:

Duo, a Cisco solution, helps keep healthcare patient information secure by providing robust multi-factor authentication (MFA) and secure access controls. Duo ensures that only authorized users can access sensitive healthcare information, thereby protecting patient data from unauthorized access and breaches.

- \* 1. Multi-Factor Authentication (MFA): Duo provides an additional layer of security by requiring users to verify their identity through multiple factors before accessing sensitive information.
- \* 2. Access Controls: Duo allows healthcare organizations to enforce strict access controls, ensuring that only authorized personnel can access patient information.
- \* 3. Compliance: Duo helps healthcare providers meet regulatory compliance requirements, such as HIPAA, by securing patient information and maintaining data privacy.

References:

- Cisco Duo Security Overview
- Cisco Solutions for Healthcare
- Healthcare Data Security Compliance Documentation

#### NEW QUESTION 5

Which Cisco solution should a community college implement to fortify DNS requests?

- A. Umbrella
- B. DNS redundancy
- C. Cisco Secure Email
- D. Duo

**Answer:** A

#### Explanation:

Cisco Umbrella is the recommended solution for a community college looking to fortify DNS requests. Cisco Umbrella provides secure DNS-layer protection, blocking malicious domains, IP addresses, and cloud applications before they can reach the network. This helps prevent phishing, malware, and other cyber threats, ensuring a safer online environment for students, faculty, and staff. The solution is cloud-based, making it easy to deploy and manage without requiring additional hardware.

References:

- Cisco Umbrella Product Overview
- Cisco DNS Security Solutions

#### NEW QUESTION 6

Which percent of SMBs are using more SaaS applications?

- A. 39%
- B. 57%
- C. 80%
- D. 100%

**Answer:** C

#### Explanation:

80% of SMBs are using more SaaS applications. The adoption of Software as a Service (SaaS) has been rapidly increasing among SMBs due to its flexibility, scalability, and cost-effectiveness. SMBs find SaaS applications beneficial for enhancing productivity, collaboration, and business operations without the need for extensive on-premises infrastructure.

- \* 1. Flexibility and Scalability: SaaS applications allow SMBs to easily scale their usage based on needs without significant upfront investments.
- \* 2. Cost-Effectiveness: By using SaaS, SMBs can reduce costs associated with maintaining and updating on-premises hardware and software.
- \* 3. Enhanced Productivity: SaaS applications often include features that improve collaboration and efficiency, making them attractive to SMBs.

References:

- Industry Reports on SaaS Adoption among SMBs
- Cisco Small Business Solutions Overview
- Market Analysis on Cloud Services and SaaS Usage

#### NEW QUESTION 7

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

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

**Answer:** B

#### Explanation:

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

References:

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

#### NEW QUESTION 8

Which security challenge do SMBs face?

- A. global shortage of security experts
- B. smaller attack surface
- C. lack of security products
- D. lack of knowledge in cloud security

**Answer:** D

**Explanation:**

One of the critical security challenges faced by SMBs is the global shortage of security experts. This shortage affects SMBs more acutely as they compete with larger enterprises for the limited pool of qualified security professionals. The lack of available expertise can hinder an SMB's ability to implement effective security measures, manage security infrastructure, and respond to incidents.

- \* 1. High Demand, Low Supply: The cybersecurity field is experiencing a high demand for skilled professionals, but the supply of qualified individuals is insufficient.
- \* 2. Recruitment Challenges: SMBs may struggle to attract and retain security experts due to limited budgets and resources compared to larger companies.
- \* 3. Impact on Security Posture: Without access to skilled security professionals, SMBs may face challenges in maintaining robust security defenses and addressing vulnerabilities promptly.

References:

- Cisco Security Workforce Studies
- Global Information Security Workforce Study (GISWS)
- Cisco Small Business Cybersecurity Report

**NEW QUESTION 9**

How are Cisco's SMB experiences designed to cater to the unique challenges and needs of SMBs?

- A. providing generalized training and support
- B. offering dedicated support lines and training modules specifically for SMB customers
- C. reducing confusion by limiting deployment options
- D. building SMB experiences around on-premises devices so internet outages do not affect productivity

**Answer:** B

**Explanation:**

Cisco's SMB experiences are tailored to address the unique challenges faced by small and medium businesses. These include limited IT resources, budget constraints, and the need for efficient and easy-to-manage solutions. To cater to these needs, Cisco provides dedicated support lines and training modules specifically designed for SMB customers. This approach ensures that SMBs receive focused and specialized assistance, which helps them effectively utilize Cisco's technology and maximize their investment. By offering these dedicated resources, Cisco enhances the overall experience for SMBs, enabling them to deploy and manage their IT infrastructure with greater confidence and efficiency.

References:

- Cisco SMB Solutions Overview
- Cisco SMB Support and Resources Documentation

**NEW QUESTION 10**

For which portfolio is Cisco a global leader?

- A. security
- B. cloud security
- C. networking
- D. data monitoring

**Answer:** C

**Explanation:**

Cisco is a global leader in networking. The company's extensive portfolio includes solutions for enterprise networking, data center networking, cloud networking, and more. Cisco's networking products and technologies are known for their reliability, scalability, and innovation, making them a top choice for businesses worldwide. Cisco's leadership in networking is supported by a strong ecosystem of partners and a commitment to continuous improvement and adaptation to emerging trends.

References:

- Cisco Networking Solutions
- Industry Reports on Networking Leaders

**NEW QUESTION 10**

By which margin are MSPs expected to grow in the next year?

- A. 9%
- B. 11%
- C. 15%
- D. 17%

**Answer:** C

**Explanation:**

MSPs (Managed Service Providers) are projected to grow by a margin of 15% in the next year. This growth is driven by the increasing reliance of businesses on managed services for their IT needs, as well as the ongoing shift towards digital transformation and cloud adoption. The demand for managed services is rising as SMBs look to outsource their IT management to specialized providers to enhance efficiency, security, and performance.

- \* 1. Market Demand: The growing complexity of IT environments and the need for specialized expertise are fueling the demand for MSPs.
- \* 2. Digital Transformation: Businesses are increasingly adopting digital tools and cloud services, which MSPs help to manage and optimize.
- \* 3. Security Needs: With the rise in cyber threats, SMBs are turning to MSPs for robust security solutions.

References:

- Industry Reports on MSP Market Growth
- Cisco Managed Services Overview
- Market Analysis on IT Services and Managed Services Growth

**NEW QUESTION 11**

Which security feature provides insights into Internet activity and facilitates real-time activity search?

- A. Control Hub
- B. Duo
- C. Cloud-Delivered AI
- D. Secure Web Gateway

**Answer:** D

**Explanation:**

Explanation

A Secure Web Gateway (SWG) provides insights into internet activity and facilitates real-time activity search. It monitors and controls web traffic, enforcing security policies to protect against threats and ensuring compliance with corporate policies. SWG solutions offer visibility into user activity on the internet and allow for the analysis and searching of real-time activity data.

\* 1. Internet Activity Monitoring: SWGs provide detailed visibility into web traffic, enabling organizations to monitor user behavior and internet activity.

\* 2. Real-Time Activity Search: They allow IT administrators to search and analyze real-time activity data to identify potential threats and enforce security policies.

\* 3. Threat Protection: SWGs protect users from web-based threats such as malware, phishing, and malicious websites by filtering and blocking harmful content.

References:

- Cisco Secure Web Gateway Overview
- Internet Activity Monitoring Solutions
- Cisco Web Security Documentation

**NEW QUESTION 14**

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

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

**Answer:** C

**Explanation:**

Explanation

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

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

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

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

References:

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

**NEW QUESTION 17**

Which devices are considered cloud-first technology?

- A. Catalyst devices
- B. IP video endpoints
- C. Meraki devices
- D. HVAC Sensors

**Answer:** C

**Explanation:**

Explanation

Meraki devices are considered cloud-first technology because they are designed to be managed through the cloud, providing centralized control and visibility over the network. This cloud-based approach simplifies the management of network infrastructure, making it more accessible and efficient for SMBs and enterprises alike. Meraki's cloud-first design allows for seamless updates, scalability, and real-time monitoring, which are crucial for modern IT environments. This contrasts with traditional on-premises devices that require more manual management and maintenance.

References:

- Cisco Meraki Product Overview
- Cisco Meraki Cloud Management Documentation

**NEW QUESTION 20**

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

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

**Answer:** B

**Explanation:**

Explanation

Meraki Insight is a Cisco product designed to empower IT with a smart experience by providing deep visibility and understanding of network and application performance. It helps IT administrators quickly identify and resolve issues that impact user experience, ensuring optimal network performance and reliability.

\* 1. Network and Application Performance Monitoring: Meraki Insight provides insights into both network and application performance, helping IT teams

troubleshoot and optimize their infrastructure.

\* 2. Proactive Alerts: The system sends proactive alerts about potential issues, allowing IT to address problems before they impact users.

\* 3. Detailed Analytics: Meraki Insight offers detailed analytics and reporting, enabling IT teams to make informed decisions about network management and optimization.

References:

- Cisco Meraki Insight Data Sheet
- Cisco Meraki Insight Overview
- Cisco Smart IT Solutions Documentation

#### NEW QUESTION 24

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

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

**Answer:** D

#### Explanation:

Explanation

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

References:

- Cisco Meraki Cameras Product Information
- Cisco Secure SMB Solutions

#### NEW QUESTION 27

How are customers classified who have spent at least \$1 in each of the four quarters over the last 12 months?

- A. Stable Buyer
- B. Occasional Buyer
- C. Repeat Buyer
- D. Frequent Buyer

**Answer:** C

#### Explanation:

Explanation

Customers who have spent at least \$1 in each of the four quarters over the last 12 months are classified as Repeat Buyers. This classification indicates a level of consistent purchasing behavior, reflecting customer loyalty and ongoing engagement with the company's products or services.

\* 1. Consistency in Purchases: Spending in each quarter demonstrates regular interaction and reliance on the products or services offered.

\* 2. Customer Loyalty: Regular purchasing behavior suggests a satisfaction with the products and services, indicating loyalty.

\* 3. Engagement Metrics: Repeat buyers are often seen as a key metric for customer retention and long-term business relationships.

References:

- Customer Classification and Segmentation Guidelines
- Cisco Customer Relationship Management Strategies
- Industry Standards for Customer Purchasing Behavior

#### NEW QUESTION 31

Which Cisco product is part of Remote SMB for enabling people?

- A. Meraki Dashboard
- B. Cisco Secure Client
- C. Meraki Smart Cleaning
- D. Meraki MV

**Answer:** A

#### Explanation:

Explanation

The Meraki Dashboard is a critical component of remote SMB solutions, enabling people to manage and monitor their network infrastructure remotely. The cloud-based dashboard provides a centralized platform for network management, configuration, and troubleshooting, making it ideal for remote work environments.

\* 1. Centralized Management: The Meraki Dashboard allows administrators to manage multiple network devices from a single, intuitive interface.

\* 2. Remote Access: IT staff can access the dashboard from anywhere, enabling them to support remote users and troubleshoot issues without needing to be on-site.

\* 3. Comprehensive Monitoring: The dashboard provides detailed insights and analytics, helping businesses ensure network performance and security.

References:

- Cisco Meraki Dashboard Overview
- Cisco Remote Work Solutions Guide
- Meraki Cloud Management Documentation

#### NEW QUESTION 35

What does the hybrid SMB experience deliver to the customer?

- A. cloud security

- B. secure Connectivity and dynamic collaboration
- C. zero trust identity-based access
- D. less distributed applications

**Answer:** B

**Explanation:**

Explanation

The hybrid SMB experience delivered by Cisco focuses on providing secure connectivity and dynamic collaboration. This approach ensures that SMBs can maintain secure connections across various environments, whether in-office or remote, and leverage dynamic collaboration tools that enhance productivity and communication. This experience integrates Cisco's robust security protocols and collaboration solutions, such as Webex, to support a seamless and efficient work environment for SMBs, adapting to the hybrid work model that combines both remote and in-person work.

References: Cisco Small and Medium Business Sales Documentation

**NEW QUESTION 39**

Which role within the Cisco ecosystem is primarily focused on delivering customized technology solutions to end customers?

- A. Authorized Distributor
- B. Value-Added Reseller
- C. Independent Software Vendor
- D. Systems Integrator

**Answer:** B

**NEW QUESTION 40**

Which Cisco solution helps SMBs in creating a robust IT infrastructure with minimal technical staff?

- A. Cisco Advanced Malware Protection
- B. Cisco Start
- C. Cisco Catalyst Switches
- D. Cisco Aironet Wireless Communications

**Answer:** B

**NEW QUESTION 42**

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

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

**Answer:** B

**NEW QUESTION 44**

Which marketing asset educates partners about Cisco's overarching SMB strategy?

- A. SMB Partner Campaign Kit
- B. Select SMB Assets
- C. SMB Marketing Toolbox
- D. SMB Marketing Kit

**Answer:** C

**Explanation:**

Explanation

The SMB Marketing Toolbox is designed to educate partners about Cisco's overarching SMB strategy. This comprehensive toolkit provides resources, insights, and materials that help partners understand and effectively communicate Cisco's strategic vision for the small and medium business segment. It includes various marketing assets that detail the unique value propositions, competitive differentiators, and go-to-market strategies tailored for SMB customers, thereby enabling partners to align their sales and marketing efforts with Cisco's SMB objectives.

**NEW QUESTION 46**

How does Cisco help SMBs to be truly smart?

- A. secure connectivity
- B. operational inefficiencies
- C. employee automation
- D. utilities cost control

**Answer:** A

**NEW QUESTION 51**

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