



Exam : 646-229

Title : IP Communications Advanced Account Manager

Ver : 10.25.07

QUESTION 1:

Which router is an ideal platform for customers that want the widest variety of network interfaces and services, including Virtual Private Network (VPN), intrusion detection, and IP communications?

- A. Cisco 800 Series Integrated Services Routers
- B. Cisco 1800 Series Integrated Services Routers
- C. Cisco 2800 Series Integrated Services Routers
- D. Cisco 3800 Series Integrated Services Routers

Answer: D

QUESTION 2:

What are two areas of significant savings commonly associated with a converged voice and data solution, as compared to separate networks? (Choose two.)

- A. move, add, and change orders
- B. data storage
- C. limited access
- D. cabling
- E. flexible staff scheduling

Answer: A,D

QUESTION 3:

Which product enables SMBs and enterprise branch offices to use Cisco Unity Express to cost-effectively integrate voice mail and auto attendant services?

- A. Cisco 800 Series Integrated Services Routers
- B. Cisco 1800 Series Integrated Services Routers
- C. Cisco 2800 Series Integrated Services Routers
- D. Cisco 3800 Series Integrated Services Routers

Answer: C

QUESTION 4:

Which feature is the primary differentiator of Cisco Emergency Responder to traditional E911 solutions?

- A. allows other advanced software to exist with Cisco CallManager Express software
- B. frees telecommunications resources from E911 location database updates

- C. automates outgoing emergency call routing
- D. cuts telecommunication infrastructure investments over the long term

Answer: B

QUESTION 5:

Which Cisco IP phone would be most appropriate for a customer who would like to have additional lines and speed dial buttons on their phone?

- A. Cisco IP Phone 7902G
- B. Cisco IP Phone 7910SW
- C. Cisco IP Phone 7914 Expansion Module
- D. Cisco IP Phone 7940

Answer: C

QUESTION 6:

Which statement best describes the value proposition for migration to an integrated services router platform?

- A. Integrated services routers connect legacy applications to provide a seamless migration path to IP telephony
- B. Integrated services routers are the first and only routers to offer an integrated systems approach that maximizes operating efficiencies and adds intelligence to the network.
- C. Integrated services routers interconnect networks, connect network devices, and route traffic over the network.
- D. Integrated services routers extend telephony features and functions to IP phones, VoIP gateways, media-processing devices, and multimedia applications.

Answer: B

QUESTION 7:

What is a key benefit of a converged solution for many organizations?

- A. controls the high service costs that discourage network moves, adds, and changes
- B. reduces reliance on switch technology
- C. significantly reduces the TCO of voice networks in the short term
- D. combines all data and voice networks under one system

Answer: A

QUESTION 8:

Which statement best describes one of the market trends toward a converged solution?

- A. By 2007, traditional vendors will have developed new TDM systems.
- B. Vendors are beginning to increase their support of TDM.
- C. Vendors are offering IP-enabled PBX solutions that require the use of legacy PBX hardware.
- D. Customers face the decision to continue spending to extend the life of a traditional system or invest in IP

Answer: D

QUESTION 9:

After a series of strategic acquisitions, a midsize prospect wishes to acquire the ability to link together IP and legacy phones in a single meeting. The solution also must be scalable and accommodate conference participants regardless of location. The communications of the firm rely upon a combination of IP networks and the PSTN.

Which two applications best meet these needs? (Choose two.)

- A. Cisco Personal Assistant
- B. Cisco Emergency Responder
- C. Cisco Conference Connection
- D. Cisco MeetingPlace
- E. Cisco IP Contact Center

Answer: C,D

QUESTION 10:

A customer requires a software-based call-processing agent that extends enterprise telephony features and capabilities to packet telephony network devices. Which application would meet the needs of the customer?

- A. Cisco Unity Express
- B. Cisco Unity Unified Messaging
- C. Cisco IP Contact Center
- D. Cisco IP telephony
- E. Cisco CallManager

Answer: E

QUESTION 11:

The CIO of a company interested in IP telephony is concerned that an IP telephony solution will not work with third-party software and hardware. Which of these is the best response to this concern?

- A. Cisco IP telephony solutions can effectively replace functionality provided by third-party software and hardware
- B. Cisco IP telephony solutions maintain interoperability through the use of a single-vendor network.
- C. Cisco IP telephony solutions work with third-party PBX hardware and software.
- D. Cisco IP telephony solutions are open standards-based.

Answer: D

QUESTION 12:

Tracking employee productivity and simplifying employee training describe common concerns among individuals who fulfill which one of these roles?

- A. telecommunications manager
- B. IT manager
- C. human resources manager
- D. marketing manager

Answer: C

QUESTION 13:

What are two advantages that a competitor might attribute to an IP-enabled PBX? (Choose two.)

- A. open standards that support third-party devices and software
- B. investment protection
- C. end-to-end IP telephony solution
- D. retention of existing hardware

Answer: A,B

QUESTION 14:

What are two advantages of a Cisco converged IP telephony solution? (Choose two.)

- A. supports TDM as an emerging standard in telecommunications
- B. provides a high level of security because voice and data networks are separate
- C. incorporates open standards that support third-party devices and software
- D. is highly scalable with support for up to 30,000 phones per cluster

Answer: C,D

QUESTION 15:

Read the customer objection and select the two best answers. (Choose two.)

Telecommunications manager: Everyone knows that Cisco is good at data, but you simply do not have voice experience. None of your account managers, systems engineers, or professional service people truly understands the voice environment.

A. I understand your concern, especially because we are so well known for data. In addition to our data experience, we are also very familiar with the voice environment. In fact, we helped invent voice technology.

B. I am glad you brought that up! It is true that at one time, we were focused more on data than on voice. Today, however, Cisco has a large percentage of employees with voice experience.

C. Thank you for mentioning that point. Because our focus is on QoS, which is currently not supported by the Internet, people often believe that Cisco has no voice experience.

D. That is a valid concern, and I would like to address it. While it is true that we are strong in the data arena, we are also actively and aggressively investing in staff voice skills, and also recruiting the finest voice professionals in the market. The strength of our voice team has brought us a great deal of respect in the marketplace.

Answer: B,D

QUESTION 16:

Which two of these statements best reflect how to position a Cisco IP telephony solution against a competitor solution? (Choose two.)

A. Cisco is the market innovator for IP telephony and invests heavily in research and development.

B. Cisco IP telephony solutions typically have less up-front costs than IP-enabling an existing PBX.

C. An IP-enabled PBX solution does not offer "five nines" of reliability.

D. Cisco has over 6000 IP telephony customers that have realized an increased ROI from a true, end-to-end converged architecture.

Answer: A,D

QUESTION 17:

Read the customer objection and select the two best answers. (Choose two.)

Operations manager: A full-blown IP telephony solution seems much more expensive than a simple upgrade to our current system. IP telephony could definitely contribute to the success of several of our business objectives, but I am not sure we can justify the cost.

A. Simply enabling the current system may not accomplish these business objectives.

- B. Seamlessly integrating your current PBX infrastructure with a full IP solution is the best way to stay ahead of the competition.
- C. The scalability of Cisco IP Communications solutions will enable you to stay a step ahead of the competition
- D. Accommodating unplanned growth and customer-driven changes can best be addressed with a distributed PBX solution

Answer: A,C

QUESTION 18:

An IP telephony prospect currently uses two distinct networks to handle its voice and data needs. Which benefit would be most appropriate to highlight when recommending that the prospect switch to a Cisco IP converged network solution?

- A. faster development of proprietary business processes
- B. steady cost of sales for established product lines
- C. more accurate generation of financial reports for parent and subsidiary entities
- D. easier prediction of future costs for technology enhancements

Answer: D

QUESTION 19:

Which capability does the Cisco Catalyst 2950 Series switches provide?

- A. modular architecture and VPN access
- B. wire-speed Fast Ethernet and Gigabit Ethernet connectivity
- C. advanced QoS and multilayer switching
- D. network intelligent services, while maintaining the simplicity of traditional LAN switching

Answer: B

QUESTION 20:

Which of these products would be most appropriate to recommend to a customer that wants to switch from a PBX to Cisco CallManager without changing its voice mailbox?

- A. Cisco DPA 7600 Series Gateways
- B. Cisco VG248 Analog Phone Gateway
- C. Cisco 800 Series Integrated Services Routers
- D. Cisco Catalyst 6500 Series

Answer: A

QUESTION 21:

Based on the scenario, what is the primary need of the finance manager?

Account manager: Have you considered the potential savings in TCO that you will experience with an IP communications upgrade?

Finance manager: To some degree, yes, but this sounds like a big investment, not only in terms of technology, but even more so in terms of staff and maintenance.

- A. increased flexibility of revenue projections
- B. automating financial reports
- C. reducing operational costs
- D. increasing revenue

Answer: C

QUESTION 22:

Which two concerns best describe the typical priorities of an operations manager? (Choose two.)

- A. improving end-user support
- B. forecasting accurately
- C. impacting corporate brand image
- D. improving order processes

Answer: B,D

QUESTION 23:

Which product provides call processing for as many as 240 Cisco IP phones and also provides delivery of hybrid PBX functionality to enterprise branches or small businesses?

- A. Cisco CallManager
- B. Cisco Unity
- C. Cisco CallManager Express
- D. Cisco Media Convergence Server

Answer: C

QUESTION 24:

A Cisco converged IP environment consists of four layers, including the client layer, the services layer, and the applications layer. What is the fourth layer of the IP environment?

- A. hub layer
- B. data network layer

- C. infrastructure layer
- D. hardware layer

Answer: C

QUESTION 25:

Which product is the software-based call-processing component of a Cisco IP telephony solution?

- A. Cisco CallManager
- B. Cisco Unity
- C. Cisco Unity Express
- D. Cisco Media Convergence Server

Answer: A

Reference:

<http://www.cisco.com/en/US/products/sw/voicesw/ps556/index.html>

<http://www.cisco.com/en/US/products/hw/voiceapp/ps378/index.html>

QUESTION 26:

Which business driver is most responsible for the mass migration of the market toward converged solutions?

- A. security
- B. increased revenue
- C. ease of use
- D. productivity

Answer: B

QUESTION 27:

Based on the scenario, what is the primary need of the telecommunications manager?

Account manager: Are there aspects of your current communications infrastructure that you would like to improve?

Telecommunications manager: I am looking to monitor network performance in near real time and perform network trending for a more proactive management approach.

- A. cost justification
- B. reliability
- C. reporting capability
- D. ability to adapt to unplanned changes

Answer: C

QUESTION 28:

What enables the Cisco 7940 IP Phone and the Cisco 7960 IP Phone to interact with multiple enterprise server-based applications?

- A. digitally tuned speakers and three microphones
- B. hands-free conference set
- C. rules-based call routing
- D. built-in XML microbrowsers

Answer: D

QUESTION 29:

Which Cisco service would best serve a customer that only periodically needs additional network operational support?

- A. outsource services
- B. out-task services
- C. in source services
- D. remote deployment support

Answer: B

QUESTION 30:

The operations manager from a prospective client organization has expressed an interest in improving order processes and the ability to make accurate forecasts. The finance manager is eager to reduce the TCO of the existing IP communications infrastructure, and the IT manager would like to improve network reliability and streamline the delivery of end-user support. Given this scenario, which business driver is most appropriate to sell a Cisco IP Communications solution?

- A. reduce operating costs
- B. increase revenue generation
- C. facilitate future expansion
- D. reduce the number of employees

Answer: A

QUESTION 31:

What are two features of Cisco Unity Express? (Choose two.)

- A. scalable performance

- B. full-featured voice mail
- C. IBM Lotus Domino or Microsoft Exchange message store
- D. deployment flexibility
- E. support for 12 languages

Answer: A,D

QUESTION 32:

What are two common types of legacy equipment through which a Cisco VG248 Analog Phone Gateway allows customers to connect to Cisco IP telephony systems? (Choose two.)

- A. softphones
- B. modems
- C. voice-mail systems
- D. mail servers
- E. storage area networks

Answer: B,C

QUESTION 33:

Based on the scenario, what is the primary need of the IT manager?

Account manager: Does the performance of your current communications infrastructure pose any concerns?

IT manager: We hold the patents on a number of highly proprietary processes. These are key company assets that cannot be compromised or exposed.

- A. speed
- B. security
- C. reliability
- D. uptime

Answer: B

QUESTION 34:

In simple terms, what is a converged solution?

- A. the collective maintenance of separate networks for voice, video, and data
- B. a hybrid solution made of connected IP and digital devices that enables voice and video over the same network
- C. a combination of premier Cisco voice and software solutions connected by Cisco routers and switches
- D. a solution that combines and enables voice, video, and data over the same network

Answer: D

QUESTION 35:

To find out if the customer is experiencing problems with its IP-enabled PBX because of an overtaxed TDM bus, which question is the best to ask?

- A. Are you experiencing a delay in receiving a dial tone or is there no dial tone at all?
- B. Is the sound quality of your calls becoming increasingly worse?
- C. Are you unable to make long-distance calls at certain times of the day?
- D. Are you experiencing any echoing noise during calls?

Answer: A

QUESTION 36:

Which two business challenges are most relevant to enterprise customers investigating networking technologies? (Choose two.)

- A. reduction of operating expenses
- B. increased revenues
- C. retention of existing hardware
- D. retention of applications
- E. limited extension mobility

Answer: A,B

QUESTION 37:

A competitor selling an IP-enabled PBX has told your client that its solution is scalable. Which two of these statements might you use to best clarify the competitor definition of "scalability" with your client? (Choose two.)

- A. The number of IP-enabled phones is limited per card, and the number of cards is limited per box.
- B. While there is no hardware limitation on how many phones a card can support, the software limits the number of phones that can be supported.
- C. An IP-enabled PBX will have the scalability limitations of a traditional PBX
- D. An IP-enabled PBX cannot use existing phones, and new phones must be purchased to work with the system.

Answer: A,C

QUESTION 38:

Which of these integrated services routers would be most appropriate for a small branch office that needs integrated security and data as well as voice support?

- A. Cisco 800 Series Integrated Services Routers
- B. Cisco 1800 Series Integrated Services Routers
- C. Cisco 2800 Series Integrated Services Routers
- D. Cisco 3800 Series Integrated Services Routers

Answer: C

QUESTION 39:

Which two of these are good indicators that a business may benefit from a Cisco IP telephony solution? (Choose two.)

- A. The business wants to maintain interoperability with a single-vendor network
- B. The business wants to protect its investment in existing PBX hardware.
- C. The business wants to extend the capabilities of its network to branch offices and remote employees
- D. The business wants to limit the number of separate networks by having both data and voice on a single network

Answer: C,D

QUESTION 40:

What does a converged solution enable that a traditional solution does not enable?

- A. specific networks for specific applications
- B. 100 percent uptime
- C. mission-critical e-mail, fax, and PBX functions
- D. use of the Cisco Self-Defending Network

Answer: D

QUESTION 41:

In what way does Cisco IP Communicator enable users to place and receive calls?

- A. allows analog communications over digital devices
- B. uses IP telephony to leverage Wi-Fi
- C. uses their desktop or laptop computers as telephones
- D. saves data packets on network servers and retrieves data packets from network servers

Answer: C

QUESTION 42:

Which two personal productivity management tools does Cisco Unity Connection combine? (Choose two.)

- A. call-routing rules
- B. multiservice cross-referencing
- C. automated calendar updating
- D. web-enabled contact management
- E. speech recognition

Answer: A,E

QUESTION 43:

Which two questions would be most appropriate to ask to determine whether the potential customer is experiencing difficulty because of separate network solutions for separate applications? (Choose two.)

- A. How many employees currently require training on your existing telecommunications infrastructure?
- B. How are your communications applications (e-mail, fax, voice, video) currently managed?
- C. Does your organization experience large volumes of voice, e-mail, and fax messages on a daily basis?
- D. How adaptable to new needs is your organization in the ability to track sales lead generation?

Answer: B,C

QUESTION 44:

Which two baseline discovery questions would be most appropriate to ask a telecommunications manager? (Choose two.)

- A. How do you currently track the productivity of your employees?
- B. Would simplifying the combination of voice applications with other business systems reduce the complexity of your IP infrastructure?
- C. How many employees currently require training on your existing telecommunications infrastructure?
- D. Do you anticipate a need to integrate distributed business entities in the next two to three years?
- E. Is it important for you to generate new revenue streams?

Answer: B,D

QUESTION 45:

A Cisco IP solution prospect currently has a PBX voice solution that is in the middle of its life cycle. IP telephony can still deliver a positive ROI for this prospect, but adopting it will require a focus on the business value that IP applications can deliver. Which selling strategy describes this situation?

- A. emergency intervention
- B. up-sell
- C. disruption
- D. strategy change

Answer: C

QUESTION 46:

An account manager requires an easy-to-use, web-enabled tool to demonstrate to a prospective customer the benefits of a converged network in terms of productivity enhancements and real estate savings. What should the account manager use?

- A. Cisco ROI analysis
- B. Cisco CNIC
- C. business case from the industry of the prospect
- D. customized hurdle rate analysis

Answer: B

QUESTION 47:

Which of these provides Cisco account managers with a completely transparent, Microsoft Excel-based spreadsheet that focuses on areas of IP telephony savings?

- A. Cisco CNIC
- B. computer telephony integration analyzer
- C. Cisco ROI methodology
- D. needs-based competitive differentiator

Answer: C

QUESTION 48:

In the presentation of an ROI analysis, account managers should focus on mapping the benefits of IP telephony technology to which of these customer requirements?

- A. technology plans
- B. profit or loss projections

- C. business objectives
- D. growth plans

Answer: C

QUESTION 49:

Cisco CallManager Express would be most appropriate for which potential customer?

- A. an organization that needs to support a large number of teleworkers
- B. a global organization with many offices around the world
- C. an organization with several regional and branch offices
- D. a small organization with approximately 100 employees

Answer: D

QUESTION 50:

A customer who is interested in savings in the areas of toll bypass, audio conferencing, and unified messaging is interested in realizing which of these benefits?

- A. reduced call costs
- B. real estate benefits
- C. cultural benefits
- D. voice routing transparency

Answer: A

QUESTION 51:

Which three of these characterize a business ROI? (Choose three.)

- A. compares the benefits of solutions, not just the costs
- B. ensures that the solution is aligned with the strategic objectives of the company
- C. requires less attention to strategic differentiation
- D. usually requires a company to modify its current business processes
- E. looks at the "lowest common denominator" of benefits across companies, verticals, and countries

Answer: A,B,D

QUESTION 52:

A large IT consulting firm with 400 employees currently handles large volumes of voice, e-mail, and fax messages by using several different applications. Which Cisco solutions would be most appropriate to recommend making it easy to handle all of the messages,

whether users are in the office or traveling?

- A. Cisco Unity Express
- B. Cisco Unity Unified Messaging
- C. Cisco XML applications
- D. Cisco IP Contact Center
- E. Cisco IP telephony

Answer: B

QUESTION 53:

Which Cisco purchasing alternative would allow a prospective IP telephony customer to access its operational budget for new technology investments and, in addition, possibly speed approval through bypassing executive funding committees?

- A. purchase a full converged network solution
- B. conduct a thorough ROI analysis
- C. lease a Cisco IP telephony solution
- D. ramp up to an IP-enabled PBX solution

Answer: C

QUESTION 54:

Which two features are integrated in Cisco IOS software on routers? (Choose two.)

- A. Cisco CallManager
- B. Cisco Unity
- C. IVR
- D. Cisco CallManager Express

Answer: C,D

QUESTION 55:

What are two potential opportunities for recommending development of XML applications? (Choose two.)

- A. run periodic customized QoS reports on IP performance
- B. accommodate third-party revenue tracking utilities
- C. schedule alerts that monitor inventory, ship dates, and order receipts
- D. integrate design guidance and best practices to enhance knowledge management

Answer: C,D

QUESTION 56:

A large retail catalog business wants to route customer information with customer calls and reduce queuing times. Its call centers currently operate on a legacy ACD system, PBX, and desktop applications. Which Cisco product and feature, respectively, would meet these needs?

- A. Cisco CallManager Express and Cisco SRST
- B. Cisco Unity and Cisco ICM
- C. Cisco IP Contact Center and IVR
- D. Cisco IP Contact Center and Cisco ICM

Answer: D

QUESTION 57:

Read the customer objection and choose the best response.

Chief financial officer: Convergence sounds good in theory. What exactly does it give me, though? I want to talk in terms of business justification.

- A. Convergence is just one of several tangible benefits that you realize in terms of cost savings in the near term.
- B. Convergence can empower a business to reduce infrastructure, staffing, and facilities costs to produce a quick ROI.
- C. Convergence will enable your organization to run highly customized reports across multiple systems.
- D. Convergence is the direction in which the market is going; it makes more sense to do it sooner rather than later.

Answer: B

QUESTION 58:

Which hardware device enables a reliable, manageable way to connect IP telephony systems to existing switches or analog devices?

- A. hub
- B. switch
- C. router
- D. gateway

Answer: D

QUESTION 59:

A large insurance carrier with a converged IP network has inquired about a user-friendly

telephony solution that will effectively manage incoming calls, enable access to voice mail via speech, allow employees to forward critical callers to a designated number, view e-mail, and play voice mail. Which application would you recommend?

- A. Cisco CallManager AutoAttendant
- B. Cisco Emergency Responder
- C. Cisco MeetingPlace
- D. Cisco Personal Assistant

Answer: D

QUESTION 60:

When asking a new prospect discovery questions, it is important to determine whether the customer has any needs that would not be filled by existing IP telephony applications. Which two approaches would help you identify opportunities for new XML applications? (Choose two.)

- A. Determine if alerts are given via phone for low inventory, ship dates, or order receipts.
- B. Determine how emergency calls are handled by the organization
- C. Determine how e-mail, voice, and fax messages are handled by the organization.
- D. Determine if there are scenarios in which immediate access to information is required

Answer: A,D

QUESTION 61:

Which Manager improves lead generation and distribution?

- A. Human Resource Manager
- B. IT Manager
- C. Marketing Manager
- D. Operation Manager

Answer: C